

# Valvoline Air Filter B2B Promotion



**Need:** Increase Ticket, General Business Support

**Solution:** Service Provider Rebate on Valvoline Air Filters

## Features:

- **Buy 15, get 3 for FREE!**
- Purchase 15 cases of Valvoline Air Filters and receive a rebate on the next 3 cases
- Offer applies to 3-pack cases only
- Promotion Period: April 1 - 30, 2010

## Benefits:

- Reduced cost to service provider
- Air Filter Service drives additional in-store revenue
- Ability to utilize Valvoline's Air Filter consumer promotion to move inventory and generate consumer retention

## How To Participate:



Contact your Valvoline Sales Representative with additional questions and to participate

OR



Complete form on back and fax to Pauline Fain at 800-282-7659



(800) 825-8654 (800 VALVOLINE) [www.valvolineinstaller.com](http://www.valvolineinstaller.com)

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