



YOUR CONSUMERS GET UP TO \$40 ON THEIR NEXT ROYAL PURPLE® SERVICE

SERVICE CERTIFICATE OPTIONS

PERFORMANCE ADDITIVES ONLY



\$ **15**

MAX-CLEAN®
FUEL SYSTEM CLEANER & STABILIZER
MAX-TANE®
TOTAL DIESEL PERFORMANCE

ROYAL PURPLE® OIL CHANGE ONLY



\$ **25**

**ROYAL PURPLE®
MOTOR OILS**

ADDITIVES + OIL CHANGE



\$ **40**

THE COMPLETE UPGRADE

HOW THE PROMOTION WORKS

Royal Purple® is offering consumers a service certificate valid on their next Royal Purple service at your location. Using promotional social media Royal Purple targets consumers driving them to your door. Your greeter or technician presents to those customers who received the offer plus all others who would benefit from the service. That gives your entire relevant consumer base the opportunity to get a Royal Purple service now, increase your ticket, and get an additional Royal Purple service later with a discount that drives repeat business to you!

CONSUMER BENEFITS

- + Savings on Royal Purple Services
- + Improved Engine Performance

INSTALLER BENEFITS

- + Royal Purple - Funded Consumer Service Certificate
- + Higher Consumer Loyalty

FREE PROMOTION KIT

- + 50 Promotion Tear Sheets
- + Service Menu
- + 1 Counter Card Display
- + Double Sided Window Cling

MEDIA ASSETS

- + Free Traffic Driving Advertising
- + Social Media Ready Banner Ads

PROMOTION DATES: APRIL 1 - JUNE 30, 2025