



# THE GOODYEAR NAME YOU KNOW AND TRUST, THE QUALITY YOU EXPECT

Since 1898, Goodyear branded products have carried a reputation for quality throughout the world. We have now expanded that history of quality and performance to a high quality, full line of motor oils and coolant manufactured and distributed by Goodyear Lubricants.

From extreme performance motor oils, antifreeze, DEF and chemicals, we have products for all applications, ranging from passenger car motor oils (PCMO) to diesel fleets and industrial applications.

## Direct National Sales Channel with Excellent Customer Service Throughout the US

Most major oil companies do not sell or deliver directly. By dealing directly with our own sales team we are able to be more responsive to your needs while providing the highest quality products at very competitive pricing. Goodyear Lubricants labeled products are made in our plants and sold directly. This allows for high-quality products to be sold at extremely competitive pricing. Purchasing Goodyear Lubricants automotive fluids for your Goodyear store maintains brand consistency and cohesion rather than dealing with numerous suppliers and brands in each region of the country.

Our distribution network directly delivers throughout the US and Canada utilizing a modern fleet that can deliver any package type, increasing efficiency and minimizing lead times. Dedicated tankers are used for large volume bulk deliveries as well as hybrid box trucks capable of a combination of bulk, drum or package delivery in a single vehicle. Efficient and reliable coverage is a guarantee. We support everything from small shops and dealerships to large-scale auto facilities as well as heavy construction and industrial applications.

## Goodyear Lubricants are API SN Plus GF-5 and/or EU Compliant

All of our motor oils and transmission fluids are formulated utilizing the top additive packages in the industry blended with high-caliber base oils. Each oil and transmission product development undergo thorough dyno and road testing pushing the upper limits of quality and performance. Our completely in-house analytical lab allows for real-time blend sampling and finished product testing to insure consistency of performance on each and every production batch. Performance Max motor oil is a superior quality multi-grade motor oil designed for maximum engine protection even under the toughest driving conditions.



Lubricants

It outperforms conventional motor oil, reduces friction and wear at startup and protects your engine against performance robbing sludge and varnish deposits. Performance Max motor oil meets or exceeds car manufacturers ILSAC GF-5 and American Petroleum Institute resource conserving SN Plus service classifications. It is recommended for cars, light duty trucks, sport utility vehicles and other mobile and stationary engines. All of Goodyear Lubricants motor oils are competitively priced and achieve the upper band performance on all critical test requirements of API and EU classification.

## **Goodyear Lubricants ProTekt VR-12 Anti-Freeze**

Our new anti-freeze product line is an industry breakthrough in radiator protection. While utilizing only virgin clear ethylene glycol and finely filtered distilled water we begin with a high-quality base product. To that we add an extremely unique additive pack that eliminates corrosion due to electrolysis while also minimizing rust created by bare metal surfaces exposed to oxygen. ProTekt VR-12 has been highly recommended by the top teams in NASCAR and NHRA due to its ability to eliminate corrosion and lower operating temperatures.

## **Become a Goodyear Lubricants Store and Enjoy the Benefits**

**Training and Support for Field Teams and Mechanics** - When working with Goodyear Lubricants, not only will you receive five-star coverage throughout the US, but you will also gain access to a 24/5 customer sales support line. Our staff will provide the training and sales support for your sales teams and mechanics on the latest trends and specifications in the industry.

**Improve Your Bottom Line** - As a Goodyear Lubricants customer you will receive typical discounts of between 15-30% over your current supplier while providing the highest quality product to your customer. Orders can be placed directly to customer service or processed electronically from a central location and billing is done directly from our corporate office providing one point of contact.

**Promotional In-Store Events** - Goodyear Lubricants will work with your store and your team to plan a yearly promotional oil change in-store event on a Saturday of your choice and we will supply the replacement oil at no charge. Additionally, if you wish to use our team, we will help create a digital campaign to drive traffic for the event and bill you our cost of the promotion.

**Marketing and Advertising Support** - Leverage the Goodyear name for your local purposes with marketing and advertising support for other promotional initiatives. You'll have the opportunity to choose one deal to promote per year and we will provide digital marketing support at our expense to help drive traffic to your event.

**Rebates for Exceptional Sales Performance** - As a way to drive sales and increase performance, we will rebate 2.5% of gross sales of Goodyear Lubricants products back as a credit going forward if your store reaches \$25,000.00 or more for total product purchases for the year.

**Lifetime Engine Protection Guarantee** - These superior grade products, sold at unbeatable prices, also carry a lifetime engine protection guarantee, providing a valuable benefit overall to both you and your customers.

**Service Contracts Not Required** - We rely on our quality service, product performance and great pricing value to keep our customers without the need to bind customers into multi-year purchasing contracts.

**Contact us at [sales@gylubricants.com](mailto:sales@gylubricants.com) or by phone at 845-271-4277 to learn more about the quality and the opportunities you'll gain from working with Goodyear Lubricants.**

Goodyear (and winged foot design) and Blimp are trademarks of the Goodyear Tire & Rubber Company used under license by US Global Lubricants Inc. Copyright 2019 The Goodyear Tire & Rubber Company.

