

The 2020 Toyota Mobil 1™ Promotion

Mobil 1™ |  Service Centers



PROMOTION DETAILS

We're excited to introduce an exclusive promotion, just in time for the holidays.

Encourage your customers to upgrade to a Mobil 1™ oil change at a participating Toyota Service Center and they can get a gift card for \$20 back. Plus, they can enter for a chance to win \$10,000 with a Genuine Toyota Motor Oil or Mobil 1 oil change. This exciting program runs from Nov. 1, 2020 – Dec. 31, 2020, and it's a great way to increase Repair Orders and drive traffic to service centers at the end of the year.

To claim their gift card:

Customers must purchase a Mobil 1 oil change during the time of the promotion and submit their receipt for redemption at toyotamobil1promo.com. There, they can then select their preference of a \$20 Visa® Prepaid Card or Amazon Gift Card (virtual or physical).

To enter the sweepstakes for \$10,000:

Encourage your customers to select from either Genuine Toyota Motor Oil or Mobil 1 oil change. (No purchase is necessary to enter sweepstakes.)

In support of this promotion, this package contains additional POP items such as tear pads and a window cling.

Also, be on the lookout for digital banners and a promotion website, toyotamobil1promo.com (launching Nov. 1). Success for this program will be measured through Repair Orders for all GTMO and Mobil 1 oil changes. Also, keep in mind there's no action needed from individual dealerships and service managers at this time. Sound easy?

Happy holidays, and happy selling!

DEALERSHIP INCENTIVE

The dealerships with the most Mobil 1 oil changes in November/December 2020 (based on Repair Orders) from each region will win a prize pack consisting of useful Mobil 1-branded items, including a waterproof duffel bag/backpack combo, a wireless charger, tumblers and more. (12 winners total, and each winner receives all the prizes in the pack.)

The prizes will be rewarded in 2021 at the end of the Mobil 1/Genuine Toyota service center offer.



Actual prizes may vary.

BEST PRACTICES FOR A SUCCESSFUL PROMOTION



Prepare: Work with your internal team to ensure that your Repair Orders are legible and uniform. Clearly indicate all Genuine Toyota Motor Oil and Mobil 1 oil changes on receipts to ensure a seamless validation experience for customers.



Publicize: Communicate the promotion to your customers ahead of time. Ensure that all POP materials are properly set up, and use the assets available on Toyota AdPlanner for your own digital advertising and email updates.



Persuade: Make the offer to every customer—they may not realize that they have an option in their motor oil. Promote the benefits of Mobil 1 and Genuine Toyota Motor Oil, and use the sweepstakes and gift card offer as incentive for their final oil change of the year.

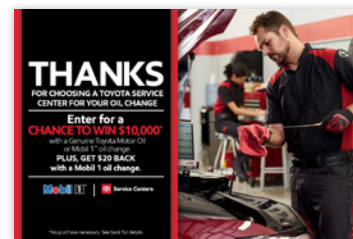
DEALER POP KIT MATERIALS

Assets

A Tear Pads

Provide customers with a post-purchase takeaway that includes step-by-step instructions for sweepstakes entry and/or gift card redemption.

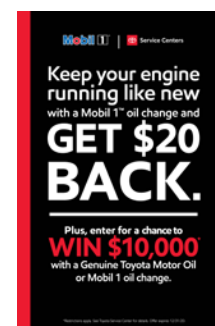
A



B Window Cling

Place window cling in service center to help promote conversations with customers about getting rewarded for their GTMO or Mobil 1 oil change.

B



Contact Information

Please contact your Toyota or ExxonMobil representative.



Service Centers

Mobil 1™