

**VALVOLINE
PARTNER
SOLUTIONS
FOR YOUR
SERVICE CENTER**

Big O Tire 2018 Premium Program

BIG O TIRES[®]
THE TEAM YOU TRUST[®]


Valvoline[™]

WHY VALVOLINE?

BIG O TIRES[®]

THE TEAM YOU TRUST[®]

Program Details:

- ✓ Landscape
- ✓ Big O Tire Points Program
- ✓ Program Overview
- ✓ Program Support Details



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“Valvoline Advantage” Program Offering

“WHY” we jointly created the offering

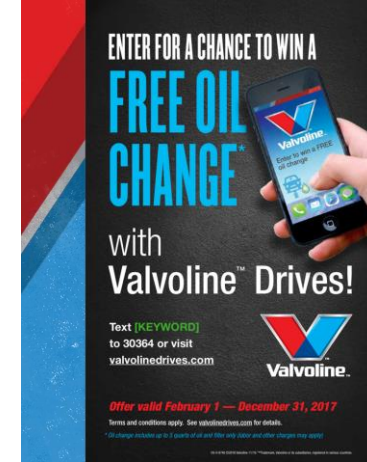
Our passion is to be “Hands on Experts” and assist our installers to “Make Money”

The *“Valvoline Advantage Program”* offering is designed to address Installer needs:

- Consumer retention
- Grow gallons
- Increase premium sells
- Reduce employee churn
- Raise safety awareness
- Flexible funding
- Training – instore and online
- In-store incentive

Valvoline Advantage Program Overview

- This program is designed to similar to other existing Big O Tire programs:
- **POSM included**
 - All POSM is free to our customers
 - Specifically designed to increase premium sales
 - Marketing POSM drives consumer awareness and how to execute **Valvoline DRIVES**.
- **Distributor Network**
 - North American coverage – Canadian and US
 - (9) Direct Markets and over (70) Distributors
- **Products**
 - Bulk and Bottle packaging
 - Advance Bay Box Program helps drives inventory management and overall lubricant efficiencies
 - Safety
 - Inventory Management
 - Working Capital
 - **Distribution**
- **Training**
 - In-store and On-line
- **Equipment Program**
 - Lubricant
- **Business Solutions**
 - Recruiting and Safety Programs
- **Digital Support**
 - 24 / 7



Average Operator Annual Points

Points program:

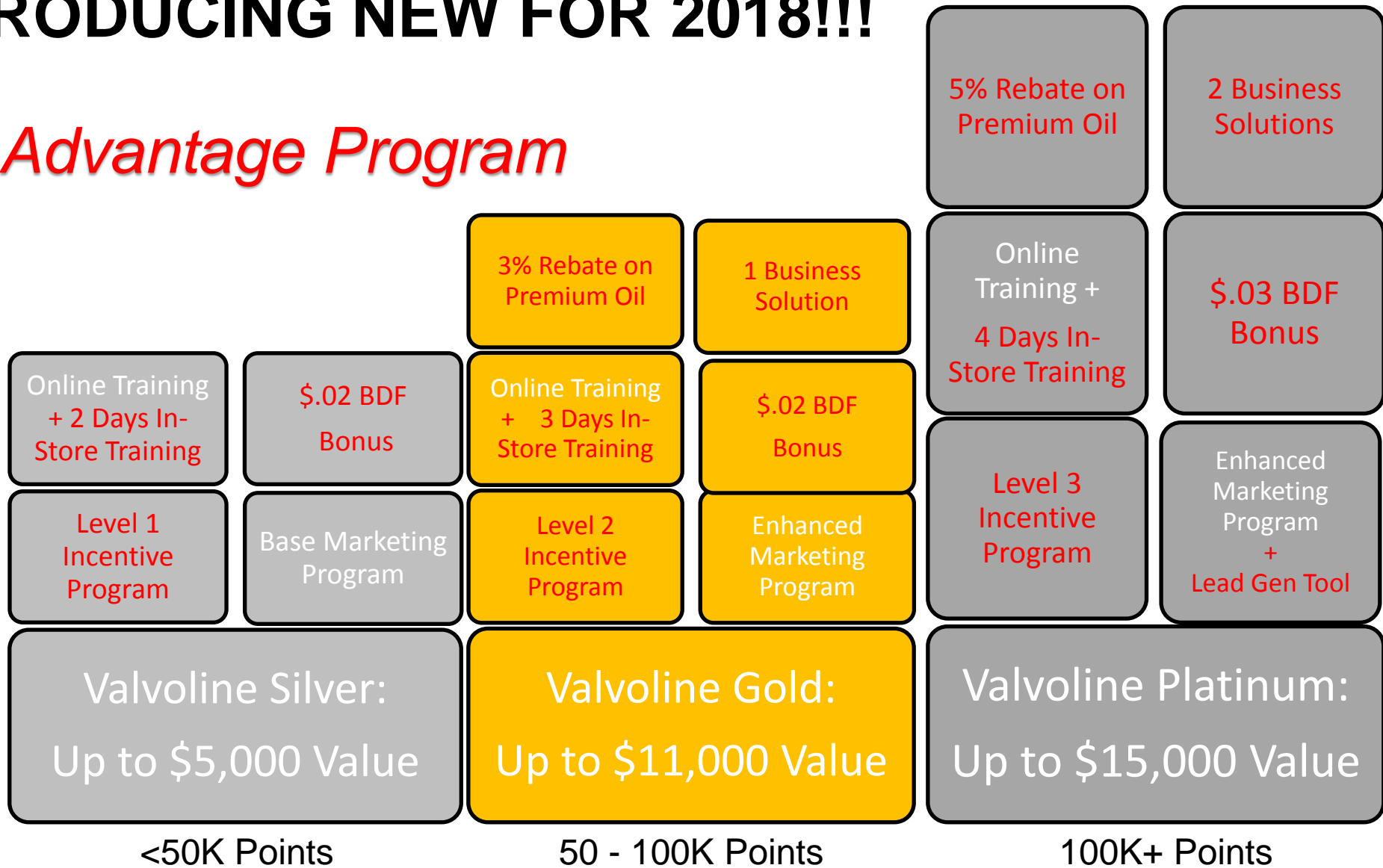
- Every product has been assigned a point value
- Multiple the number of units by the points value
- The example shown:
 - Actual Big O Tire store

Average Big O / Midas Dealer				Date:	
<u>Gallon Volume</u>	Points		Gallons / Units		Total Points
Bulk Lubricant Synthetic Motor Oil	17	X			
Bulk Lubricant Synthetic Blend & High Mileage Motor Oil	13	x			
Bulk Lubricant Conventional Motor Oil	8	x	2,100		16,800
Other Bulk Lubricants (ATF, Gear Oil, Greases)	5.5	x			
Other Bulk Lubricants (Synthetic Valvoline ATF DEX VI)	17				
Packaged Synthetic Motor Oil	26	x	800		20,800
Packaged Synthetic Blend Motor Oil & High Mileage Motor Oil	17	x	600		10,200
Packaged Conventional Motor Oil	13	x			
Packaged Premium Lubricants	32	x			
Other Packaged Conventional Lubes (ATF, Gear Oil, Grease)	7	x			
Other Packaged Synthetic (Valvoline ATF DEX VI)	26				
Packaged Premium Antifreeze Products (G0-5, DexCool, HD)	3		110		330
Zerex Original Green Antifreeze and Bulk Antifreeze	1	x			
Total Gallon Volume & Points			3,610		48,130
			Grand Total Points		48,130



INTRODUCING NEW FOR 2018!!!

Valvoline Advantage Program



* If font is in RED new offering 2018

Incentives



Incentives – Driving Excitement



April – June : Prepare Your Car For Summer

- Email campaign towards targeted premium oil purchases
- Goal : Premium purchase % over PY



July – September : Make The Grade

- Focus on 'Make the Grade' checklist to make sure consumer cars are ready for travel. NASCAR Event in PHOENIX
- Goal : Total points purchased over PY



October – December : March Madness

- \$100 towards Direct Mail to target new customers
- Goal : Total gallons over PY



New Customer : April – September

- Top 5 locations and one FBC that generates the most new accounts will attend Nascar Event in PHOENIX as VIP's
- Goal : Total Points purchased & most new accounts signed up.

NEW

Our goals are:

- Drive increased purchases and loyalty from existing customers
- Drive excitement to become a partner of Valvoline

Prizes:

- 3 grand prize winners each quarter for Big O Tire
 - Trip for 2
- 1 FBC from Big O Tire
- FBC criteria same as operators goals i.e. All-Star Game Premium % over Prior Year

Communication:

- Launch
- Monthly splashes
- Top 5 Stores; Top FBC

Training

TEAM ALIGNMENT

BIG O TIRES[®]

THE TEAM YOU TRUST[®]

VALVOLINE UNIVERSITY – Award winning best-in-class in the industry

ONLINE EDUCATION. HANDS ON EXPERTISE.

Highly trained employees:

Improve results to your bottom line.

Provide higher level of customer satisfaction.

Record less claims.

Reduce employee turnover.



**Log On and
Learn More**



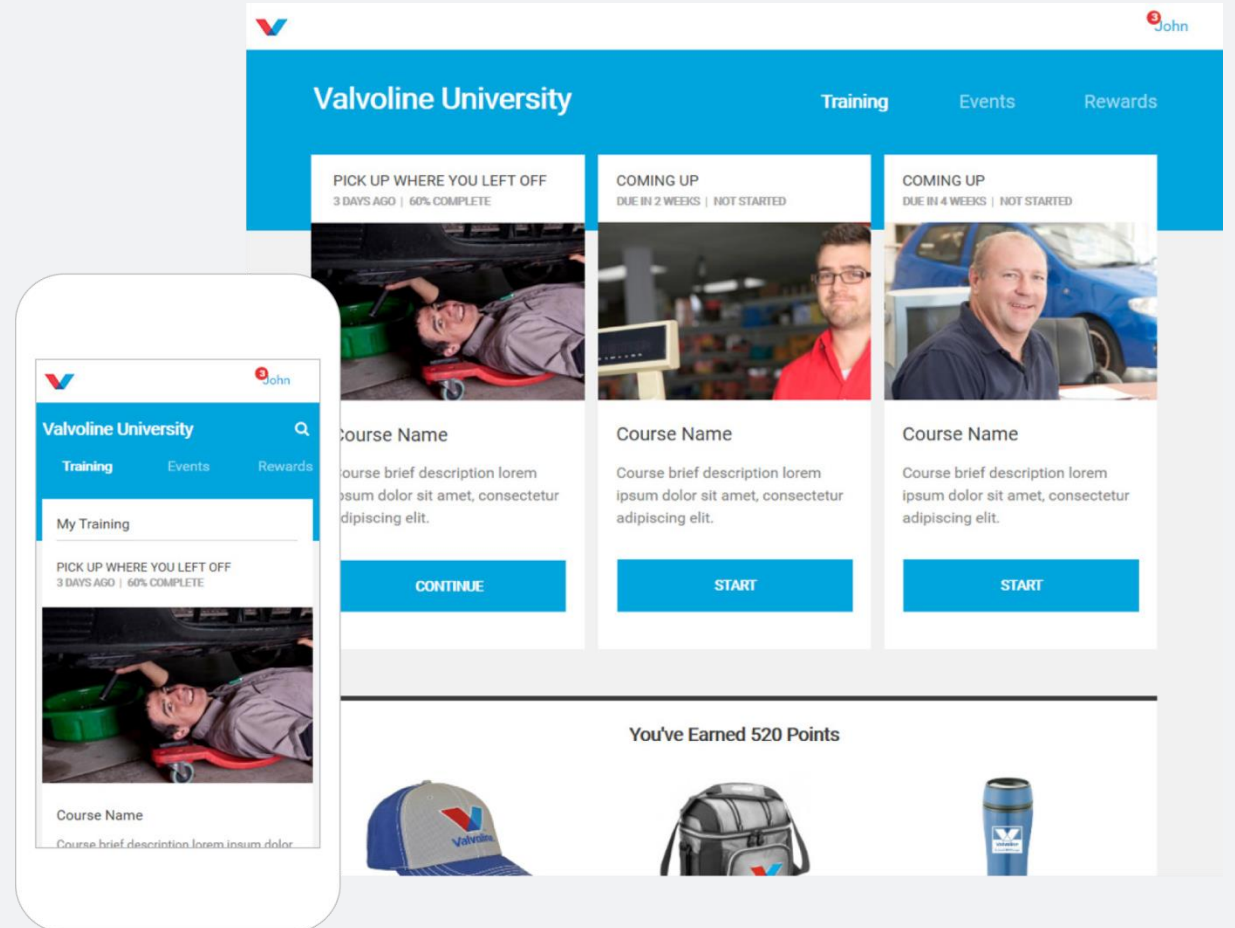
**Track Your
Progress
Easily**



**Earn
Rewards &
Certificates**



**Manage Employee
Training**



Fact: Online training users sell 20% more premium oils.*

*Valvoline Internal Customer Research

Training: Valvoline University features ensure new employee hit the ground running

Over 25 courses are offered on a variety of products and services, targeted to Installer needs including:

<u>Premium Oil Service</u>	<u>Management</u>
<ul style="list-style-type: none">• The Valvoline Engine Guarantee• Full Synthetic with MaxLife® Technology• MaxLife® Motor Oil• Synthetic® Motor Oil• Guest Sales	<ul style="list-style-type: none">• Profits and Loss• Developing People• Managing the Sales Function• Managing for Profit• Managing Customer Satisfaction• Managing Inventory

“Online training is an excellent way to introduce new employees to Valvoline products and services. It provides the knowledge-base to be successful.” – Greg Strawhun, St. Louis, Missouri

HANDS-ON TRAINING AND BUSINESS CONSULTING



HELPING YOUR BUSINESS GROW.

Our automotive experts take a hands on approach to increasing your bottom line. Working side-by-side, you and members of our dedicated team will help to improve your business operations and your returns through extensive coverage and completion of following areas:

- ✓ **Product Knowledge**
- ✓ **Customer Service Skills**
- ✓ **Management Expertise**
- ✓ **Installed Business Consultants with Frequent In Store Visits**
- ✓ **Best In Class Recommendations, Tested and Proven in our Network of Stores**

“We love working with Valvoline. They’re like family. They’re like an extended employee for us. Without them, I don’t think we’d be as successful.”

DEVELOPMENT CYCLE



Business Review

Conduct regular business reviews with ownership to define success and determine goals

Outline Strategy

Clearly outline strategy for customer and Valvoline on how to achieve goals

Establish Baseline

Establish a baseline on how customer currently performs through sell out data

Training

Complete training that aligns with customer's goals and objectives for success

Scorecard

Track customer's performance post training to monitor effectiveness

Follow-Up

Conduct periodic follow-up post training in order to ensure success

Marketing



Digital

2 BILLION+

mobile users will make a mobile commerce transaction by the end of 2017

64.1%

of US smartphone users search for coupons before shopping in store

90%

of people open a SMS message within 90 seconds

54%

of those surveyed would be willing to receive text reminders for payments, appointments, reservations, and other information



MARKETING

VALVOLINE DRIVES DIGITAL COUPONING

What do **Consumers** need to do?

1. **Text** to win a free oil change
2. **Register** to peel and win
3. **Win** or lose, consumers get their first streak coupon directing them to a personalized **Valvoline Save & Win Hub**

Designed to:



Increase
Premium Sales



Customer
Retention



Increase
FOB Sales



Increase
Traffic

ENTER FOR A CHANCE TO WIN A

**FREE OIL
CHANGE***



with
Valvoline™ Drives!

Text **[KEYWORD]**
to 30364 or visit
valvolinedrives.com



Offer valid February 1 — December 31, 2017

Terms and conditions apply. See valvolinedrives.com for details.

* Oil change includes up to 5 quarts of oil and filter only (labor and other charges may apply)

VALVOLINE™ DRIVES DIGITAL COUPONING

- **Streak Couponing:**
 - Redeem their first coupon and they'll receive another for a higher value!

Valvoline Full Synthetic or Synthetic Blend Oil Change!

\$7.50

\$10.00

\$12.50

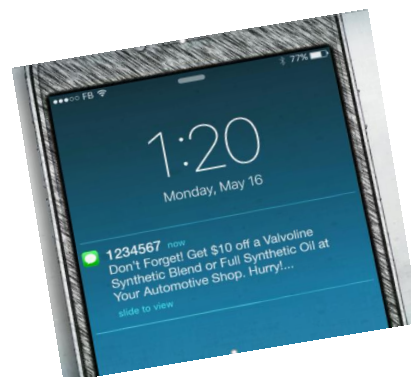
\$15.00

- **Countdown & Reminders:**
 - All Coupons will have a 150 Day Countdown Clock to Expiration
 - They'll also receive text/email reminders driving them back!

90 Day Mark – 2 Months Left!

120 Day Mark – 1 Month Left!

135 Day Mark – 15 Days Left!



Direct Mail



Equipment



EQUIPMENT PROGRAM

WE EQUIP YOU FOR SUCCESS.

We understand that having the right equipment can make all the difference when it comes to serving your customers best. That's why we lend equipment for free, or offer special financing on new equipment based on your needs.

RTI	Highland Tank
Alemite	Graco
Rotary	FloDynamics



Business Solutions



SAFETY PRACTICES

SAFETY THAT SAVES YOU MONEY.

One of the top challenges you'll face as a business owner is to provide your employees with a safe work environment. We have a proven track record of reducing work place injuries. Here are some of the ways we help you keep your employees safe:

- ✓ Provide you with personal protective equipment references
- ✓ Safety checklist hot sheets that help prevent top injuries
- ✓ New products with safety top of mind – for example: Advanced Bay Box Solutions

Did you know? The average cost of a safety incident is \$29,418.*



RECRUITING

RECRUITING THE BEST MAKES YOU BETTER!

Partnering with Valvoline provides you exclusive access to over 3000 automotive technical schools and tens of thousands of motivated students who are eager to work for businesses like yours.

Here's what makes our recruiting and placement platform beneficial and unique:

Pre-screening and job skills assessments

Additional training and certification

Job skill matches

Location specific search functionality

Direct connection to over ten thousand automotive professionals

Replacing an employee who quits costs, on average, **21% of their annual pay**. For roles such as certified technicians that is \$4000-\$5000 each, and up to 2x that for more senior positions.*

* - 2017 Center for American Progress Employment Study

COMING 2018

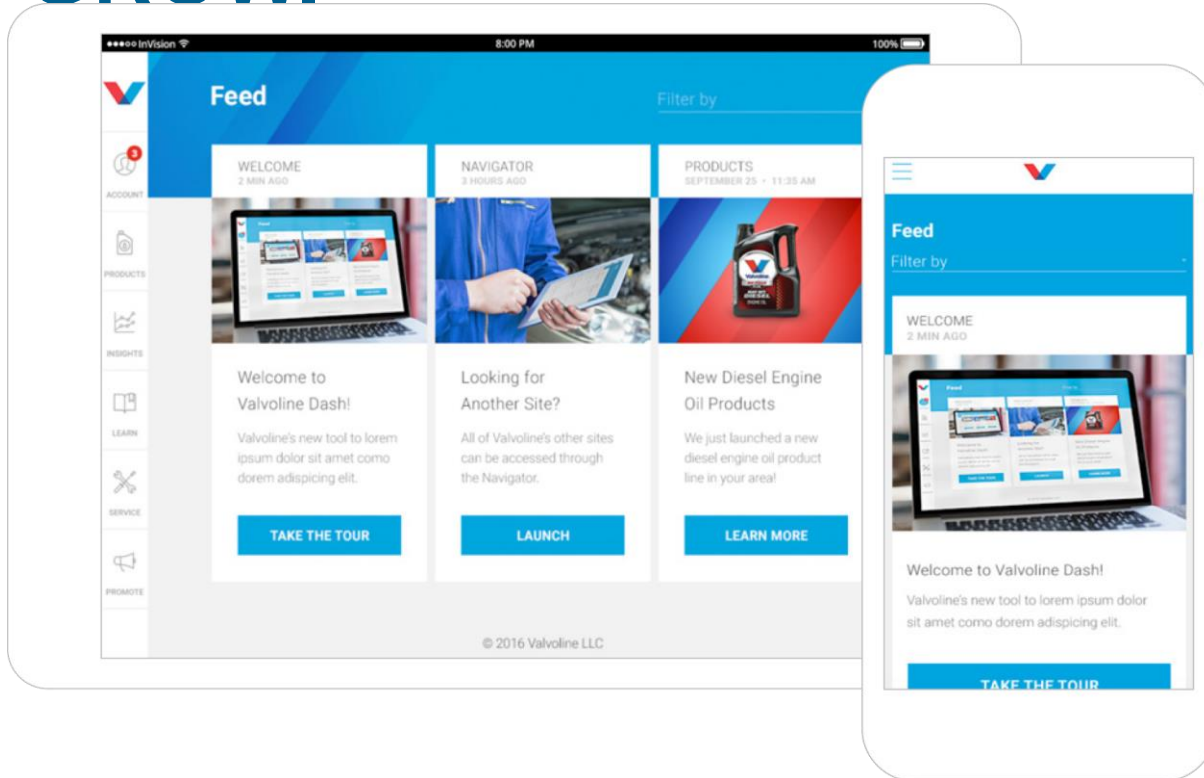
Valvoline

Digital Support



VALVOLINE DASHBOARD

A DIGITAL HUB DESIGNED TO HELP YOUR BUSINESS GROW.



Product Finder

Product recommendations and cross reference at your finger tips.

Promote

Quickly understand what promotions can drive your business.

Insights

Set goals, compare to peers, track your performance.

Order Tracking

Follow your order every step of the way.

appendix

Midas and Big O Tire Landscape



✓ Midas

Midas					
	Points Tier	Groups	Rooftops	Total Points	Avg Pts Store
Platinum	>=100k	11	63	2,587,776	41,076
Gold	99k-50k	22	51	1,543,544	30,266
Silver	<50k	93	124	1,765,248	14,236
Total		126	238	5,896,567	24,775

✓ Big O Tire

Big O Tire					
	Points Tier	Groups	Rooftops	Total Points	Avg Pts Store
Platinum	>=100k	15	81	3,418,416	42,203
Gold	99k-50k	26	31	1,852,192	59,748
Silver	<50k	73	80	1,805,427	22,568
Total		114	192	7,076,034	36,854

2018 VALVOLINE DRIVES

Qualified BDF Funding Spend

	Print	TV/Radio/Digital	Outdoor/Other
Qualifying Media	<ul style="list-style-type: none"> • Newspaper • Circulars • In-Store Flyers • Direct Mail • Phone Book Ads • Eligible publications with paid subscribers whose circulation may be verified by an independent audit 	<ul style="list-style-type: none"> • Network and Cable TV - FCC licensed stations only • Radio - FCC licensed stations only • Online search marketing and web • Ineligible: Program sponsorships without media 	<p>Approval required from Valvoline Sales Management</p> <ul style="list-style-type: none"> • Floor Mats • Static Clings • Service Receipts • Follow-Up Cards • Shopping Bags • Signage • Merchandise & Apparel (valvolinestore.com) • Point of Sale Material purchased from Valvoline • Recruiting/Auto Career Accelerator
Required Documentation	<ul style="list-style-type: none"> • Original complete invoice for printing, distribution or publication of printed ads • Copies of printed ad • For direct mail, include post office receipt or notarized statement of distribution • Any other documentation that Valvoline deems necessary or appropriate 	<ul style="list-style-type: none"> • Original station invoice • Script (must be submitted for approval PRIOR to air date) • Notarized affidavit of performance, including air dates and times • URL and printout of website • Any other documentation that Valvoline deems necessary or appropriate 	<ul style="list-style-type: none"> • Original invoice • Photograph of outdoor signage (sample may be provided if photographs are not available) • Copy of in-store flyer • Any other documentation that Valvoline deems necessary or appropriate
Standards (advertising must meet these requirements to be eligible for reimbursement)	<ul style="list-style-type: none"> • A minimum of 8 point type must be used for all body copy in a print ad • The We Feature Valvoline logo must be used and must: <ul style="list-style-type: none"> ◦ Appear at least ¾" in height and width (Print) ◦ Appear on screen for minimum :05 seconds (Television) • Audio must include the "We Feature Valvoline" tagline and the Valvoline name must be mentioned a minimum of 2x per 0:30 of air time (Radio and Television) • Ads may feature a price point for Valvoline products, a percent discount or \$xx.xx off • Use of product illustration and/or product photography is optional. • All product images, logos and Valvoline images must be current and obtained from https://valvoline.widencollective.com/c/de4nhexc 		