

2017 GIFT CARDS FOR GALLONS

Objective

Assist our dealers in acquiring new or retaining valued customers with a gift for purchase.

Target Audience

Existing and new Cenex® lubricant and grease end-users.

Qualifying Products

Superlube TMS®

Superlube 518®

Qwiklift® HTB®

Maxtron® Enviro-EDGE®

Maxtron® DEO

Maxtron® THF+

MP Gear Lube

Maxtron® GL

Greases including: HD Moly Xtreme, Poly-Xtreme®, Maxtron® EP, Blue Gard® 500+™, Molyplex 500+, ML 365®, Red Protect XT™ and Maxtron® FS

Program Dates

Offer now valid on purchases for **FOUR** months, between **November 1, 2016** and **February 28, 2017**.

Program Process

1. Dealers provide Gift Cards for Gallons Redemption Form to end-users at time of Cenex lubricants and/or greases purchase.
2. **The end-user, or dealer on behalf of an end-user,** completes a Gift Cards for Gallons Redemption Form, attaches the qualifying receipt(s), and mails it to CHS post-marked no later than **April 7, 2017**.
3. **IMPORTANT NOTE:** Qualifying receipt(s) must include a Cenex-brand product name that can be verified, for example "Superlube TMS 15W-40", NOT "15W-40". Purchased qualifying volume must also be easily identified and correctly calculated to a minimum of 125 total gallons.
4. Dealers are encouraged to use Ad Share materials posted on cenexshop.com to promote the offer.

Instructions to dealer: Please provide the form on the opposite page to the end-user to submit their claim for the Gift Cards for Gallons end-user program.

Terms

End-users earn one \$50 VISA® gift card for every 125 gallons of lubricant and grease products purchased between November 1, 2016 and February 28, 2017. Grease is converted to gallons at a rate of 7.5 pounds to 1 gallon (i.e. 750 pounds grease/7.5 = 100 gallons).

Extended Terms

- Offer is void if end-user customer participates in any CHS pricing program
- Sales to CHS entities, Cenex Lubricants distributors for CHS, and redistributors do not qualify
- Gift cards are fulfilled to end-user six to eight weeks from receipt by CHS
- Visa gift cards expire within 10 months of issue date as specified by issuer and as detailed on gift card. Expired gift cards will not be replaced

