



LUBRICANTS



**Kendall**

# MARKETER PROGRAM GUIDE

2025

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Welcome to the world of Phillips 66® Lubricants. In this Marketer Program Guide, you will find many tools to help grow a successful lubricants business. These programs are designed to give your lubricants business a boost with easy-to-implement support programs.

Please contact your Account Manager if you have questions about any programs in this guide\*. Thank you for your support of Phillips 66 Lubricants.

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## MARKETER PROGRAMS

- **OutPacePlus**
- **Business Development Allowance (BDA) and Business Development Allowance Export (BDA-X)**
- **Business Development Allowance Export (BDA-X) Growth Accelerator**
- **MVP Incentive Program and MVP Sales Council**
- **Two Change Challenge**

## BRAND SUPPORT TOOLS

- **AnalysisPlus®**
- **Kendall® Lubricant Analysis System (KLAS®)**
- **TOP TIER Marketer Program**
- **Top Flight Marketer Program**
- **Factory Finder™ Program**
- **Fleet Finder™ Program**

01

MARKETER  
PROGRAMS



# OutPacePlus

OutPacePlus (OPP) is designed to reward Marketer growth. This program applies to all Phillips 66<sup>®</sup> Lubricants brands and offers Marketers an incentive program created specifically to encourage and recognize volume growth. For more information, visit [Lubestream > Programs > OutPacePlus](#).

## HOW IT WORKS

- The program is designed to reward you for bringing on incremental volume above your established base volume.
- Your base volume for 2025 is your 2024 combined Phillips 66, Kendall<sup>®</sup> and Red Line<sup>®</sup>-branded net purchases. Your 2026 base volume will be the higher of the previous two years' eligible net purchases (2024 or 2025).
- You will earn OPP funds on total eligible gallons, back to gallon 1, if year-end 2025 volume exceeds 101%\* of the established base volume.
- Your OPP Marketer Tier will be determined by your total year-end 2025 eligible volume.
- If you acquire or merge with another Phillips 66 Lubricants Marketer, your baseline will be adjusted to include the previous years' volumes from the acquired Marketer. For more details, please consult your Phillips 66 Lubricants Account Manager.

## PRODUCT QUALIFICATION

- Qualified Phillips 66, Kendall and Red Line-branded products include any product (bulk or packaged) that you have purchased, excluding the ineligible products listed below.

## INELIGIBLE PRODUCTS

- Phillips 66 Coolants
- Red Line Service Chemicals
- Buyback Business purchases
- Branded antifreeze and MileGuard<sup>™</sup> filters
- Unbranded products, private label, Point<sup>®</sup> brand
- Any branded product that is identified as being ineligible by Phillips 66 Lubricants

## PAYMENT OF OutPacePlus FUNDS

- OPP funding is calculated by Phillips 66 Lubricants based on your customer tier and growth percentage after all year-end transactions have closed.
- OPP funds will be deposited as a credit memo to your account by March 1, 2026.

\*Bronze Marketer Tier qualification requires 50,000 gallons of eligible volume and a 5% growth percentage to participate.

\*\*Program details may be different for Marketers that operate with Phillips 66 Canada. Please contact your Account Manager if you have been doing business with Phillips 66 Canada.

## 2025 OPP RATE SCHEDULE

	MARKETER TIERS			
	Platinum	Gold	Silver	Bronze
	800,000+ gals	400,000 - 799,999 gals	200,000 - 399,999 gals	50,000 - 199,999 gals
Growth %	Payment Rates			
1% to 1.99%	\$0.03/gal	\$0.02/gal	\$0.01/gal	N/A*
2% to 4.99%	\$0.05/gal	\$0.04/gal	\$0.03/gal	N/A*
5% to 9.99%	\$0.10/gal	\$0.08/gal	\$0.05/gal	\$0.03/gal
10% to 14.99%	\$0.20/gal	\$0.15/gal	\$0.10/gal	\$0.05/gal
15% to 19.99%	\$0.35/gal	\$0.26/gal	\$0.18/gal	\$0.09/gal
20%+	\$0.60/gal	\$0.45/gal	\$0.30/gal	\$0.15/gal

## ELIGIBILITY

In order to be eligible, all Marketers must meet the following criteria:

- Be a Phillips 66 Lubricants Marketer in the U.S. or Canada.\*\*
- Have combined 2025 Phillips 66 Lubricants-branded net purchases that exceed 101% of the Marketer's base volume.
- Have eligible purchases from Phillips 66 Lubricants in the previous year to establish base volume.
- Be in good standing with Phillips 66 Lubricants.
- Have a current executed Branded Lubricants Product Purchasing Agreement. If an agreement is signed during calendar year 2025, please see your Account Manager for eligibility requirements.

**NOTE:** Phillips 66 Lubricants reserves the right to limit OPP payment(s) based on nonconformance with the Marketer's PPA and other related documents, monies owed to Phillips 66 Lubricants by the Marketer or 2026 budget constraints. This program is subject to change or cancellation without notice.

# BUSINESS DEVELOPMENT ALLOWANCE

The Business Development Allowance (BDA) program offers a simple and effective way to offset a variety of your business development expenditures by enabling you to earn dollars to spend toward growing your business by supporting the Phillips 66® Lubricants brands. For more information, visit [Lubestream > Programs > Business Development Allowance](#).

## HOW IT WORKS

- As a Marketer, you will earn funds on every gallon of qualified Phillips 66, Kendall® and Red Line®-branded lubricants that you purchase between January 1, 2025 and December 31, 2025.
- These BDA funds will be accrued monthly and posted to your BDA account the following month.
- Marketers carrying two or more Phillips 66 Lubricants brands will have BDA funds combined into a single account, allowing them the flexibility to spend BDA funds to support any of the Phillips 66 Lubricants brands.

## ACCRUAL RATES FOR THE 2025 BDA PROGRAM

BDA RATE TABLE (PER GALLON)				
Tier	Category	Kendall Rate	Phillips 66 Rate	Red Line Rate
Tier 1	Full Synthetic	\$0.13	\$0.13	N/A
Tier 2	Mainline	\$0.07	\$0.07	N/A
Tier 3	Hydraulic/NCEO	\$0.03	\$0.03	N/A
Aviation	Aviation	N/A	\$0.35	N/A
Red Line	Red Line Oil	N/A	N/A	\$0.35

## ELIGIBILITY

- Open to Phillips 66 Lubricants Marketers in the United States and Canada\*
- A Marketer must have a Marketing Plan in place.
- A Marketer must purchase a minimum combined Phillips 66 Lubricants volume of 200,000 gallons in calendar year 2025.
- If your 2024 year-end combined Phillips 66 Lubricants volume exceeds 200,000 gallons, you are prequalified to participate in the BDA program January 1, 2025.
- If your 2025 year-end combined Phillips 66 Lubricants volume exceeds 200,000 gallons, you will be prequalified to participate in the BDA program January 1, 2026.
- You must be a Phillips 66 Lubricants Marketer in good standing.
- Phillips 66 Lubricants reserves the right to determine overall eligibility in this program, and BDA payouts will be suspended if Marketer volume falls below 80% year over year.

\*Program details may be different for Marketers that operate with Phillips 66 Canada. Please contact your Account Manager if you have been doing business with Phillips 66 Canada.

## **QUALIFIED PRODUCTS**

- Any qualified Phillips 66, Kendall and Red Line-branded products (bulk or packaged) that you have purchased, excluding the ineligible products listed below.

## **INELIGIBLE PRODUCTS**

- Phillips 66 Coolants
- Red Line Service Chemicals
- Buyback Business purchases
- Branded antifreeze and MileGuard™ filters
- Unbranded products, private label, Point® brand
- Any product that is identified as ineligible by Phillips 66 Lubricants

## **PAYMENT OF CLAIMS**

- Marketers will receive payment via credit memo only.
- Claims will be system-generated on a quarterly basis on the 25th of April, July and October 2025 and January 2026, limited by total BDA accrual.
- Claims need to be approved by your Phillips 66 Account Manager before being paid via credit memo to the Marketer.
- BDA payouts will be suspended or delayed should eligible volume fall below 80% year over year.

# BUSINESS DEVELOPMENT ALLOWANCE EXPORT (BDA-X)

The Business Development Allowance Export (BDA-X) program offers a simple and effective way to offset a variety of your business development expenditures by enabling you to earn dollars to spend toward growing your business by supporting the Phillips 66® Lubricants brands. For more information, visit [Lubestream > Programs > Business Development Allowance Export](#).

## HOW IT WORKS

- As a Marketer, you will earn funds on every gallon of qualified Phillips 66, Kendall® and Red Line®-branded lubricants that you purchase between January 1, 2025, and December 31, 2025.
- These BDA-X funds will be accrued monthly and posted to your BDA-X account the following month.
- Marketers carrying two or more Phillips 66 Lubricants brands will have BDA-X funds combined into a single account, allowing them the flexibility to spend BDA-X funds to support any of the Phillips 66 Lubricants brands.

## ACCRUAL RATES FOR THE 2025 BDA-X PROGRAM

BDA-X RATE TABLE (PER GALLON)				
Tier	Category	Kendall Rate	Phillips 66 Rate	Red Line Rate
Tier 1	PCMO Full Synthetic	\$0.45	\$0.45	N/A
Tier 2	PCMO Synthetic Blend, HDEO Full Synthetic and HDEO Synthetic Blend	\$0.26	\$0.12	N/A
Tier 3	Everything Else	\$0.26	\$0.12	N/A
Aviation	Aviation	N/A	\$0.35	N/A
Red Line	Red Line Oil	N/A	N/A	\$0.45

## ELIGIBILITY

- Open to Phillips 66 Lubricants Marketers residing outside of the United States and Canada with a Marketing Plan in place.
- A Marketer must purchase a minimum combined Phillips 66 Lubricants volume of 150,000 gallons in calendar year 2025 to be eligible for the BDA-X program.
- If your 2024 year-end combined Phillips 66 Lubricants volume exceeds 150,000 gallons, you are prequalified to participate in the BDA program January 1, 2025.
- If your 2025 year-end combined Phillips 66 Lubricants volume exceeds 150,000 gallons, you will be prequalified to participate in the BDA program January 1, 2026.
- You must be a Phillips 66 Lubricants Marketer in good standing.
- Phillips 66 Lubricants reserves the right to determine overall eligibility in this program, and BDA-X payouts will be suspended if Marketer volume falls below 80% year over year.



## **QUALIFIED PRODUCTS**

- Any qualified Phillips 66, Kendall and Red Line-branded product (bulk or packaged) that you have purchased, excluding the ineligible products listed below.

## **INELIGIBLE PRODUCTS**

- Phillips 66 Coolants
- Red Line Service Chemicals
- Buyback Business purchases
- Branded antifreeze and MileGuard™ filters
- Unbranded products, private label, Point® brand
- Any product that is identified as ineligible by Phillips 66 Lubricants

## **PAYMENT OF CLAIMS**

- Marketers will receive payment via credit memo only.
- Claims will be system-generated on a quarterly basis on the 25th of April, July and October 2025 and January 2026, limited by total BDA-X accrual.
- Claims need to be approved by your Phillips 66 Account Manager in the system before being paid.
- BDA-X payouts will be suspended or delayed should eligible volume fall below 80% year over year.

# **BUSINESS DEVELOPMENT ALLOWANCE EXPORT GROWTH ACCELERATOR**

The Business Development Allowance Export (BDA-X) Growth Accelerator is designed to reward Marketer growth. This program applies to all Phillips 66® Lubricants brands and offers Marketers an incentive program created specifically to encourage and reward volume growth. For more information, visit [Lubestream > Programs > Business Development Allowance](#) or [Lubestream > Programs > Business Development Allowance Export Growth Accelerator](#).

## **HOW IT WORKS**

- The BDA-X Growth Accelerator qualifying volume is based on combined Phillips 66 Lubricants-branded net 2025 purchases.
- The program is designed to reward you for bringing on incremental volume above your established base volume.
- Your base volume is the greater of your net qualified gallons from the previous two years (newly signed Marketers with partial prior-year purchases will have their previous-year base volume annualized).
- The program rewards 2025 incremental volume once your purchases exceed 103% of your established base volume.
- Once you have reached your 103% growth threshold, you will be rewarded on all growth gallons.
- All acquired and merged volume from other Phillips 66 Lubricants Marketers is ineligible.

## **PRODUCT QUALIFICATION**

- Qualified Phillips 66, Kendall® and Red Line®-branded products include any product (bulk or packaged) that you have purchased, excluding the ineligible products listed below.

## **INELIGIBLE PRODUCTS**

- Phillips 66 Coolants
- Red Line Service Chemicals
- Buyback Business purchases
- Branded antifreeze and MileGuard™ filters
- Unbranded products, private label, Point® brand
- Any branded product that is identified as being ineligible by Phillips 66 Lubricants

## **PAYMENT OF BDA-X GROWTH ACCELERATOR**

- BDA-X Growth Accelerator funding is calculated by Phillips 66 Lubricants after all year-end transactions have closed.
- BDA-X Growth Accelerator funds will be deposited as a credit memo to your account by March 1, 2026.

## 2025 BDA-X GROWTH ACCELERATOR RATE SCHEDULE

2025 GROWTH GALLONS	BDA-X GROWTH RATES
3% to 9.99%	\$0.50/gallon
10% to 19.99%	\$0.75/gallon
20% +	\$1.00/gallon

**NOTE:** Payment is retroactive to gallon one of growth only when the qualifying threshold has been met or exceeded.

### ELIGIBILITY

In order to be eligible, all Marketers must meet the following criteria:

- Exceed the minimum BDA-X threshold of 150,000 combined Phillips 66 Lubricants gallons within the 2025 calendar year.
- Have combined 2025 Phillips 66 Lubricants-branded net purchases that exceed 103% of the Marketer's base volume.
- Have purchases from Phillips 66 Lubricants in the previous year to establish base volume. If you do not have a full previous calendar year of purchases, please see your Account Manager for base volume calculation.
- Be in good standing with Phillips 66 Lubricants.
- Have a current executed Branded Lubricants Product Purchasing Agreement. If an agreement is signed during calendar year 2025, please see your Account Manager for eligibility requirements.

**NOTE:** Phillips 66 Lubricants reserves the right to limit BDA-X Growth payment(s) based on nonconformance with the Marketer's PPA and other related documents, monies owed to Phillips 66 Lubricants by the Marketer or 2026 budget constraints. This program is subject to change or cancellation without notice.



## **MVP INCENTIVE PROGRAM**

The MVP Incentive Program is a value-added sales incentive program for U.S. and Canadian-based\* Marketers' Sales Representatives and their Sales Managers. It is designed to provide incentives to the Marketers' Sales Representatives to sell Phillips 66®, Kendall® and Red Line®-branded qualified lubricant product(s) to new lubricants customer accounts.

### **NEW ACCOUNT QUALIFICATION**

- A Sales Representative must sell qualified Phillips 66, Kendall or Red Line-branded products to a new customer. A new customer is defined as a customer that has not purchased any Phillips 66 Lubricants brands in the previous 24 months.

### **HOW IT WORKS**

- Marketer sales staff (Sales Representatives, Sales Managers or Non-Paid Principal) must enroll online.
- The Marketer Sales Representative signs up a new account and enters the new customer information into the MVP Incentive Program.
- As deliveries are made to the new account, the Sales Representative has 60 days from the invoice date to enter the claims.
- The claims submitted will be reviewed and approved first by the Marketer's Sales Manager or Non-Paid Principal and second by the assigned Phillips 66 Lubricants Account Manager.

### **INELIGIBLE PRODUCTS**

- Buyback Business purchases
- Any product identified as ineligible by Phillips 66 Lubricants

### **QUALIFIED PRODUCTS**

- The qualified list is subject to change. For the current qualified products list, please log on to Lubestream > Programs > MVP Incentive Program.

### **2024 MVP INCENTIVE PROGRAM RATE SCHEDULE**

Marketer's Sales Representative is paid:

- Rates vary from \$0.10-\$1.00 on qualified products sold.
- See Lubestream for the most up-to-date rate table.

Marketer's Sales Manager is paid:

- \$0.05/gallon for every qualified product sold, subject to monthly minimums per Sales Representative.

\*Program details may be different for Marketers that operate with Phillips 66 Canada. Please contact your Account Manager if you have been doing business with Phillips 66 Canada.

Non-Paid Marketer Principal:

- Approve claims, but do not get paid for volume.

Payout rates are subject to change. In the event rates change during a program year, the updated rates will be posted on Lubestream > Programs > MVP Incentive Program.

Tier	Products Included	Payout per Gallon
Red Line	Red Line Lubricants	\$1.00
Gold	<ul style="list-style-type: none"> <li>• Aviation</li> <li>• Greases</li> <li>• Synthetic Industrial</li> <li>• Synthetic HDEO Products</li> <li>• Synthetic PCMO</li> </ul>	\$0.50
Silver	<ul style="list-style-type: none"> <li>• Syn-Blend and Conventional PCMO</li> <li>• Driveline</li> <li>• Syn-Blend and Conventional HDEO</li> <li>• Conventional Industrials</li> </ul>	\$0.20
Bronze	<ul style="list-style-type: none"> <li>• Conventional Hydraulic</li> <li>• Conventional Compressor</li> </ul>	\$0.10
No Payout	<ul style="list-style-type: none"> <li>• Firebird PCMO</li> <li>• Private Label PCMO</li> <li>• Natural Gas Engine Oils</li> </ul>	\$0

## ELIGIBILITY AND REQUIREMENTS

To be eligible for any sales incentive, participants must meet the following criteria:

- Must enroll for the program.
- Must be employed by a Phillips 66 Lubricants Marketer in good standing at the time the incentive is to be awarded.
- May not be enrolled both as a Sales Representative and a Sales Manager.
- Owners or Principals may not enroll as a Sales Representative and may only enroll as a Sales Manager if they are serving in a sales management capacity for the respective Marketership throughout the year.
- Owner or Principal must register as Non-Paid Principals if no Sales Manager exists in the organization and must approve all MVP claims.

## MARKETER'S SALES MANAGER

For clarification, a Marketer's Sales Manager:

- Holds a primary function of managing the Marketership's day-to-day sales activities.
- Supervises directly and guides sales staff.
- Provides strategic direction to sell under the Phillips 66 Lubricants brands.

## **NON-PAID PRINCIPAL**

- Owners or Principals who do not have a primary function of managing the Marketership's day-to-day sales activity must register as a Non-Paid Principal to approve all MVP claims.

## **MAXIMUM PAYMENT**

- The maximum MVP payment is \$30,000 USD per calendar year per Marketer's Sales Representative on all combined new sales accounts.
- Sales Managers may earn up to \$30,000 USD per calendar year for all combined new sales volume of their assigned Sales Reps.
- The program year for payment calculations refers to the year in which payment is made, not when claims were submitted.

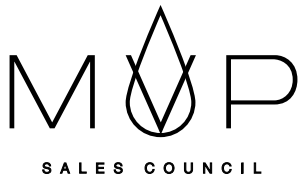
## **SUBMISSION OF CLAIMS**

- Marketers' Sales Manager or Non-Paid Principals and Phillips 66 Lubricants Account Managers approve all claims.
- Multiple deliveries per new account can be entered on each claim.
- All claims must be filed within 60 days of the invoice date.

## **PAYMENT OF CLAIMS**

- MVP payments will be paid on a new account for a period of one year from the date of the first invoice date, also known as the anniversary date.
- No incentives will be paid on gallons converted from within the Phillips 66 Lubricants brands.
- Funds will be issued on a virtual or physical reloadable branded VISA card.
- The MVP Incentive Program is person-specific and Marketer's Sales Representatives' and Sales Managers' sales volume and their associated accumulated funds cannot be transferred to any other individuals.
- Phillips 66 Lubricants Account Manager approval is required for each claim; however, for auditing purposes the Marketer's Sales Representative must retain documentation of MVP claims for three years from the date of invoice.
- Phillips 66 Lubricants reserves the right to audit any claim up to three years from the date of invoice.
- In the event an audited claim lacks proper supporting documentation, the Marketer will be charged back for payments previously made.
- 1099 (U.S. residents) and T4A (Canadian residents) tax forms will be issued in January 2026.

**NOTE: Applicable federal, state and local taxes are the responsibility of the recipient. This program is subject to change or cancellation without notice. If you have questions, please contact your Phillips 66 Lubricants Account Manager (AM).**



## **MVP SALES COUNCIL**

The MVP Sales Council is an advisory panel composed of high-performing Marketers' Sales Representatives, and whose function is to provide input, counsel and strategic guidance on a variety of marketing issues and initiatives. Membership in the MVP Sales Council is determined solely by performance in the MVP Incentive Program (MVP), with the top-performing Sales Representatives receiving an invitation to join.

Performance in MVP is measured from October 1, 2024 – September 30, 2025 to determine the individuals, who will then serve a one-year term on the MVP Sales Council beginning January 1, 2026. The first meeting is in person with subsequent meetings held as needed by teleconference or webinar. The initial meeting location will be announced in 2025 and includes airfare, transportation to/from the resort, lodging, meals and activities paid for by Phillips 66® Lubricants for you and a guest.

Sales Council members must be Sales Representatives from branded Marketers in good standing. Sales Representatives must be enrolled in the MVP Incentive Program.

### **QUALIFICATION PERIOD**

- The MVP Sales Council qualification period runs October 1, 2024 – September 30, 2025.

### **ELIGIBILITY, REQUIREMENTS AND RULES**

To be eligible for any incentive, participants must meet the following criteria:

- Must be enrolled in the MVP Incentive Program.
  - All currently enrolled MVP users are automatically enrolled in the MVP Sales Council promotion.
- All eligibility requirements, rules and guidelines of MVP apply.
- Sales Managers and Principals are ineligible to participate or to serve on the MVP Sales Council.
- Sales Representatives must be employed by the Marketer under whom they originally enrolled at the time of the award and at the time of the meeting.
  - MVP claims are unique to each Sales Representative and cannot be transferred to any other individual.
  - MVP claims are not transferrable between different Marketers.

- The employing Marketer must be in good standing with Phillips 66 Lubricants at the time of any award.
- MVP claims will be tracked and are subject to verification by Phillips 66 Lubricants prior to issuing any incentive, prize or award.
- Applicable federal, state and local taxes are the responsibility of the recipient.
- In order to accept a travel award, MVP Sales Council members must be available to travel on the dates of the award. If a Sales Representative is unable to go on the trip, no other incentive or cash alternative will be substituted.
- Trip award is nontransferable.
- Trip recipient and guest must be at least twenty-one (21) years old.
- Phillips 66 Lubricants reserves the right to modify or cancel the MVP Sales Council in-person meeting or the MVP Incentive Program without notice.

## **HOW IT WORKS**

- MVP Sales Council qualification period runs October 1, 2024 – September 30, 2025.
  - In 2025, MVP Sales Council Qualification period will run from October 1, 2025 – September 30, 2026.
- Independent of the MVP Sales Council qualification process, throughout the promotion period Sales Representatives will be paid monthly commissions according to normal MVP Incentive Program rules.
- Sales Representatives who achieve the MVP maximum annual payout (currently \$30,000 USD) during the promotion period may continue to submit claims without additional MVP payment, but their claims will count toward their qualification points toward the MVP Sales Council.
- At the conclusion of the qualification period, results will be verified prior to the official announcement of MVP Sales Council membership for 2025.
  - September 30, 2025 (midnight Central Time), is the last date of submission for claims to count toward the qualification process.
  - Claims must be approved by both the Sales Manager and Phillips 66 Account Manager no later than Sunday, October 13, 2025 (midnight Central Time).
  - Late submissions/requests for waivers at the end of the qualification period will not be granted.
  - The 2026 MVP Sales Council members will be announced in November 2025.
  - MVP Sales Council members will be notified by phone or email.
  - Complete trip itinerary and details will be provided by either mail or email to MVP Sales Council members.



# TWO CHANGE CHALLENGE

## GET FREE OIL AND PROOF OF SUPERIOR WEAR PROTECTION

There are a lot of good heavy-duty diesel engine oils on the market. Many fleets have been using the same brand for a long time with the belief, “If it ain’t broke, don’t fix it.”

Those oils may not be broken, but that doesn’t mean they can’t be beaten—not beaten in engine bench tests, but beaten in on-road tests in your customer’s own rigs, using their own used oil analysis data as benchmarks.

Kendall® and Phillips 66® full synthetic and synthetic blend heavy-duty diesel engine oils are up for that challenge, supplying free oil and oil analysis in the process. Are you?

## HOW IT WORKS

Fill out either the Kendall or Phillips 66 request form that can be found on [Lubestream > Programs > Two Change Challenge](#). Submit the completed form and oil analysis reports to [Phillips66LubricantsPrograms@p66.com](mailto:Phillips66LubricantsPrograms@p66.com) for preapproval.

Once approved, send purchase and oil analysis invoices to [Phillips66LubricantsPrograms@p66.com](mailto:Phillips66LubricantsPrograms@p66.com) to be paid. In order to receive payment you must have received prior approval from Phillips 66 (*note: This program is reserved for accounts with 75 or more pieces of equipment*).

## WHAT YOU GET FROM US

### FREE OF CHARGE, PHILLIPS 66 LUBRICANTS WILL PROVIDE:

- Up to 55 gallons of Kendall or Phillips 66 full synthetic or synthetic blend heavy-duty diesel engine oils in your customer’s standard viscosity grade to meet the OEM capacity of their engines.
- Coordination of oil analysis with an independent lab or with the customer’s current lab.

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### ONSET OF TEST

- Drain original oil.
- Take used oil sample.
- Refill with Kendall or Phillips 66 full synthetic or synthetic blend heavy-duty diesel engine oil.

### DRAIN ONE

- Drain oil.
- Take Kendall or Phillips 66 used oil sample #1.
- Refill with Kendall or Phillips 66 full synthetic or synthetic blend heavy-duty diesel engine oil.

### DRAIN TWO

- Drain oil.
- Take Kendall or Phillips 66 used oil sample #2.
- Refill with Kendall or Phillips 66 full synthetic or synthetic blend heavy-duty diesel engine oil.

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## HOW TO GET STARTED

All we need are five rigs from your customer’s on-road fleet, two oil changes each (set at their standard drain interval) and access to the previous three used oil analysis reports on those rigs.

As a final step, we will meet with you and your customer to summarize all findings with the team, including benchmark comparisons with the past used oil analysis. Expect this meeting within a week of the final drain and completion of the final oil analysis report. Up for the challenge? We are.

For more information, please contact your Account Manager.



02

BRAND  
SUPPORT  
TOOLS





# ANALYSISPLUS®: THE NEXT GENERATION IN OIL ANALYSIS

## PROGRAM OVERVIEW

Oil analysis has never been easier than with Phillips 66® Lubricants and AnalysisPlus. With testing options to meet your program needs, AnalysisPlus is your snapshot into the condition of both the lubricants you're using and the units you're monitoring. Identifying minor problems before they become major failures will save you both money and unscheduled downtime. An oil analysis program is a timely, cost-effective way to maximize equipment reliability and boost company profits. Basic and Premium test packages are available. Use the tables below to choose the test package that best suits your application. For more information, visit [Lubestream > Programs > AnalysisPlus](#).

## TEST PACKAGES

LEVEL OF SERVICE	BASIC TEST PACKAGE	PREMIUM TEST PACKAGE
Results via email or internet	●	●
Competitive industry pricing	●	●
ASTM test methods	●	●
Historical data transfer availability	●	●
Series of management report options	● (basic tools)	● (extensive tools)
CMMS compatible	●	●
Order test kits online	●	●
Choice of laboratories		●
Advanced testing for industrial, turbine and metalworking samples		●
Training, field service and support		●

## KEY TESTS

TEST DESCRIPTION	Automotive (PCMO/ATF/Gear)		Heavy-Duty Diesel Engine Oil		Industrial & Natural Gas		Industrial with Particle Count	
	BASIC	PREMIUM	BASIC	PREMIUM	BASIC	PREMIUM	BASIC	PREMIUM
Elemental Metals (wear, contaminant, additive, multi- source) ASTM D6595	●	●	●	●	●	●	●	●
Water Content	●	● <sup>1</sup>	●	●	1	1	● <sup>1</sup>	1
Viscosity @ 40°C - ASTM D445							●	●
Viscosity @ 100°C - ASTM D445	● @40°C	● @40°C	●	●	● @40°C	● @40°C		
Fuel Dilution - % Volume	●	●	●	●				
Fuel Dilution - % Volume by Gas Chromatograph				OPTIONAL <sup>2</sup>				
Fuel Soot - % Volume by FTIR/Wilks			●	●				
Oxidation by FTIR			●	●	●	●	●	●
Nitration by FTIR			●	●	●	●		
Acid Number - ASTM D664					●	●	●	●
Base Number - ASTM D4739			●	●		OPTIONAL <sup>2</sup>		
Glycol	●	●	●	●				
Particle - ISO 4406:1999							●	●
Water Separability - ASTM D1401							OPTIONAL <sup>2</sup>	OPTIONAL <sup>2</sup>
Foam Test - ASTM D892							OPTIONAL <sup>2</sup>	OPTIONAL <sup>2</sup>
Oxidation Test (RPVOT) - ASTM D2272							OPTIONAL <sup>2</sup>	OPTIONAL <sup>2</sup>

1. If positive by Crackle Test, run Karl Fischer test.

2. OPTIONAL: Additional cost for this test.

NOTE: Several options are available for testing metalworking fluids. Contact a Premium laboratory for more details.

## **ANALYSISPLUS® BENEFITS**

AnalysisPlus gives you a flexible way to manage your oil analysis data so you can get the most for your analysis dollar. Start with AnalysisPlus today and start making changes to your daily maintenance practices that will save you time and money.

- Maximize equipment efficiency and engine durability.
- Extend equipment life.
- Decrease maintenance expenses by extending component life.
- Illustrate extended drain capabilities.
- Detect engine trouble in its earliest stages.
- Help the operation make informed maintenance decisions by providing equipment history.
- Link to the most commonly used CMMS.

## **AVAILABLE MANAGEMENT REPORTS**

- Condition History Report
- Chronic Alarm Report
- Delinquent Samples Report
- Fluid Age and Condition Report
- Component Watch
- Transit Time
- Condition Analysis Report
- Equipment Comparison

In addition, several options are available for testing metalworking fluids, making AnalysisPlus your total solution.

## **SUGGESTED SAMPLING INTERVALS BY APPLICATION**

<b>COMPONENT</b>	<b>INTERVAL</b>
Engine	Every 250 Hours
Transmission	Every 500 Hours
Differentials	Every 1,000 Hours
Planetary	Every 1,000 Hours
Hydraulics	Every 1,000 Hours

## **HOW TO GET STARTED**

To enroll your business in the AnalysisPlus Program, first determine the best test package for your application, along with the desired laboratory service provider, and then either go to [analysisplus.net](http://analysisplus.net) or contact the selected laboratory service.

## ANALYSISPLUS LAB LOCATIONS



### PREMIUM TESTING

#### **POLARIS Laboratories**

Houston, TX  
Indianapolis, IN  
Salt Lake City, UT  
Edmonton, Alberta  
Guatemala City,  
Guatemala  
Poznan, Poland

**866.341.4396**

International Direct:  
317.808.3750 Ext. 300

#### **ALS Tribology**

Atlanta, GA  
Cleveland, OH  
Kansas City, KS  
Phoenix, AZ  
Portland, OR  
Burlington, Ontario  
Edmonton, Alberta

**877.645.5221**

International Direct:  
317.808.3750 Ext. 300

#### **Lab One**

Phoenix, AZ

**866.652.2663**

International Direct:  
480.839.5221

For more information regarding oil analysis, visit [AnalysisPlus.net](http://AnalysisPlus.net).

# KLAS® HIGH-PERFORMANCE FLEET MAINTENANCE PROGRAM

## PROGRAM OVERVIEW

KLAS is a powerful oil analysis program designed to help customers make better business decisions regarding the maintenance of their equipment assets. KLAS is designed for maintenance professionals and provides Marketers with a value-added service for Kendall® customers. For more information, visit [Lubestream > Programs > KLAS Oil Analysis](#).

## PROGRAM BENEFITS

KLAS provides turnkey oil analysis solutions for your fleet and heavy equipment customers. Program benefits include:

- Opportunity to work more closely with customers.
  - Build long-term relationships through frequent customer interaction.
  - Opportunity to upsell training and consulting services.
- Simplified program administration through online reporting and sample label printing.
  - Central data storage system allows customers to track all equipment information in one place.
- Helps extend component life and uptime.
  - Analyze data trends to detect problems before they occur (predictive maintenance).
  - Reduce chances of unplanned maintenance that leads to lost revenue.

## PROGRAM SPECIFICS

The KLAS program is designed for heavy-duty truck/equipment customers.

KLAS is available in a Basic and Premium package. The accompanying tables highlight the testing included in each package.

The KLAS program is limited to customers who purchase and use Kendall lubricants only. It is specifically limited to oil analysis of Kendall-branded lubricants.\*

*\*If you submit samples that do not meet the program criteria, you may be charged for any oil analysis tests performed.*

## TERMS AND CONDITIONS

Phillips 66 Lubricants reserves the right to modify or cancel this program without written notice.



<b>KLAS BASIC</b>		
Basic testing monitors lubricant condition, contamination and wear in engines and nonengine components.		
Tests	Engines	Nonengines
24 Metals by ICP	●	●
Fuel Dilution %	●	
Soot %	●	
Water by Crackle	●	●
Viscosity	● @ 100°C	● @ 40°C
<b>KLAS PREMIUM</b>		
Premium testing includes all features of the Basic package, as well as a drain interval recommendation to help you safely extend drain intervals in engines and nonengine components.		
Tests	Engines	Nonengines
24 Metals by ICP	●	●
Fuel Dilution %	●	
Soot %	●	
Water by Crackle	●	●
Viscosity	● @ 100°C	● @ 40°C
TBN (base number)	●	
TAN (acid number)		●
Oxidation	●	●
Nitration	●	●
Drain Interval Recommendation	●	●

## CUSTOMER LEARNINGS

The following feedback from customers can give Marketers a head start on determining how to use the KLAS program’s full potential.

### LEARNINGS

- The consequences of equipment breakdown is the number-one concern of KLAS customers.
- Most customers lack the time to really use the full benefit of KLAS.
- Many customers are using KLAS as a basic asset register.
- Customers rely heavily on the laboratory’s “interpretations” and alarms.
- Customers need assistance with sampling practices.
- Customers need help in translating laboratory information into actual work orders.
- Customers need additional training to realize the entire benefit of the KLAS program.

For more information, visit [Lubestream > Programs > KLAS Oil Analysis](#).



## TOP TIER MARKETER PROGRAM

Phillips 66® Lubricants is proud to present the TOP TIER Marketer Program. This program is for Marketers who have achieved TOP TIER status for exceeding quality, safety and environmental operation standards. The elite recognition is awarded to a select number of Phillips 66 Lubricants Marketers who exceed the company's rigorous Marketer Operations Standard guidelines. For more information, visit [Lubestream > Programs > Top Tier](#).

### HOW IT WORKS/ELIGIBILITY

In order to qualify for the program at any plant, Marketers must meet the following criteria:

- TOP TIER Marketer Operations Standard by location.
- Have a current, signed PPA (Branded Lubricants Product Purchasing Agreement) in effect.
- Marketer's business must be FTP (File Transfer Protocol) compliant with Phillips 66 for both supplementals and buybacks within the first six months of enrollment in the program, or indicate activities whereby Marketership is moving in that direction.

### HOW YOU BENEFIT

- Enhanced Marketer Locator listings on [Phillips66Lubricants.com](#).
- Additional benefits outlined in the Marketer Operating Standard.

Learn more about the Marketer Operations Standard at [Lubestream > My Lubestream > Logistics and Policies](#).



## TOP FLIGHT MARKETER PROGRAM

### **FUEL YOUR GROWTH. ELEVATE YOUR BUSINESS.**

Phillips 66® Lubricants Top Flight Marketer Program is a turnkey program designed to help increase sales volume and raise your visibility as a preferred source for aviation lubricants.

We invite you to take your aviation lubricants business higher by earning your wings as a Phillips 66 Top Flight Marketer.

As a Top Flight Marketer, you'll receive exclusive benefits, plus you and your Fixed-Base Operator customers will be given special recognition in our online Aviation Marketer Locator, which can increase leads and help grow your customer base. For more information, visit [Lubestream > Programs > Top Flight Program](#).

### **HOW TO QUALIFY AS A TOP FLIGHT MARKETER**

- Agree to inventory three of the top six Phillips 66 Aviation SKUs:
  - Victory® AW 20W-50 12/1
  - Victory AW 20W-50 1/55
  - X/C® 20W-50 12/1
  - X/C 20W-50 1/55
  - X/C 25W-60 1/55
  - X/C 25W-60 2/2.5
- Commit to bring in other aviation lubricants as requested by consumers.

### **HOW YOU BENEFIT**

- Enhanced Aviation Marketer Locator listings on [Phillips66Lubricants.com](#).
- Increased levels of marketing and technical support to encourage growth, starting with a contact list of all Phillips 66 Aviation lubricants experts.
- Right of first refusal on aviation sales leads from Phillips 66 Lubricants.
- Additional benefits and incentives as the program matures.

### **WHY TOP FLIGHT**

Becoming a Top Flight Marketer signals to buyers that they'll have access to a broad range of high-quality aviation products through a preferred source. A special listing in the Phillips 66 Aviation Marketer Locator makes it easy for customers to quickly identify you as a recognized aviation lubricants Marketer.



## FACTORY FINDER

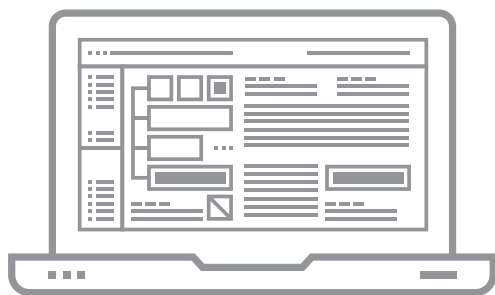
Welcome to Factory Finder, the Phillips 66® Lubricants program to assist your business in locating industrial lubricant sales opportunities near you. Through Factory Finder, Marketers can access targeted lists of companies in specific industry segments in their local area. The Factory Finder program provides a simple and easy way to conduct a search by location, company size and North American Industry Classification System code (NAICS).

### OVERVIEW

Businesses can be searched for within 5 major categories, 15 subcategories and 530+ NAICS codes as follows:

- Manufacturing (15 subcategories / 456 NAICS codes)
- Mining (29 NAICS codes)
- Utilities (10 NAICS codes)
- Construction (31 NAICS codes)
- Arts, Entertainment, and Recreation (5 NAICS codes)

This program is made available to Phillips 66 Lubricants Marketers who agree to use the program exclusively for marketing.





## FLEET FINDER

Phillips 66® Lubricants Fleet Finder assists your business in locating truck fleets near you. Through Fleet Finder, Marketers are able to access comprehensive lists of private and for-hire trucking fleets in their local area. The Fleet Finder Program provides a simple and easy way to conduct a complete fleet search by location, fleet size and vehicle class.

### OVERVIEW

By providing key information, Marketers can start generating great sales leads immediately! With the exceptional Phillips 66 Lubricants heavy-duty engine oils featuring Liquid Titanium® protection additive, along with the extensive sales support material and oil analysis programs, Phillips 66 Lubricants Marketers have the ingredients to capture sales today!

The Fleet Finder Program is the ideal tool to help you grow your sales of Phillips 66 Lubricants heavy-duty engine oils featuring Liquid Titanium.

This program is made available to Phillips 66 Lubricants Marketers who agree to use it exclusively for marketing Phillips 66 Lubricants.

Lubestream > Marketing > Fleet Finder

















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