



LIQUID ARMOR

Driving Retention and Profitability



ABOUT RELADYNE

Largest US Lubricant, Fuel, and Reliability Marketer

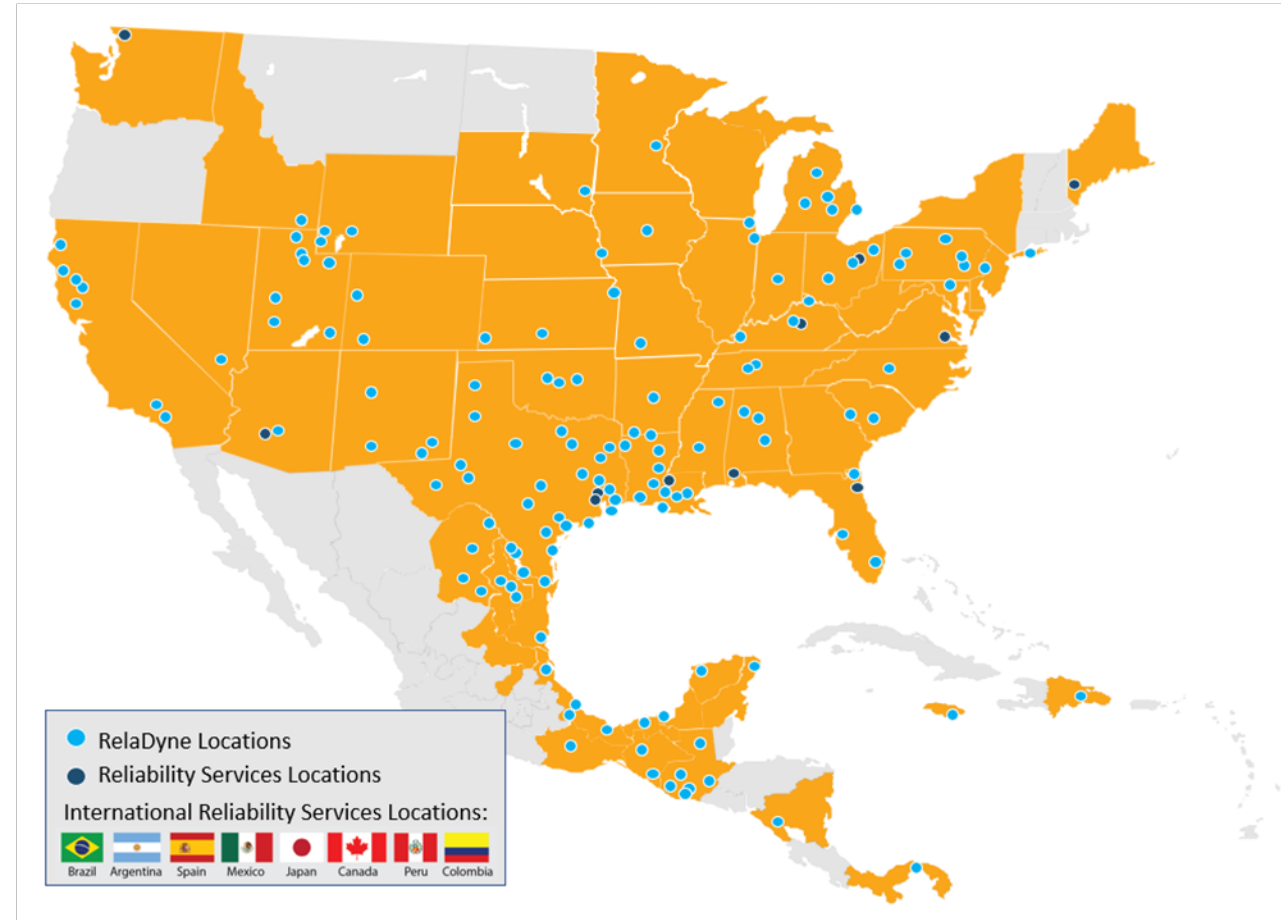
with centuries of combined experience in lubricant products and related equipment reliability services.

150+ Locations across the United States

servicing customers nationally and internationally

Best-in-Class Sales, Distribution, and Service

making it easy for customers to do business with us through industry expertise, leading technology, and value-added services.



Largest U.S. Distributor



“...have seen a significant increase to the bottom line as a result of working with Reladyne. Now I purchase from the same company who delivers the product as opposed to buying from one and having another deliver. DuraMAXx is a great asset in my product mix and would recommend to all centers.”

Roger Cross
TX

Ross Hiltz
CT Zuckerman / Hiltz Group
CT / NY / NJ

“...We have found their products to be of excellent quality and the pricing is better than our previous supplier. Based on our experience with Reladyne, I would highly recommend using this program.”

“I’m very happy with the quality of the DuraMAX brand and the service provided by Circle Lubricants.”

Lino Rodriquez
Owner Meineke #1320
Newark, NJ

Why RelaDyne & DuraMAX?

Drive RETENTION and
PROFITABILITY

- National brand and distribution with size, scale and resources to support the entire Meineke network
- Dedicated account manager with team of 170+ sales reps
- Own the “last mile” (most markets)
- Standardized pricing (East / West)
- Consumer rewards programs that drives customer retention and profitability
- RelaDyne Rewards Program (New)
- DuraMAX Lube Advisor (New)
- Annual volume incentives + Co-Op & Loyalty rebates, point of sale support and equipment program

WHY CHOOSE DURAMAX

Drive RETENTION and PROFITABILITY

Complete Line of Automotive Products

- High quality full synthetic and synthetic blend motor oils
- Fully-licensed GF-6, API SP, SN Plus, and GM dexos1™ Gen 3 products
- Antifreeze and coolants
- Wiper blades (Market based availability)
- Air, cabin air, oil, and fuel filters (Q1 2024 available in every market)
- Automotive ancillary products

Marketing Support to Retain and Grow Your Business

- DuraMAX DOLLAR\$ Program with Text & Online Redemption
- DuraMAX Liquid Armor Engine Warranty
- RelaDyne Rewards Program (New)
- Online Presence with the Installer Locator Map
- Enhance retention and profitability for you!



MOTOR OIL

- Synthetic Blend
- High Mileage
- Full Synthetic
- Full Synthetic dexos1™ Gen 3

WASHER FLUID

- -20° Washer Fluid
- 0° Washer Fluid
- 32° Washer Fluid

WINDSHIELD

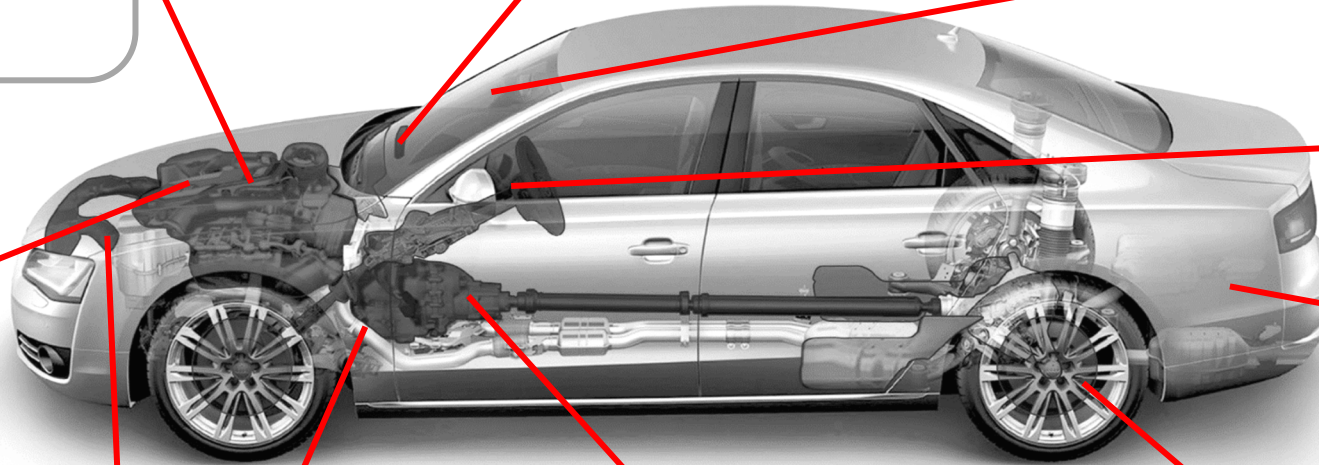
- ClearVISION Wiper Blades
- UltraVISION+ Wiper Blades
- Glass Cleaner

OTHER

- Penetrating Lubricant
- Carb Cleaner

FILTERS

- Oil Filter
- Air Filter
- Cabin Air Filter
- Fuel Filter



- Power Steering Fluid

- Fuel Injector Cleaner

ANTIFREEZE

- Antifreeze (Green)
- AMAM Extended Life Antifreeze

GEAR OILS

- 75w90 Syn Gear Oil
- 80w90 Gear Oil
- 75w140 Gear Oil

ATF FLUIDS

- Global ATF
- Dexron® VI ATF
- D/M ATF
- CVT Fluid
- Type F ATF

BRAKES

- DOT 3 Brake Fluid
- DOT 4 Brake Fluid
- High VOC Brake Cleaner
- Low VOC Brake Cleaner

Some products may not be available in all areas.

TOP OIL BRAND BY QUICK LUBES

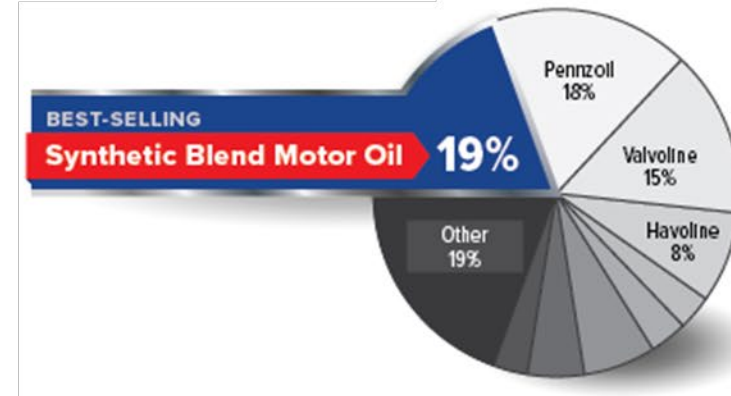
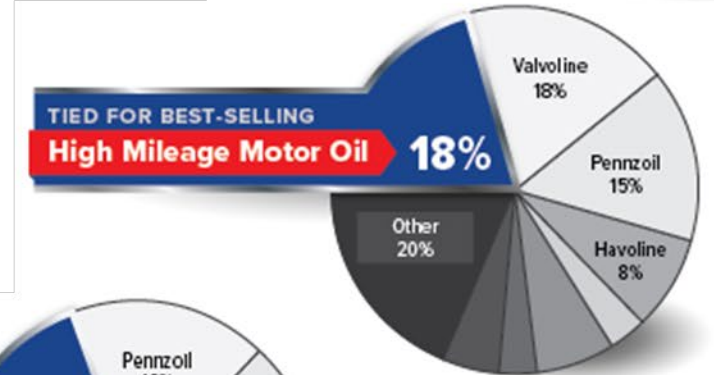
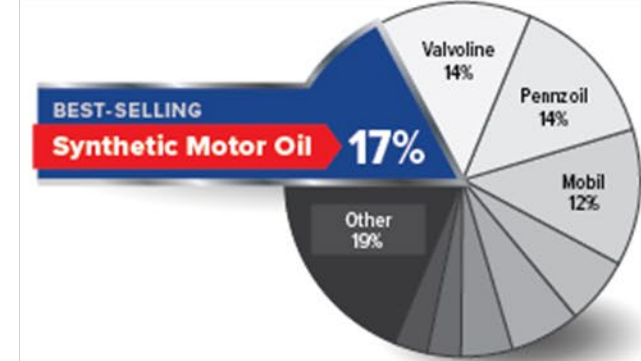
**BEST-SELLING
OIL BRAND
SINCE 2018**

Based on a Survey Conducted by NOLN (National Oil & Lube News)



RelaDyne's automotive brand, DuraMAX, continues to revolutionize the Automotive Aftermarket industry.

According to a survey conducted by NOLN of 64 operators, DuraMAX ranks as the best-selling oil brand. DuraMAX has held this ranking now since 2018. Many of those who participated in the survey are owners and managers. While their service menus vary, they all perform oil changes and preventative maintenance.



Engine Oil Product Slate



Synthetic Blend



High Mileage Synthetic Blend



Full Synthetic



Dexos 1 Gen 3 Synthetic



XLT Advanced Synthetic



XLT Advanced Euro Synthetic

INTRODUCING DuraMAX Extreme Lubrication Technology!

XLT

- ✓ Meets today's demanding engine technologies for cars, SUVs and Light Trucks
- ✓ 10yr / Up To 500k-Mile Warranty
- ✓ Dexos™ 1 Gen 3 GM Licensed
- ✓ ILSAC GF-6 & API SP Licensed
- ✓ Longer Drain Intervals (10k Miles)
- ✓ Exceptional cold weather performance
- ✓ Advanced protection for cleaner oil
- ✓ Customers Save \$10 On Their Next Service



**LOGAN
SCHUCHART [1s]**
35-Time World of Outlaws
Feature Winner



The DuraMAX XLT Installer Program helps MAX your profit and keeps them coming back for more!

- ✓ 0W-16
- ✓ 0W-20 dexos™ 1 Gen3
- ✓ 5W-20
- ✓ 5W-30 dexos™ 1 Gen3
- ✓ 0W-30 Euro
- ✓ 0W-40 Euro
- ✓ 5W-40 Euro





DURAMAX QUALITY OF PRODUCTS

API Licensed

<https://engineoil.api.org/Directory/EolcsSearch>



Company Information		
Company Name:	RELADYNE, LLC	
Corporate Address:	8280 MONTGOMERY RD STE 101 CINCINNATI, OH, 45236-6101, United States	
License Status:	Active	
License Number:	1039	
Original License Issue Date:	14-Apr-1998	
License Effective Date:	01-Apr-2020	
License Expiration Date:	31-Mar-2021	

BRAND NAME	SAE VISCOSITY GRADE	API SERVICE CATEGORY
DURAMAX FULL SYNTHETIC	10W-30	SP
DURAMAX FULL SYNTHETIC	10W-30	SN
DURAMAX FULL SYNTHETIC	10W-30	SN
DURAMAX FULL SYNTHETIC dexos1 Gen 2	0W-20	SP
DURAMAX FULL SYNTHETIC dexos1 Gen 2	0W-20	SN
DURAMAX FULL SYNTHETIC dexos1 Gen 2	5W-30	SP
DURAMAX FULL SYNTHETIC dexos1 Gen 2	5W-30	SN
DURAMAX FULL SYNTHETIC EURO	5W-40	SN

GM dexos1™ Gen 3 Licensed

<https://www.gmdexos.com/brands/dexos1/index.html>

Certificate of License


Issued to
RelaDyne, LLC

Brand Name	Supplier	Specification	Viscosity	License Number
DuraMAX	RelaDyne, LLC	dexos™1 Gen3	0W-20	D325BODH041
DuraMAX	RelaDyne, LLC	dexos™1 Gen3	5W-30	D325ARDH041
DuraMAX	RelaDyne, LLC	dexos™1 Gen3	5W-30	D330ASDH041
DuraMAX	RelaDyne, LLC	dexos™1 Gen3	0W-20	D330BPDH041
DuraMAX	RelaDyne, LLC	dexos™1 Gen3	5W-30	D330ATDH041
DuraMAX	RelaDyne, LLC	dexos™1 Gen3	0W-20	D330AQDH041
DuraMAX	RelaDyne, LLC	dexos™1 Gen3	5W-30	D330AUDH041
DuraMAX	RelaDyne, LLC	dexos™1 Gen3	0W-20	D325BRDH041
DuraMAX	RelaDyne, LLC	dexos™1 Gen3	0W-20	D335BSDH041
DuraMAX	RelaDyne, LLC	dexos™1 Gen3	5W-30	D335AVDH041

DURAMAX QUALITY OF PRODUCTS

Owned by Reladyne

United States of America
United States Patent and Trademark Office



Reg. No. 4,752,373
Registered June 9, 2015
Int. Cls.: 7 and 12

TRADEMARK
PRINCIPAL REGISTER

FOUR-O CORPORATION (OHIO CORPORATION), DBA OIL DISTRIBUTING COMPANY,
9395 KENWOOD ROAD, SUITE #104
BLUE ASH, OH 45242

FOR: AIR FILTERS FOR VEHICLE MOTORS AND ENGINES FOR SALE TO THE INSTALL
MARKET FOR THE AUTO INDUSTRY AND NOT FOR SALE TO THE RETAIL MARKET
OR FOR INDUSTRIAL USES, IN CLASS 7 (U.S. CLS. 13, 19, 21, 23, 31, 34 AND 35).

FIRST USE 1-2-2014; IN COMMERCE 1-2-2014.

FOR: WINDSHIELD WIPER BLADES FOR SALE TO THE INSTALL MARKET FOR THE
AUTO INDUSTRY AND NOT FOR SALE TO THE RETAIL MARKET, IN CLASS 12 (U.S.
CLS. 19, 21, 23, 31, 35 AND 44).

FIRST USE 9-1-2013; IN COMMERCE 9-1-2013.

**Backed by 10-Year, Up
to 300k-Mile* Warranty**

*The DuraMAX® Liquid Armor Engine Warranty covers 300,000 miles for DuraMAX oils. See www.duramaxwarranty.com for details/terms and conditions.



**Part of PQIA in Support
of Lubricant Quality and
Integrity Assurance**



DuraMAX DOLLAR\$ PROGRAM

www.DuraMAXDollars.com

Offering your customers up to \$18 off their next Vehicle Service, with a DuraMAX DOLLAR\$ check, made payable to you, the Authorized DuraMAX Installer.

- Increase your Retention, Frequency, and Profitability
- Utilize ongoing DuraMAX DOLLAR\$ Program as a retail profit enhancer

[Watch Program Video](#)

DuraMAX DOLLAR\$

GET UP TO
\$18 OFF
YOUR NEXT SERVICE

Receive a check payable to your DuraMAX Installer good for any future service.

WAYS TO SUBMIT

Text **DURAMAX** to **811811**

Submit Online at duramaxdollars.com

EMAIL [redeem@duramaxdollars.com](mailto:redem@duramaxdollars.com)

SNAIL MAIL Visit duramax.com to print your mail-in form

Ways to earn

DuraMAX DOLLAR\$

Get a DuraMAX Oil Change at your authorized DuraMAX Installer

\$3 Synthetic Blend

\$5 High Mileage

\$7 Full Synthetic

\$10 XLT Full Synthetic

Sign up for the DuraMAX Liquid Armor Warranty Program **+\$5**

Add a set of DuraMAX Wiper Blades to your Oil Change Service **+\$3**

ENGINE WARRANTY PROGRAM

www.DuraMAXWarranty.com

- When your customers use premium DuraMAX Motor Oil and have their oil changed as recommended by the Original Equipment Manufacturer, they will receive a **FREE 10-Year/Up to 300,000-Mile*** Limited Engine Protection Plan that is completely transferrable.

(*See www.duramaxwarranty.com for details/terms and conditions.)

As a DuraMAX Authorized Warranty Installer, you'll receive the following benefits:

- Increased customer retention and loyalty
- Increased profitability
- Online features and capabilities:
 - Consumers will receive a Service Reminder every 120 days (3 times a year) starting on the day the vehicle was enrolled in the Warranty.
 - You, as the Installer, receive 2 Email Marketing Campaigns per Year to send to Warranty enrollees where you can offer service coupons, special deals, or announcements specific to your business.
 - Additional email marketing campaigns can be purchased for \$50 plus \$0.05 per email.
 - (See next page for Service Reminder and Email Campaign examples)

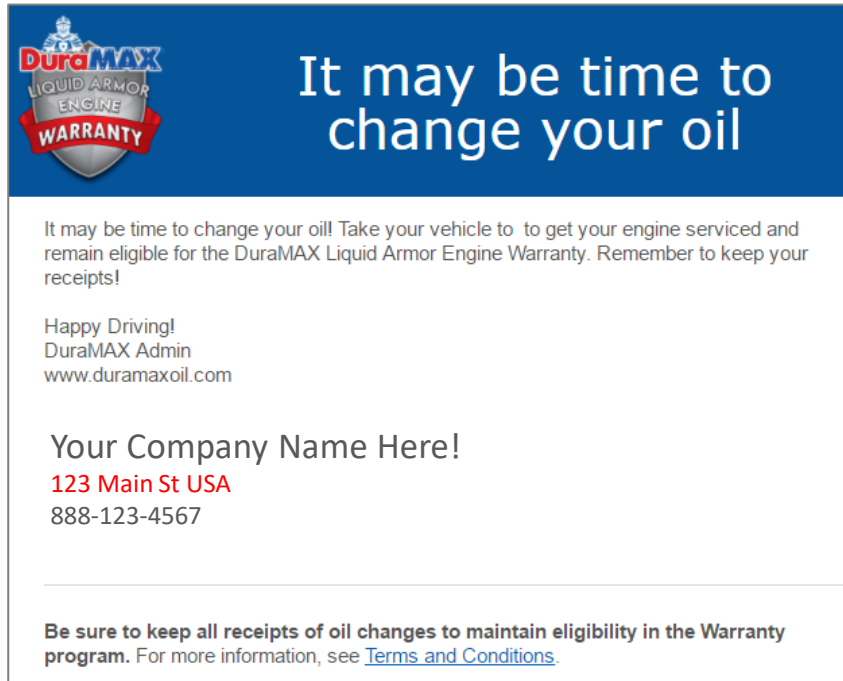
Your customers can receive a \$5
DuraMAX DOLLAR\$ Check just for
enrolling



ENGINE WARRANTY PROGRAM

Online Capabilities included in your DuraMAX Authorized Warranty Installer Program

Example 120-Day Service Reminder



DuraMAX
LIQUID ARMOR
ENGINE WARRANTY

It may be time to change your oil

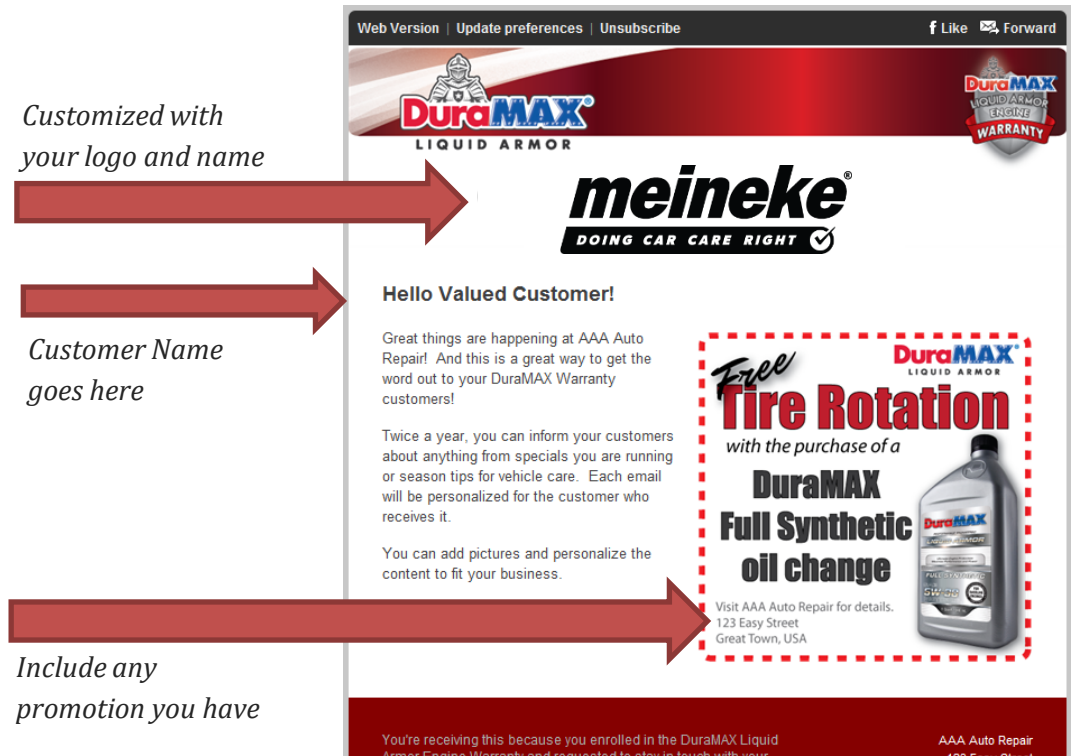
It may be time to change your oil! Take your vehicle to to get your engine serviced and remain eligible for the DuraMAX Liquid Armor Engine Warranty. Remember to keep your receipts!

Happy Driving!
DuraMAX Admin
www.duramaxoil.com

Your Company Name Here!
123 Main St USA
888-123-4567

Be sure to keep all receipts of oil changes to maintain eligibility in the Warranty program. For more information, see [Terms and Conditions](#).

Example Email Marketing Campaign



Web Version | Update preferences | Unsubscribe | f Like | Forward

DuraMAX
LIQUID ARMOR

meineke
DOING CAR CARE RIGHT

Customized with your logo and name

Hello Valued Customer!

Customer Name goes here

Great things are happening at AAA Auto Repair! And this is a great way to get the word out to your DuraMAX Warranty customers!

Twice a year, you can inform your customers about anything from specials you are running or season tips for vehicle care. Each email will be personalized for the customer who receives it.

You can add pictures and personalize the content to fit your business.

Include any promotion you have

Free Tire Rotation
with the purchase of a
DuraMAX Full Synthetic oil change

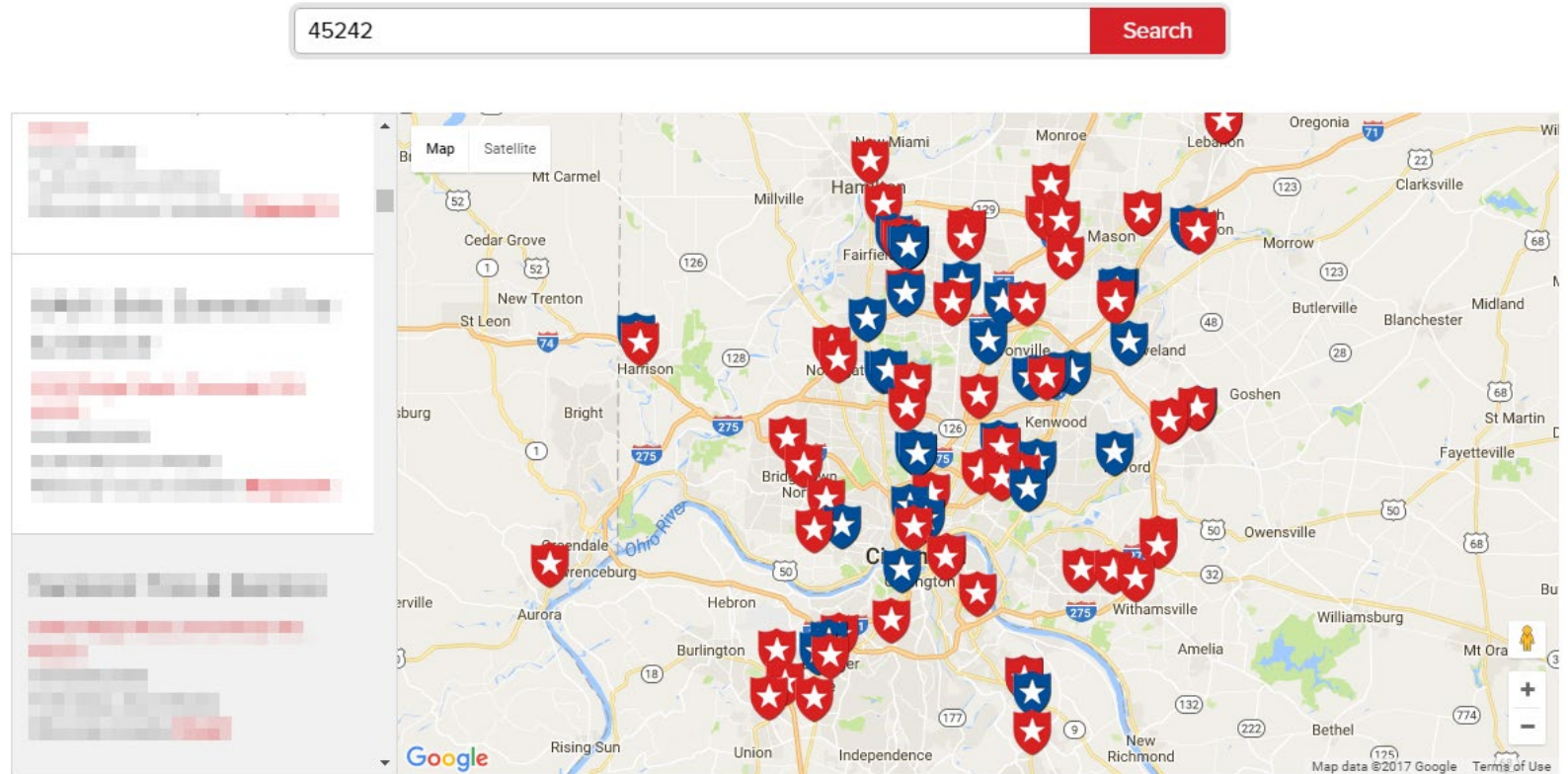
Visit AAA Auto Repair for details.
123 Easy Street
Great Town, USA

You're receiving this because you enrolled in the DuraMAX Liquid Armor Engine Warranty and requested to stay in touch with us.

AAA Auto Repair
123 Easy Street

INSTALLER LOCATOR at www.DuraMAX.com

Now, your consumers can learn about DuraMAX products, enroll in the DuraMAX Warranty Program, submit for DuraMAX DOLLAR\$, and contact you for service appointments – all from one mobile-friendly location.



DURAMAX POS ITEMS INCLUDED

Program Flyer

Promo Tear Pads

Floor Mats

Static Cling Stickers

DuraMAX DOLLARS *meineke* OFFICIAL SPONSOR

GET UP TO **\$15 OFF** YOUR NEXT SERVICE

Receive a check payable to your DuraMAX Installer good for any future service.

Ways to earn DuraMAX DOLLARS

- 3 Synthetic Blend
- 5 High Mileage
- 7 Full Synthetic

Sign up for the DuraMAX Liquid Armor Warranty Program + \$5

Add a Set of DuraMAX Wiper Blades to your Oil Change Service + \$3

1 Submit
Send a photo of your full receipt or QR image to your DuraMAX Installer. Text DURAMAX to 818111

2 Get Rewarded
With every DuraMAX Oil change receive a DuraMAX DOLLARS check for up to \$15 payable to your DuraMAX Installer good for any future service.

duramaxdollars.com

DuraMAX DOLLARS *meineke* OFFICIAL SPONSOR

GET UP TO **\$15 OFF** YOUR NEXT SERVICE

Receive a check payable to your DuraMAX Installer good for any future service.

WAYS TO SUBMIT

Text DURAMAX to 818111

Submit Online at duramaxdollars.com

EMAIL: meineke@duramaxdollars.com

SNAIL MAIL: 10000 Duramax Dollars for up to \$15000 Miles of Protection

DuraMAX
LIQUID ARMOR

Powered by **RelaDyne**

Thank you for your business!

www.DuraMAXoil.com

Godex

NEXT SERVICE DUE

DuraMAX
LIQUID ARMOR

DATE OR MILEAGE

GRADE

Zebra

NEXT SERVICE DUE

DuraMAX
LIQUID ARMOR

ADDITIONAL POS AVAILABLE

Header Card (Customizable Size)



Customizable Bay Banners



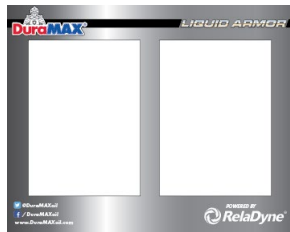
Poster & Static Clings



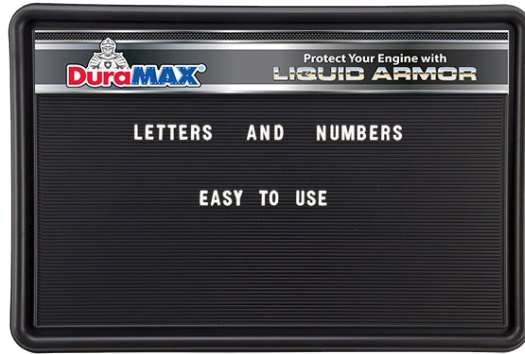
Customized Menu Card



Counter Mat & Inserts



Customizable Menu Board



2-Sided Floor Rack



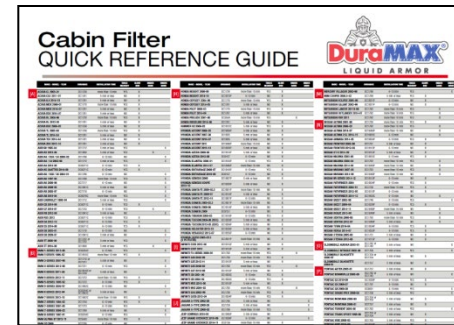
16-Prong Wall Rack



Mirror Dangler



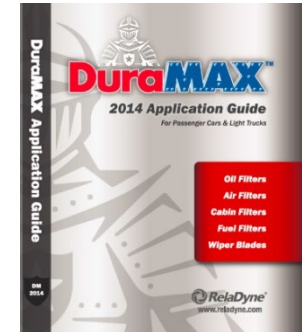
Shop Installation Guide Poster



Static Clings Printers



Filter & Wiper Blade Application Guide



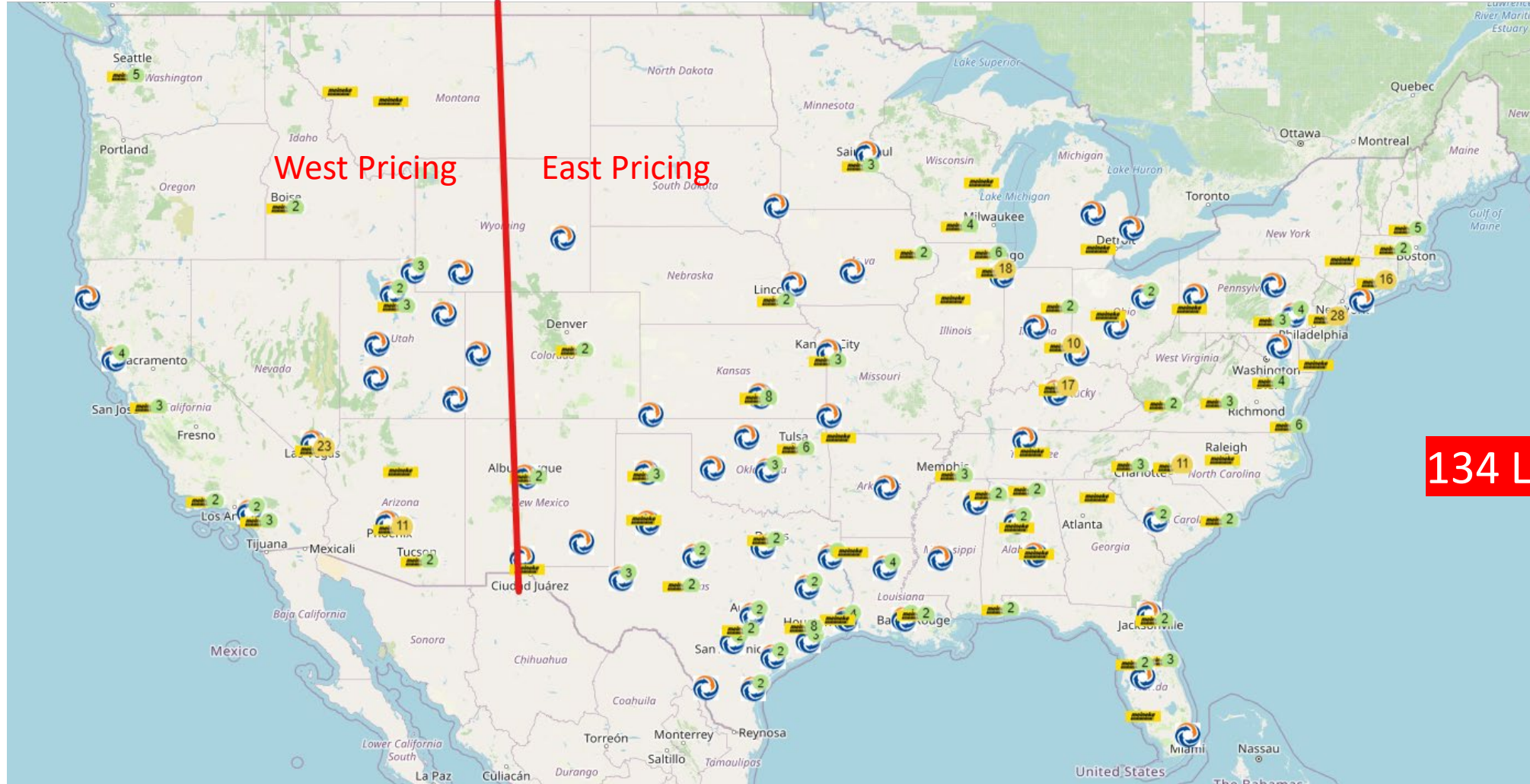
Waiting Room Poster



PROGRAM ELEMENTS

- 2 Price schedules – EAST & WEST (\$0.45/gal price differential)
- Market Pricing
- Pricing is uniform across all locations (subject to note above)
- Equipment loan options (4-Year amortization)
 - \$1 per annual gallon (+\$.30 / gal.)
 - \$2 per annual gallon (+\$.60 / gal.)
- Marketing Programs
 - Dealer participants will have access to all DuraMAX programs & POS materials
 - Static cling decal, floor mats & customized Service Certificates @ N/C
- Volume & loyalty rebates to be paid to MDPCI

Program Participation



134 Locations

KEY ITEM PRICE SCHEDULE (Eff. 11-27-2023)

Product	Packaging	Price- East / West
DuraMAX Synthetic Blend 5w20 / 5w30 Motor Oil	Bulk	\$7.97 / \$8.42
DuraMAX High Mileage 5w20 / 5w30 Motor Oil	Bulk	\$9.17/ \$9.62
DuraMAX dexos1™ Gen 3 Full Synthetic 0w20 / 5w30 Motor Oil	Bulk	\$11.17/ \$11.62
DuraMAX Full Synthetic XLT 0w20, 5w20, 5w30 Motor Oil	Bulk	\$13.17/\$13.62
DuraMAX Full Synthetic XLT 0w20, 5w20, 5w30 Motor Oil	Drums	\$14.17/\$14.62
DuraMAX Global ATF	Bulk	\$12.47/ \$12.92

Packaged Pricing

- Drums: add \$1.00 gal to bulk

Notes:

- Market Pricing
- West coast pricing add +\$.45/gal
- Terms: 30 days

CONFIDENTIALITY: This quote is offered only for the entity or organization listed above. It contains confidential and/or privileged material. Dissemination or retransmission of this quote is strictly prohibited. Violation or breach of any provision of this agreement will void the offer.

MDPCI REBATES

In addition to the other program components, there are rebates and accruals earned with our program:

- 3% MDPCI Co-op (paid quarterly)
- 2% MDPCI Loyalty Trip rebate (paid quarterly)
- MDPCI Volume Incentive rebate (paid annually)

MDPCI VOLUME REBATE

ANNUAL VOLUME	250,000 - 499,999	500,000 - 999,999	1,000,000 - 1,499,999	1,500,000 +
PRODUCT				
DuraMAX Synthetic Blend	\$0.05	\$0.10	\$0.15	\$0.20
DuraMAX Syn Blend High Mileage	\$0.10	\$0.20	\$0.30	\$0.40
DuraMAX Full Synthetic	\$0.20	\$0.40	\$0.60	\$0.80

ORDERING PROCESS

MDPCI franchisees can order via several methods:

- **Email:** MeinekeOrders@reladyne.com
- **Web:** <https://info.reladyne.com/Meineke> via Order Form link
- **Customer Portal:** My.RelaDyne.com
- **Phone:** by contacting local Reladyne branch or Territory Sales Rep

DELIVERY COMMITMENTS

- All orders delivered within 3 business days of P.O. receipt
- Minimum delivery = 165 gallons aggregate all products
- Minimum bulk delivery = 100 gallons PER BULK SKU
- Less than minimum volume fee of \$75 per delivery
- Product portfolio includes all DuraMAX products, including filters, wiper blades & chemicals (where available)
- Products not on authorized list can be sold through RelaDyne branch

- Dedicated application and oil selector site
- Will provide all product options
- Will have applications for DuraMAX & Drydene



LUBE ADVISOR



WELCOME TO THE DURAMAX LUBE ADVISOR

Find the right DuraMAX motor oils and fluids for your vehicle
by choosing your search method below to begin.

SELECT ▾ SELECT ▾

SELECT ▾

QUICK SELECTOR

ENTER [] Q

KEYWORD SEARCH





The RelaDyne Rewards Program is Absolutely Free to Join

RelaDyne Rewards is an exciting loyalty program developed exclusively for valued Business Customers like you. Earn points for each gallon you purchase of Drydene® and DuraMAX®, our premium brands of industrial and automotive lubricants! Points will be automatically deposited monthly into your personal RelaDyne Rewards account and you will be notified with a "You've Got Points" email. Then, redeem your points whenever you want for exciting rewards like the ones on the reverse side of this flyer.

Enroll Now in 3 Easy Steps and Start Earning Rewards Today



Bonus Point Offerings - Now thru Sept 30th, 2023

- ◆ NEW Program Enrollment by 9/30/2023 = 500 Bonus Points
- ◆ DuraMAX® Products* = 3 points per gallon
- ◆ DuraMAX® XLT Products Only = 6 points per gallon
- ◆ All Drydene® Products** = 4 points per gallon

*Excludes All DuraMAX XLT Products **Excludes Drydene Diesel/DEF

Logan Schuchart [1]
 ◆ Sprint Car Driver
 ◆ 35-Time World of Outlaws
 Feature Winner



CHOOSE FROM OVER 300 REWARD ITEMS!

Questions? Contact RelaDyne Rewards Headquarters at 800.747.1400 x143 or email rewardhq@incentivegroup.com



Joe Montana Signed Helmet
26,041 Points



Folding Fire Pit
3,890 Points



Cobra Golf F-MAX
10,625 Points



Citizen Men's Watch
5,866 Points



20 Bottle Wine Cooler
14,541 Points



Clad 12-Piece Cookware Set
17,713 Points



Canon EOS Rebel
31,683 Points



6-Person Tent
10,623 Points

Turks & Caicos Vacation
207,000 Points



Headquarters:
 8280 Montgomery Road, Suite 101 • Cincinnati, OH 45236
 www.reladyne.com
 888.830.3156

Follow Us:

MORE INFORMATION?

info.reladyne.com/meineke



Contact Us

Meineke DuraMAX Program

ENHANCE PROFITABILITY AND RETENTION
with the DuraMAX Automotive Program



DuraMAX, Powered by Reladyne, is now a Preferred Supplier of Meineke Franchises

**EXPERIENCE THE
DURAMAX DIFFERENCE**

QUICK LINKS:

- [DuraMAX Oil Website](#)
- [DuraMAX Point-of-Sale Website](#)
- [DuraMAX Product Catalog](#)
- [DuraMAX Meineke Flyer](#)
- [Order Static Clings/Floor Mats](#)

ORDER FORM:

[DuraMAX Meineke Order Form](#)

Fill in the below fields to get started with the DuraMAX Preferred Supplier Program

First name* Last name*

Email*

MDA ACCOUNT CONTACT

David Barnett, Corporate Account Manager

David.Barnett@reladyne.com

(502) 751-8020

Thank you !



Powered by

