



## Expanding Your Possibilities: Castrol® Named as the 1st US Supplier in the eXtra Program

Castrol is collaborating with Bosch on the launch of a program designed to provide our distribution partners with an improved offer for current and potential customers. Step 1 in this collaboration is that Castrol will be named as the US motor oil supplier in the eXtra Awards program, with an official announcement and launch at AAPEX/SEMA. This collaboration is part of Castrol's strategy to create improved tools and services for our partners providing you with a compelling, "Why Castrol", message. Over the coming months Castrol and Bosch will continue to launch novel co-branded campaigns designed to grow and strengthen Castrol in the DIFM channel.

In order to provide a more comprehensive offer, we will be announcing a change in the points structure of the rewards program. The point and redemption values will be adjusted to allow us to add more products to the offer. All current points will be converted to this program and the catalog choices will remain consistent with the change as well. The goal is to change customer purchasing behavior, driving a higher percentage of premium brand sales and to provide our partners with a more complete product offering. The tentative effective date for the change will occur by December 1<sup>st</sup>.

Below is the updated point value for the products, in points per gallon:

- [NEW](#)- Castrol® EDGE® SUPERCAR = 120 points
- [NEW](#)- Castrol® EDGE® Bio-Synthetic = 120 points
- [NEW](#)- Castrol® EDGE® Extended Performance = 120 points
- [NEW](#)- Castrol® EDGE® High Mileage™ = 100 points
- Castrol® EDGE® = 100 points
- Castrol® Transmax™ Full Synthetic Multi-Vehicle = 60 points
- Castrol® GTX Magnatec® = 50 points
- Castrol® GTX® High Mileage™ = 40 points

- Castrol® GTX® = 10 points
- **NEW**- Castrol® Power1® = 5 points
- **NEW**- Castrol® Act>Evo® = 5 points

NOTE: 1 point in the current program will = 20 points after the adjustment

The eXtra program is a complimentary program to the existing Castrol Rewards program. IT WILL NOT REPLACE Castrol Rewards, instead it creates NEW opportunities for our distributor partners. The eXtra program provides Castrol with access to Bosch's IWS network and delivering Castrol with unprecedented access and insight to this market. As Castrol begins to receive this new market information, it will be loaded into the Castrol InSight tool, which will provide our TSM's and DSR's valuable new prospects and deeper understanding of the market that we lacked in the past.

More information to come in the following weeks.

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with questions about this communication.