

ONLY A MOTOR OIL THIS DURABLE COULD HAVE THE GUTS TO MAKE A PROMISE THIS BIG

For more than 20 years, the maker of Quaker State® motor oil has been proud to offer consumers one of the best motor oil warranty programs on the market. The tradition of being among the industry's most innovative motor oil brands continues, by making our warranty even better. While other warranties make guarantees, we are putting our money where our mouth is.



How is the Quaker State Warranty Better?

The free warranty with purchase of Quaker State® motor oil is for up to 10-years/300,000-miles with an increased timeframe for customers to register before/at 72 months or 75,000 miles. While most other oil manufacturers require you to change your oil every 3,000 to 4,000 miles, we follow OEM guidelines.

The Warranty Details* – Less Complicated & More Benefits

- Across the product line, Quaker State offers customers consistent protection with no changes in the warranty duration based on the product purchased.
- Quaker State is transferable up to 90,000 miles.
- Quaker State Lubrication Limited Warranty does not dictate that customers must change their oil every 3,000 to 4,000 miles. We make it simple, by following the guidelines set by OEMs.
- Enrollment and tracking are easy. All customers have to do is register within 72 months or 75,000 miles and go online once a year to register their purchases to keep the warranty intact.
- Warranty takes effect six months after first eligible purchase of Quaker State® motor oil

QUAKER STATE WARRANTY AND QUAKER STATE CASH BACK BONUS PROGRAMS

Key Element	Quaker State	Valvoline	Castrol	Mobil
Duration	10 Years / 300,000 Miles	<ul style="list-style-type: none"> No timeline, based on mileage Conventional: 150,000 miles MaxLife & Durablend: 225,000 miles SynPower & MaxLife Synthetic: 300,000 miles Enrollment excludes vehicles older than 19 years 	<ul style="list-style-type: none"> Elite: Edge 15 years / 500,000 Miles Premier: Syntec 15 years / 350,000 miles Preferred: GTX High Mileage/Blends 10 years / 250,000 miles Value: GTX 8 years / 150,000 miles 	<ul style="list-style-type: none"> Valid for 10,000 miles / 1 year from the date of purchase regardless of the vehicle's mileage Extended Performance is for 15,000 miles / 1 year
ODI Interval	OEM recommended	3,000 to 4,000 miles	<ul style="list-style-type: none"> Synthetic: Six months / 6,000 miles Blend/HM: Five months / 5,000 Miles Conventional: Four months / 4,000 miles 	OEM or the written instructions (which includes product packaging) of ExxonMobil.
Enrollment By / Coverage Starts	Within 72 months (6 years) or 75k miles / Six (6) month after 1st oil change	Within 125,000 miles / 18 months after first oil change	<6 years old and <100k miles /150 days and 8,000 miles after the online registration	Date of purchase or installation / Date of purchase of installation
Transferability	Up to 90k miles	Nontransferable	Nontransferable	Nontransferable
Claim Limit	Up to \$5,000	Up to \$5,000	Up to \$5,000	No amount referenced
Consumer Requirements	Change oil based on OEM recommendation Update oil change records online at least once every 12 months. Keep receipts	Change the vehicle's every 3,000 to 4,000 miles (Check the owner's manual for the right grade of oil (10W-30, etc). Log every oil change. Keep receipts	Change oil as set by oil type, use selected oil consistently (no switch – otherwise, the lesser warranty applies). Keep receipts	Proof of purchase Inspection Possible oil sample at no cost

*Information as of 03/25/11. Visit warranty sections of valvoline.com, castrol.com, mobil.com and quakerstate.com for full details. Subject to change.

Introducing the Quaker State Cash Back Bonus Program

We're so confident in Quaker State® motor oil's ability to protect the moving parts of customers' vehicles that we're willing to cover those moving parts and pay customers book value once their vehicle hits 300,000 miles. Now that's durability you can bank on.

The Quaker State Cash Back Bonus Program is available to eligible Quaker State Lubrication Limited Warranty participants who use specialty Quaker State® motor oils (synthetic blend, high mileage, or full synthetic) such as Quaker State® Enhanced Durability Synthetic Blend, Quaker State® Enhanced Durability Higher Mileage Engine™, or Quaker State® Ultimate Durability™ Full Synthetic ("specialty motor oil") and drive up to and over 300,000 miles in addition to the free 10-years/300,000 mile warranty.

Get to 300,000 miles Quaker State Cash Back Bonus Program Pays You Back. The Quaker State Advantage (Build Relationships, Loyalty and Business)

As a Quaker State installer, you now have the opportunity to promote the warranty with a cash back option for your customers. With Quaker State® motor oil and the Cash Back Bonus, you're offering peace of mind to your customers with durability you can bank on backed by our 10-year/300,000 mile warranty.



QUAKER STATE WARRANTY AND QUAKER STATE CASH BACK BONUS PROGRAMS

How the Cash Back Bonus Program Works

1. The Cash Back Bonus Program is open to Quaker State® motor oil customers who are eligible for and have registered to participate in the Quaker State Lubrication Limited Warranty Program (“you”).
2. You must comply with all terms and conditions set forth in the Quaker State Lubrication Limited Warranty Program above, plus the additional requirements contained in this Cash Back Bonus Program.
3. To be eligible for the Cash Back Bonus Program, you must use one or more of the following Quaker State specialty motor oil products starting no later than when your vehicle reaches 100,000 miles;
 - a. Quaker State® Enhanced Durability™
 - b. Quaker State® Higher Mileage Engine™
 - c. Quaker State® Ultimate DurabilityProduct names may change or a product may be substituted or discontinued without notice at the sole discretion of SOPUS Products.
4. You will not be eligible for the Cash Back Bonus Program if you use Quaker State conventional motor oil (Quaker State® Advanced Durability) in your vehicle at or beyond 100,000 miles, unless you meet the requirements of the GRANDFATHER CLAUSE below.
5. GRANDFATHER CLAUSE. If you are an existing Quaker State motor oil customer registered for the Quaker State Lubrication Limited Warranty Program before June 1, 2011, you have the opportunity to be eligible for the Cash Back Bonus Program disregarding of which type of Quaker State® motor oil you use.
6. You are eligible to make a claim for a Cash Back Bonus when your eligible vehicle has reached 300,000 miles AND it is no older than 20 years old, and you have otherwise complied with all terms and conditions of this Cash Back Bonus Program and the Quaker State Lubrication Limited Warranty program.

NOTE: The customer does not need to have made a claim under the Quaker State® Lubrication Limited Warranty in order to make a claim under the Cash Back Bonus Program nor does eligibility under the Cash Back Bonus Program end after filing a claim under the Quaker State® Lubrication Limited Warranty Program. Their eligibility under the Cash Back Bonus Warranty Program may extend beyond their eligibility under the Quaker State® Lubrication Limited Warranty Program; however, if they are in good standing under the Quaker State® Lubrication Limited Warranty Program at the time their eligibility ends, they may continue their participation in the Cash Back Bonus Warranty Program under the terms and conditions of the program.

For full Quaker State Limited Lubrication Warranty and Cash Back Bonus program terms and conditions, please visit quakerstate.com.

How is the Value of a Customer’s Vehicle Determined?

If the customer is a U.S. resident, the amount of the Cash Back Bonus will equal the “Trade In – Good Condition” value of the vehicle on Kelley Blue Book® (kbb.com) at the time all required documentation for the claim is received, up to a maximum of \$3,000.

NOTE: We’re not physically buying the customers vehicle. We’re simply giving them the value of their vehicle in cash!



Kelley Blue Book
THE TRUSTED RESOURCE
kbb.com

QUAKER STATE WARRANTY AND QUAKER STATE CASH BACK BONUS PROGRAMS

Get the Word Out

- This program is supported with more than \$10,000,000 in TV, radio and digital media buys including Kelly Blue Book and Autotrader.ca .
- A new advertising campaign focusing on the Cash Back Bonus Program.
- The campaign to life via grassroots, public relations and new media.

In-Store Support Materials (available as a kit)

- Counter mat – 1
- Ceiling mobile – 1
- Poster – 1
- Ad slick/brand-approved artwork (Ad Creator)
- FAQs (posted at www.quakerstate.com)

To order the Quaker State Cash Back Bonus POP kit, please order using code 6101323 through The Service Center, via ACB or eServe.

It's up to you to communicate the quality brand message and value of trading up to premium products. Assess your merchandise "real estate" and captivate the audience on Quaker State® lubricant products and services. Create customized advertising fueled by Quaker State® brand power and help drive business your way. Utilize your accrued co-op funds to help maximize your results.

Some ideas include:

- Radio script (provided on Ad Creator) for local radio spots
- Run advertisement in local newspaper after customizing Ad Slick (provided on Ad Creator)
- Ensure that any approved point of purchase materials are up and visible to the consumer beginning June 6, 2011
- Send out email(s) to existing consumer database

DURABILITY YOU CAN BANK ON.

PROTECTION FOR 300,000 MILES.
FREE WARRANTY WITH PURCHASE OF QUAKER STATE® MOTOR OIL, UP TO 10 YEARS OR 300,000 MILES*



CASH BACK WHEN YOU GET THERE.
KELLEY BLUE BOOK® TRADE-IN* VALUE OF YOUR VEHICLE WHEN YOU HIT 300,000 MILES. (YOU KEEP YOUR VEHICLE)

Purchase any Quaker State® specialty motor oil and you may be eligible for the Quaker State Cash Back Bonus



CERTAIN RESTRICTIONS APPLY, SEE QUAKERSTATE.COM FOR DETAILS.

REAL DURABLE OIL



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