



# It's all about smart business.

Competition in the oil change business is as tough as it gets. 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 technically innovative brands in the market.

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

- Quality Products
- Merchandising and Business Support
- Co-op Funds and Benefits



## Who Can Participate

You must be a professional Heavy Duty Motor Oil Installer, Heavy Duty Quick Lube or Heavy Duty Truck Repair Facility and commit to a purchase level.

## The Program

The Delo Installed Program helps you build your business. Businesses who commit to Chevron and Delo branded products benefit with business support. The Delo Installed Program caters to two levels of partners – Builder Level and Installer Level:

### 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. (See qualifying products on the next page)

#### You receive:

- A virtual advertising Co-op fund to support your sales of Delo Brand Products. Your qualifying advertising/marketing expenses are reimbursable per the then-current Chevron Installer Cooperative (Co-Op) Advertising Program Guidelines - up to the limit of your co-op funding.
- Access to Chevron Merchandising Centre: [chevronmarketingresources.ca](http://chevronmarketingresources.ca).
- For the 1st year of enrollment, you will receive a **\$700** credit\* that can be used towards the purchase of Delo Signage Essentials. (see next page) Credit is valid only on [chevronmarketingresources.ca](http://chevronmarketingresources.ca).

### The Delo Installed Program – Installer Level

#### Be an Installer.

The category of Delo Installer has been established for Heavy Duty Motor Oil Installers who value the power of the Delo Brand.

#### 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. (See qualifying products on the next page)

#### You receive:

- A virtual advertising Co-op fund to support your sales of Delo Brand Products. Your qualifying advertising/marketing expenses are reimbursable per the then-current Chevron Installer Cooperative (Co-Op) Advertising Program Guidelines - up to the limit of your co-op funding.
- Access to Chevron Merchandising Centre: [chevronmarketingresources.ca](http://chevronmarketingresources.ca).
- For the 1st year of enrollment, you will receive a **\$350** credit\* that can be used towards the purchase of Delo Signage Essentials. (see next page) Credit is valid only on [chevronmarketingresources.ca](http://chevronmarketingresources.ca).

\*Merchandising credit is only available for Year 1 of enrollment and can only be used on [chevronmarketingresources.ca](http://chevronmarketingresources.ca).

## Delo® Signage “Essentials List”

<b>CCM2038 (English)/CCM2038-FR (French)</b>	Delo Banner, 9½' x 2½', includes grommets
<b>CCM2040 (English)/CCM2040-FR (French)</b>	Delo Counter Mat, 14" x 20", 10 mil textured vinyl with 8 mil. rubber grip back
<b>CCM2500</b>	Delo Exterior Illuminated Sign, 4' x 4', includes cabinet and face - 48" x 48"
<b>CCM0003</b>	Delo Paper Floor Mats, Package of 500, 17" x 22"
<b>CCM2041 (English)</b>	Delo Metal Tacker Sign, 36" x 36"
<b>CCM2039</b>	Delo Wall Clock, 12" x 12"
<b>CCM1048 (Bilingual)</b>	Delo Rail Decals (200), 3½" x 4¾"
<b>CCM2082 (Bilingual)</b>	Delo Static Cling Service Reminders, 2" x 2"
<b>CCM2111 (Bilingual)</b>	Delo Static Cling Service Reminders - Personalized, 2" x 2"

For current pricing, visit [chevronmarketingresources.ca](http://chevronmarketingresources.ca).

### Banner



### Counter Mat



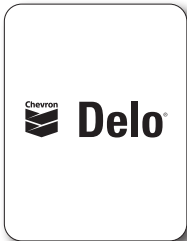
### Illuminated Sign



### Tacker



### Paper Floor Mats



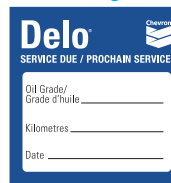
### Wall Clock



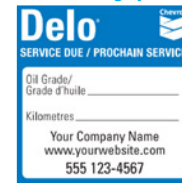
### Rail Decals



### Static Cling



### Static Cling (personalized)



## Co-Op Funds and Benefits

A “virtual” fund is set up at the beginning of the calendar year (January 1 to December 31) with funds paid out as reimbursements on qualifying advertising/marketing expenses. See the current Installer Cooperative (Co-Op) Advertising Program Guidelines for details. Funds are calculated based on your previous year’s volume purchases of qualifying products. Annual renewals must be completed. Pro-rated funds are available for those installers enrolling in the program during the year.

## Qualifying Products

**Conventional Motor Oils**  
Delo 400 SDE SAE 15W40

**Coolants**  
Delo ELC 50/50 Premixed and Concentrate  
Delo XLC Premixed 50/50  
Delo ELC Advanced

**Gear Lubricants and Transmission Fluids**  
Delo Gear ESI® Products  
Delo Syn Gear Products  
Delo Syn Trans Products  
Delo Trans ESI

**Greases**  
Delo Syn-Grease Products  
Delo Grease EP0/EP 00/EP 1/ EP2  
Delo Grease ESI HD Products  
Delo Grease ESI HD Moly products

### Synthetic Blend Motor Oils

Delo 400 XLE SAE 10W30  
Delo 400 XLE SAE 15W40  
Delo 400 ZFA SAE 10W30  
Delo 600 ADF SAE 10W30  
Delo 600 ADF SAE 15W40

### Synthetic Motor Oils

Delo 400 XSP SAE 5W40  
Delo 400 XSP SAE 5W30  
Delo 400 XSP SAE 0W30

### Terms and Conditions

To qualify for this program you must be a Heavy Duty Motor Oil Installer. Chevron Canada Limited reserves the right to deny co-op reimbursement for expenditures and activities that do not meet the then-current Installer Cooperative (Co-Op) Advertising Program Guidelines and that are, in its opinion, in violation of common business practices, regulations and guidelines. Chevron reserves the right to make changes or terminate any or all of this program at any time. All advertising must comply with Chevron Canada Limited identity guidelines and all applicable advertising laws and regulations.

Unused account balances automatically expire at the end of the calendar year, have no cash value, and cannot be carried over from the previous year.

Installers must fill out a Declaration/Validation of Purchase Form to participate in the program.

Merchandising credit is only available for Year 1 of enrollment and can only be used on [ChevronMarketingResources.ca](http://ChevronMarketingResources.ca).

[chevronlubricants.ca](http://chevronlubricants.ca)

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**Delo®**  
Let's go further.®