



# Experience the Rotella difference.

**Get a \$40 Digital Gift Card<sup>1</sup>**  
with a Shell Rotella® T6 Full Synthetic heavy duty engine oil change.



## Enrollment Period:

January 21, 2025 – February 15, 2025

## Promotion Period:

April 1, 2025 – July 31, 2025

## Exciting Opportunity For Your Location:

On April 1st, Shell Rotella® is launching an exciting promotion aimed at premium-minded consumers. Consumers who purchase a Shell Rotella® T6 Full Synthetic oil change during the promotion period qualify for one (1) \$40 Digital Gift Card<sup>1</sup>!

## Promotion Period:

Once consumers submit proof of purchase of a qualifying Shell Rotella® T6 Full Synthetic heavy duty diesel engine oil change, they will receive an email from Shell Rotella Rewards with step-by-step instructions to select a Gift Card of their choice. A valid email address is required. All Gift Cards will be digital, not physical.

Consumers can choose from a wide variety of premium lifestyle Gift Cards such as AirBnB, Apple, Best Buy®, Disney, Doordash, HomeGoods, Hotels.com, Hulu, Macy's, Nordstrom, Spotify, Top Golf, Uber, UberEats, and Wayfair.com, to name a few.

## Benefits For You (Installer):

- With the 4-month Promotion Period you can choose to run four promotions in-store for all four months, or for a time period during these three months that works better with your promotional calendar.
- Your location may gain a larger share of sales over non-participating locations because of this great offer.
- Your location may also gain new customers from the surrounding area due to the mass appeal of this offer. With over 100+ premium merchant gift card options, the opportunity for customers to be rewarded from your location will bring interest from every type of customer.

## Benefits For Your Customer (Consumer):

- Everyone is a winner with this high value reward only available to consumers who purchase a qualifying Shell Rotella® T6 Full Synthetic heavy duty diesel engine oil change.
- By choosing Shell Rotella® at your location, your customers will have the opportunity to choose a Gift Card of their choice, to spend however they want.

<sup>1</sup>Offer begins at 12:00 AM Central Time ("CT") on April 1, 2025 and ends at 11:59 PM CT on July 31, 2025 ("Promotion Period"). Offer valid at participating locations only with a qualifying Shell Rotella® T6 Full Synthetic heavy duty diesel engine oil change, during the Promotion Period. Void in RI and where prohibited or restricted by law. Valid while supplies last. A valid email address is required to participate in this offer. No substitution or cash redemption. Limit one (1) redemption per person, household or address (email and physical) during the Promotion Period. All requests must be made on-line by 11:59 PM CT on August 15, 2025 and be accompanied by a copy of the Installer identified and dated service invoice showing the required qualifying Shell Rotella® T6 Full Synthetic heavy duty diesel engine oil change purchase (brand and product required on invoice) during the Promotion Period. Bulk submissions or bundled submissions by installer, or any other entity, on behalf of consumers, are not permitted. Installers may not submit on behalf of the consumer. For purposes of this promotion, the "Reward" is defined as one (1) \$40.00 digital gift card. This promotion cannot be combined with any other offers or discounts. Reward restrictions apply. Must be eighteen (18) years of age or older to redeem. Reward is subject to separate terms and conditions of issuer. Rewards are not transferable or refundable. Pennzoil-Quaker State Company d/b/a SOPUS Products is not responsible for any lost, stolen, or misplaced Rewards. Lost, stolen or misplaced Rewards will not be replaced. Reward expires 90 days after issue date. Allow up to 6 weeks for delivery of your Reward. Promotion valid in the United States only (excludes RI and all U.S. territories and possessions). Additional Reward specific restrictions may apply. This promotion may not be published in any blog or publication, electronic or printed, without written permission from SOPUS Products. SOPUS Products may amend, cancel, rescind or extend this offer, in whole or in part, at any time, without notice. See participating locations and full Terms and Conditions at [rotella.com/t6rewards](https://rotella.com/t6rewards).

All trademarks are the property of their respective owners.

Gift Card merchants listed above are not Sponsors of, or otherwise affiliated with this Promotion.

# SHELL ROTELLA® T6 FULL SYNTHETIC NATIONAL PROMOTION!



## Steps To Prepare For This Promotion:

1. Review all materials and train employees on all features of this promotion.
2. Merchandise key selling zones within the store with promotional materials.  
Examples include:
  - Customer waiting area
  - Drive lane
  - Check-out counter
  - Marquee on primary signage
3. Conduct local media plan promoting this offer. (recommended)
4. Ensure adequate inventory to handle anticipated increase in demand.
5. Ensure your POS system has Shell Rotella® T6 Full Synthetic heavy duty diesel engine oil included, for printing on service invoices. Abbreviations are accepted.

## Steps To Redeem The Offer (Consumer):

1. Consumer purchases a qualifying Shell Rotella® T6 Full Synthetic heavy duty diesel engine oil change.
2. Consumer scans the QR code located on the promotional materials or goes online to [rotella.com/t6rewards](https://rotella.com/t6rewards).
3. Consumer follows the easy instructions to complete the online submission form and upload their valid proof of purchase.

**Notes:** Limit one (1) redemption per person, household, or address (physical and e-mail) during the promotion period. Cannot be combined with any other SOPUS Products promotions or offers.

## Support Materials – Available Electronically:

- Ad Slick/Approved Art via Ad Creator
- Web Banner via Ad Creator
- Email Template via Ad Creator
- Social Media Assets via Ad Creator
- Poster Template via Ad Creator

## Getting Started:

All installers must elect to participate in this promotion via enrollment. Each installer location must be enrolled individually.

## There Are 2 Ways To Enroll:

1. Complete the Eligibility Guidelines & Enrollment Request Form online (PREFERRED METHOD) via the Promotions Enrollment tile in Lubes One Source; or.
2. Complete and email the Eligibility Guidelines & Enrollment Request Form to [sopusproducts@calltsc.com](mailto:sopusproducts@calltsc.com).

All enrollments must be completed and in the system by February 15, 2025. Late enrollments will not be accepted.

## Timeline:

1/21/2025	Enrollment Begins
2/15/2025	Enrollment Ends
4/1/2025	Promotion Starts
7/31/2025	Promotion Ends
8/15/2025	Last Day for Consumers to Request Offer

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SOPUS Products will include an opt-in on this promotion for consumers to receive information via email from Shell Rotella about our products and offers.

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