



# PENNZOIL® TEXT REWARDS

January 1, 2021

Dear Installer Owner,

We are excited to send you everything you need to participate in the Pennzoil® Text Rewards Program! If you are new to the program, welcome! If you participated in previous years, we thank you for your efforts and hope that Text Rewards is contributing to your shop's success!

This exciting program gives your customers the opportunity to receive text offers and coupons to your location, **fully funded by Pennzoil**. The program is designed to help drive new traffic and bring customers back into your shop.

In the kit you will find the tools needed to advertise this great offer. The enrollment code is specific to your location, so the coupons customers receive via text will only be valid at your location. Look through the box and display the point of sale items provided.

**Your immediate action:**

If you have the previous Text Rewards items displayed in your shop, please remove them and replace them with the new items in this kit.

You will want to take full advantage of this program so you and your customers don't miss out! The program is live now through December 31, 2021. While new offers for customers end on December 31, 2021, you may see some valid coupons come back through June 2022.

We appreciate your participation in this offer, and please don't hesitate to contact your Distributor Sales Representative with any questions you may have.

Thank you,

Shell Lubricants Indirect Channel Marketing Team