



THE DELO[®] INSTALLED PROGRAM



Delo[®]
Let's go further[®]

Your advantage in a competitive market

It's all about smart business. Competition in the oil change business is as tough as it gets. But, when you feature Delo® products and proudly fly the Delo brand, you can be sure your customers and prospective customers know you're on the leading edge of lubrication technology. They'll know you're installing a product with a firm heritage of excellence, innovation and reliability. They'll recognize you as a trusted supplier of one of the most popular and powerful brands in the market.

The Delo Installed Program rewards you for your brand loyalty and quality commitment with:

- Quality Products
- Free Merchandising Kit
- Promotional Material
- Merchandising and Business Support
- Co-op Funds and Benefits

The Program

The Delo Installed Program helps you build your business.

Businesses who commit to Chevron and Delo branded products benefit from unparalleled merchandising and business support. It's simple. You commit to a purchase level and you are instantly rewarded with product benefits. The Delo Installed Program caters to two levels of partners: Builders and Installers.

Terms and Conditions

Chevron Lubricants Canada reserves the right to deny reimbursement for expenditures and activities that do not meet the guidelines set forth in this document and that are, in its opinion, in violation of common business practices, regulations and guidelines. Chevron Lubricants Canada reserves the right to make changes or terminate any or all of these programs at any time. All advertising must comply with Chevron Lubricants Canada identity guidelines and all applicable advertising laws and regulations.

The Delo® Installed Program – Builder Level

Be a Builder.

The category of Delo Builder has been established for Heavy duty Motor Oil Installers who value the power of the Delo brand.

To qualify as a Delo Builder you must:

Purchase a minimum of 21,000L of qualifying product, which must include a minimum of 3,000L of premium products.

You receive:

In return, businesses receive tailored Merchandising Kits containing valuable store-front merchandising material, end user promotions and can earn co-op funds, redeemable online for advertising or marketing material of your choice.

The Delo Installed Program – Installer Level

Be an Installer.

The category of Delo Installer has been established for motor oil Installers who value the power of the Chevron family of products.

To qualify as a Delo Installer you must:

Purchase a minimum of 5,500L up to 20,999L of qualifying product, which must include a minimum of 1,000L of premium products.

You receive:

In return, partners receive tailored Merchandising Kits containing valuable store-front merchandising material, end user promotions and can earn co-op funds, redeemable online for advertising or marketing material of your choice.

Free Builder Level Merchandising Kit



Banner (1) 114" x 30". Includes grommets.



Illuminated Metal Sign (1)
4' x 4' with Lamps and Ballast.

Delo Rail Decals (200)
3 1/2" x 4 3/4",
1/8" Radius corner

Paper Floor Mats
Package of 500
17 3/4" x 23"



Delo Counter mat (1)
14" x 20".
10 mil. textured vinyl
with 8 mil. rubber
grip back.



Static Cling Service Reminders
(2 rolls of 500 each)
1 3/4" x 2 1/2".



Wall Clock (1)
12" x 12"

Free Installer Level Merchandising Kit



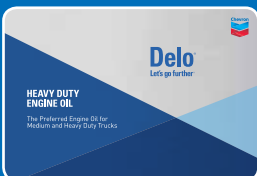
Banner (1) 114" x 30". Includes grommets.



Delo Tacker Sign (1)
Metal Tacker Sign
48" x 36"

Delo Rail Decals (200)
3 1/2" x 4 3/4",
1/8" Radius corner

Paper Floor Mats
Package of 500
17 3/4" x 23"



Delo Counter mat (1)
14" x 20".
10 mil. textured vinyl with
8 mil. rubber grip back.



Static Cling Service Reminders
(2 rolls of 500 each)
1 3/4" x 2 1/2".



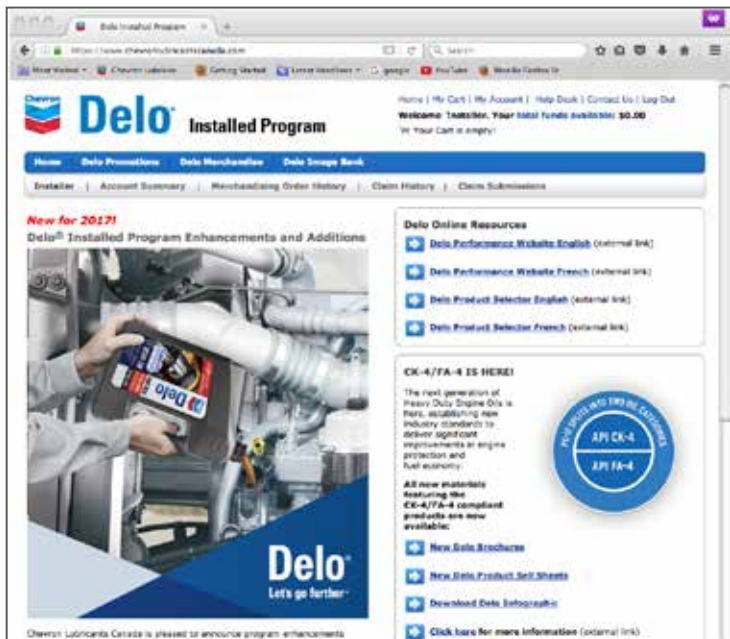
Wall Clock (1)
12" x 12"

Promotional Material

The Delo Installed program offers continual business support through the offering of hard-hitting consumer communications and promotions. Timely promotions are available throughout the year and are continually being updated to feature varying products, services – and reasons to buy, ultimately helping to build your business.

From rebates, gifts with purchases, or product highlights – business support through creative and attention-getting offers is always beneficial!

Merchandising and Business Support



A custom online Marketing SupportNet Program has been designed to support your business building success every step of the way. Online you will find countless marketing, merchandising, and advertising material.

The Installed Co-op Program is a powerful tool that ensures the marketing funds you need to drive customers into your lube facility are readily available.

In addition to a start up Merchandising Allowance, program participants can earn valuable Co-op Program funds, based on estimated annual volume purchases (consider your weekly needs x 52 weeks). Co-op funds can be redeemed for special business-building claim items such as promotions, direct marketing, signage and merchandise, as well as media.

A "virtual" fund is set up at the beginning of the calendar year, with funds paid out as reimbursements. Unused funds expire at the end of your yearly contract. Installers must fill out a Declaration/Validation of Purchase Form to participate in the program.



A Chevron company product

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