

NEW! Meineke Program

**LIMITED
TIME OFFER**

Receive a \$250
Rebate on first
qualifying order!

DuraMAX, Powered by RelaDyne,
is now a Preferred Supplier of
Meineke Franchisees



DuraMAX

ENHANCE PROFITABILITY AND RETENTION

with the DuraMAX Automotive Program



Powered by



- ★ Full Synthetic, High Mileage, and Syn Blend Motor Oils
- ★ Fully Licensed GF-5; API and dexos1® Approvals
- ★ Automatic Transmission Fluids
- ★ Antifreeze and Coolants
- ★ Comprehensive Selection of Oil, Air, Cabin Air, and Fuel Filters
- ★ Premium Wiper Blades
- ★ Ancillary Products (Brake Fluid, Power Steering, etc.)

Some products may not be available in all areas

DuraMAX products are owned and distributed through RelaDyne, the nation's leading provider of lubricants, fuels, diesel exhaust fluid, and industrial reliability services. Headquartered in Cincinnati, Ohio, RelaDyne's core business is focused on lubrication excellence accomplished through offering unmatched products in which we improve the profitability our customer's business. With distribution centers across the United States, RelaDyne strives to deliver value, dependable service and effective solutions as a trusted partner to our customers. Through an understanding of each customer's specific needs, our team of dedicated Associates become a valued extension of their operations.

IMMEDIATE PRICE REDUCTION
\$0.80/gallon effective June 1st, 2020

PROGRAM OVERVIEW

- Contracted Pricing - Price reduction of \$0.80/gallon effective June 1st, 2020
- \$250 Limited Time Rebate on first qualifying order
- Equipment Loan Program Available
- Access to all DuraMAX programs including customized service certificate program
- Program Participation and Ordering

LEARN MORE:

Meinekeorders@reladyne.com
info.reladyne.com/meineke



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PROGRAM DETAILS

Contracted Pricing - Price reduction of \$0.80/gallon effective June 1st, 2020

- DuraMAX Synthetic Blend 5W-20 / 5W-30 Motor Oil
- DuraMAX Synthetic Blend High Mileage 5W-20 / 5W-30 Motor Oil
- DuraMAX Full Synthetic dexos1® Gen 2 0W-20 / 5W-30 Motor Oil
- DuraMAX Advanced Full Synthetic XLT 0W-20 / 5W-30 Motor Oil
- DuraMAX Global Full Synthetic Multi-Vehicle ATF

\$250 Limited Time Rebate on first qualifying order

- Minimum volume on order must equal 220 gallons or more
- Minimum synthetic product volume on order must equal 55 gallons (Equals 1 drum or 10 quick cubes) or more
- All other current minimum volume requirements still applicable unless superceded by the two points noted above.

Equipment Loan Program

- \$1.00 per annual gallon, amortized over 4 years, with an additional \$.30/gal added to the standard base pricing.
- \$2.00 per annual gallon, amortized over 4 years, with an additional \$.60/gal added to the standard base pricing.
- Amortization will be completed in full compliance once the total 4 year volume requirement is completed.

Access to all DuraMAX programs including customized service certificate program

- DuraMAX POS Items Included: Customized Service Certificates, Floor Mats, Static Cling Stickers

Program Participation and Ordering

- Ordering available through the MDPCI Corcentric Billing Program
- Ordering available directly through Reladyne. (Any franchisee that elects to purchase on a direct basis from Reladyne will NOT be eligible for ANY of the MDPCI discounts, incentives or annual volume rebates, and will be subject to the standard Reladyne credit process.)
- An Invoice surcharge of \$75 will be assessed for any delivery that fails to meet the program's minimum delivery requirement of 100 gallons per bulk SKU or 165 gallons of total volume on the delivery.



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DuraMAX, Powered by Reladyne is an official partner of Andretti Autosport

Reladyne has partnered with Andretti Autosport for three consecutive seasons for the NTT IndyCar Series season. DuraMAX, Powered by Reladyne will be proudly displayed as a sponsor for the upcoming 2020 NTT IndyCar Series season



ANDRETTI
AUTOSPORT

EXPERIENCE THE DURAMAX DIFFERENCE

DuraMAX is the engine oil that puts more money in your pocket. Beyond the broad product offering lives the real stars of DuraMAX, the retention-focused marketing tools & services to help you drive accelerated, repeat business while increasing your profitability. Programs include:

- Service Certificate Programs with Online Redemption
- 10-Year/up to 400,000-Mile* Liquid Armor Engine Warranty
- Email Marketing Capabilities
- DuraMAX Filter and Wiper Lookup App
- Customer-centric Website with Installer Locator

DuraMAX products are owned and distributed through Reladyne, the nation's leading provider of lubricants, fuels, diesel exhaust fluid, and industrial reliability services. Headquartered in Cincinnati, Ohio, with locations across the United States, we provide trustworthy customer service and reliable equipment and products nationwide.

*The DuraMAX® Liquid Armor Engine Warranty covers 400,000 miles for DuraMAX Advanced Full Synthetic XLT Motor Oil, and 300,000 miles for other DuraMAX oils. See www.duramaxwarranty.com for details/terms and conditions.



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