



2024 Lubricants Dealer Marketing Programs



Protection ■ Performance ■ Profitability





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CONTINUED COMMITMENT TO COLLECTIVE GROWTH

This digital marketing book is built to help you search and navigate from the ease of your desktop or mobile device. The pages are equipped with helpful links to online resources, forms and able to be downloaded and printed at your convenience.

HOW TO USE THIS DIGITAL BOOK

- Simply download this interactive PDF from cenexhub.com onto your desktop or mobile device and open with an Acrobat Reader or related program
- Navigate to program details by scrolling through pages or using the Table of Contents and the Contents navigation found in the upper right hand of the page
- Look for clickable hyperlinks in blue and form icons to access websites and forms
- **TO PRINT:** This book has been formatted as a PDF to easily print on your local printer

Using the icons below, identify key audiences within each program:



Agriculture



Construction



Diesel Repair Shops



Fleet



Forestry



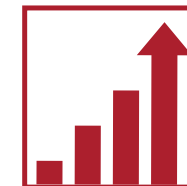
Government



Manufacturing



Core Growth Program



When you see this icon:

The program does not require documentation to be submitted for credit if the 2024 Lubricants Dealer Marketing Program Agreement form has been signed and submitted on cenexhub.com.

We are committed to working together for shared success in strengthening your business. With marketing programs and digital tools, you have the support needed to capture and maintain Cenex®-branded lubricant gallons.

CONTACT US

GENERAL QUESTIONS

1-800-852-8186
Lubricants: Press 3
Customer Service: Press 1
Technical Services: Press 2

CENEX TOTAL PROTECTION PLAN® PROGRAM

Customer Service:
1-866-863-0827
tppwarranty@collemcvoy.com
tppwarranty.cenex.com

CHS FISCAL YEAR September 1 – August 31

FOR OTHER KEY CONTACT INFORMATION

CENEX HUB
cenexhub.com

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NEW OFFERINGS WITH GIFT CARDS FOR GALLONS

In addition to physical VISA® gift cards, new digital and retail options provide flexibility for end users to receive rewards catered to their interests. Additionally, dealers will find increased ease with the new process found on the Cenex Hub. Submitters will receive a confirmation email upon receipt and an update on status when approved. The online platform will expedite reward delivery and help eliminate lost cards when selecting digital gift card options.

AD SHARE NOW COVERS SOCIAL

Looking for new ways to drive business? Social advertisements on platforms like Facebook, Instagram, LinkedIn and others allow for customization and local targeting to reach the customers that matter to you. New for FY24, preapproved social advertising will now be eligible for Ad Share reimbursement. To participate, reach out to lubricantsmarketing@chsinc.com for more information on how to start your campaign and remain Ad Share eligible.

PROGRAM UPDATES

Marketing Programs remain a great tool for growing your business and locking in customers. Updated for FY24, the Bulk Equipment Refresh Program will now have an increased cap of \$1,000 (an increase from \$750 in FY23).

PRODUCT TRAININGS

Grow product knowledge and your business with new training materials available on the Cenex Hub. Check out the trainings tab for information. Trainings for Cenex Total Protection Plan® and LubeScan® Used Oil analysis remain available on cenexrefinedthinking.com and must be completed between September 1 and December 31, 2023, to be eligible for incentives. See full details on [page 6](#).

STREAMLINED CREDIT PROCESSES

Online submission forms help save time when processing credits. Find the forms and [2024 Lubricants Dealer Marketing Program Agreement Form](#) on cenexhub.com and see details on [page 5](#). Don't hesitate to talk to your District Manager for more information or support in completing your credit submissions.

MEDIA, SOCIAL AND MARKETING SUPPORT

Smart oils require smart marketing. Cenex Maxtron® Diesel Engine Oils will be promoted across agricultural, fleet and construction media outlets by targeting our key audiences in our Cenex geography. End users can see how premium synthetic lubricants stack up to competitors and how they make a difference in their businesses by visiting maxtronsmart.com.

Cenex Lubricants Marketing is here to help you stay top-of-mind with your customers. Check out the many resources available to you to help you promote and grow your business. Reach out your District Manager for more information.



Support your business with Cenex advertising at the local level with ready-to-use customizable ad materials found on cenexshop.com.



Check out and subscribe to the [Cenex YouTube](#) channel for the latest product videos and Cenexperts® Live interviews. Share with your customers on your own social channels.



The Cenexperts® Blog is our most popular resource for product information and advice. Visit cenexperts.com for great lubricant information from our experts.



Cenex.com is your top resource for product Safety Data Sheets, Product Data Sheets and the Equipment Lookup Tool. Use these tools to support conversations with new and potential customers.

LEVERAGE THESE RESOURCES TO PROMOTE YOUR BUSINESS

- Cenex.com
- Cenexperts.com
- CenexShop.com
- [Cenex YouTube Channel](#)
- Cenexhub.com





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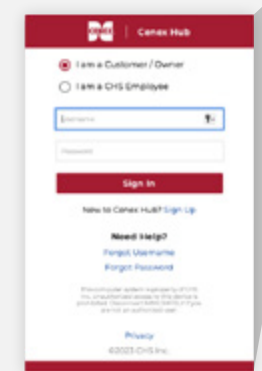
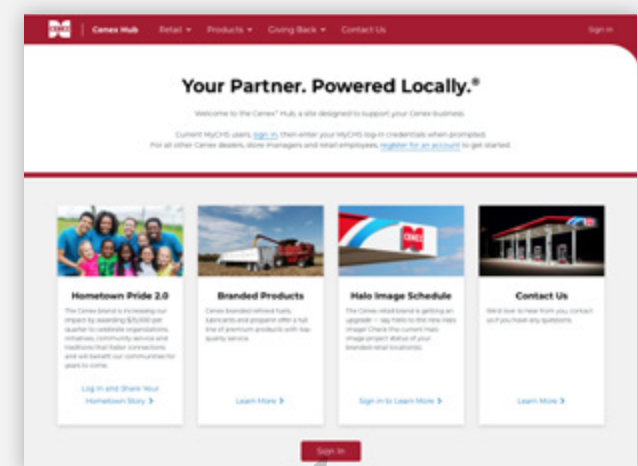


ONLINE CREDIT PROCESS

You can use this new and improved online form process to create efficiencies in time and improve accuracy as you complete your credit submission documents.

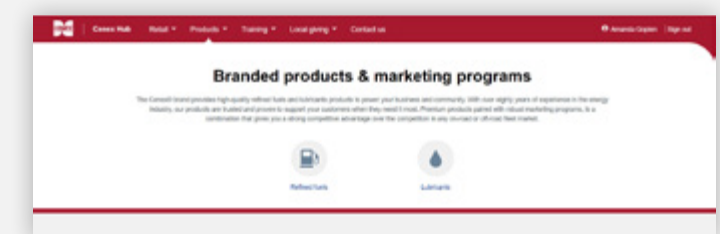
1

Log in to the Cenex Hub at cenexhub.com

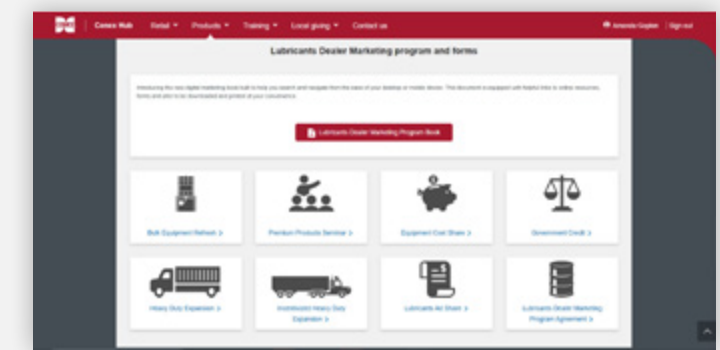


2

Locate program forms under “Products” tab, then select “Branded Products & Marketing Programs.”



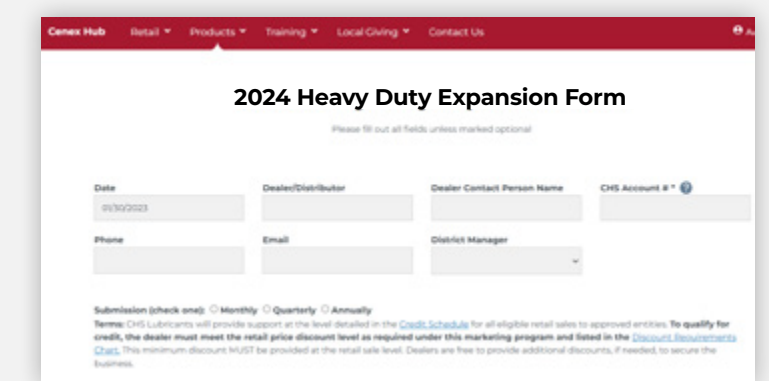
Scroll to locate the Lubricants Program tiles to access forms.



3

Complete your submission online by filling out the program form and attaching appropriate documents where needed. A confirmation email will be sent to your email when completed.

Documentation is not required for the Core Growth programs (Equipment Cost Share program, Bulk Equipment Refresh program, Government Credit program or Heavy Duty Expansion/Incentivized Heavy Duty Expansion program) if the [2024 Lubricants Dealer Marketing Program Agreement Form](#) has been signed and submitted during FY24. Click the link above to complete the form online.



IMPORTANT!

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Your credit will be reviewed and processed within 45 days. All credits will be applied directly to your CHS account.



Questions? Reach out to your CHS Lubricants District Manager.

ONLINE TRAINING OVERVIEW

CHS understands that today's lubricants business is multifaceted, challenging and very technical. In order to arm our valued dealers with the most current information, CHS Lubricants provides robust online training at cenexrefinedthinking.com or navigate to the training site via the cenexhub.com.

COURSES INCLUDE



Fundamentals of Lubricants 101:

- Provides basic lubricant formulation knowledge and crucial industry concepts.
- Covers the core understanding of base oils, additives, and creating premium lubricants.



Advanced Fundamentals of Lubricants 201:

- Takes a deeper dive into the technology of different lubricant categories.
- Discusses the precise application information for specific types of lubricants.



Cenex Total Protection Plan® & LubeScan®*:

- Outlines key features and processes related to the Cenex Total Protection Plan® warranty program and the steps for required LubeScan® Used Oil analysis.
- Arms you with valuable information on the industry's best risk-management tool and the peace of mind Cenex® lubricants and Cenex Ruby Fieldmaster® Premium Diesel Fuel deliver.



Heavy Duty Diesel Engine Oils:

- Covers the basics of diesel engines and heavy duty diesel engine oils.
- Provides detailed information on the difference between the Cenex brand of heavy duty diesel engine oils and competitive products.



Essentials of Tractor Hydraulic Fluids:

- Outlines the importance of using a quality tractor hydraulic fluid and how it can extend the life of equipment.



Guide to Grease:

- An impactful video course that provides in-depth information on the ingredients that make up a grease and how the thickener plays into grease selection and application.



IMPORTANT!

Complete the Cenex Total Protection Plan (TPP) and LubeScan course between September 1 – December 31, 2023, to be eligible for TPP sales incentives.



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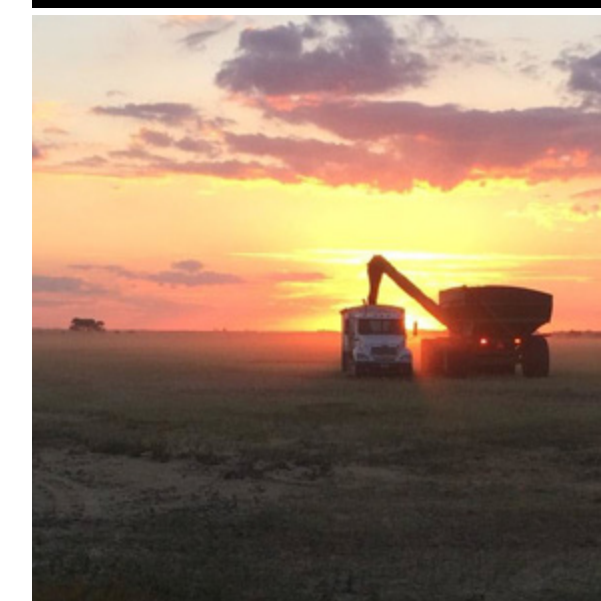


Register and get started cenexrefinedthinking.com.

- **Don't have a login?** It's easy! Click "register now" on the homepage.
- **Lost your password?** Click "login" and select "request new password" and enter your username or email.

CENEX HUB

See new training videos on cenexhub.com to help grow your business.



*This course is required to participate in the Cenex Total Protection Plan Sales Incentive program ([page 7](#))



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Eligible Cenex® salespeople, working with an authorized Cenex Lubricants distributor, who meet the following requirements, will be rewarded for warranty sales during fiscal year 2024.

REWARD REQUIREMENTS

- Must sell 12 warranties in FY24 to begin earning incentives. Once 12 warranties have been activated, the representative will receive the cumulative incentive amount for those sales.
- Must complete the cenexrefinedthinking.com Cenex Total Protection Plan® and LubeScan® online training course, between **September 1-December 31, 2023**. No extensions will be granted.

Rewards will be distributed as follows once the 12 warranty threshold has been met:

Warranty Type	New Customer	Existing Customer
New Equipment Warranty – Synthetics and Cenex® Ruby Fieldmaster®	\$100	\$50
New Equipment Warranty – Synthetics without Cenex Ruby Fieldmaster, Conventional with or without Cenex Ruby Fieldmaster	\$75	\$25
Used Equipment Warranty	\$75	\$25

New employees, hired after December 31, 2023, will have 30 days to complete the Cenex Total Protection Plan and LubeScan online training course. The 12 warranty threshold will be prorated based on the hire date. Please notify CHS Lubricants Marketing at lubricantsmarketing@chsinc.com.

***To achieve max values as stated, all customers must sign up New Equipment, must be new to Cenex® Lubricants and use either synthetic Maxtron® Enviro-EDGE® or Maxtron DEO diesel engine oil and Cenex Ruby Fieldmaster®.**

Non-CHS employees will receive VISA® gift cards, totaling earned incentives, on a quarterly basis. CHS employees will receive a quarterly direct deposit through CHS Inc. Payroll in the total amount of earned incentives, less taxes.

Terms: Incentives paid/fulfilled quarterly. Fulfilled within 30 business days of the end of each quarter. Any cumulative reward over \$600 received by a non-CHS employee is taxable. 1099 forms will be distributed to non-CHS employee participants who receive gift cards. Warranty sales on dealers equipment do not qualify for incentives. Gift cards expire as specified on gift card, and expired gift cards will not be replaced by CHS.



UP TO A \$1,350 VALUE!*

- **Entry:** Individual sells **12 warranties** in a fiscal year
- **Reward:** Earns up to an estimated **\$1,200 for all new customers**, \$600 for all current customers
- **Bonus:** Earns an additional **\$150 PLUS a Cenex Total Protection Plan shirt!**



UP TO A \$2,250 VALUE!*

- **Entry:** Individual sells **20 warranties** in a fiscal year
- **Reward:** Earns up to an estimated **\$2,000 for all new customers**, \$1,000 for all current customers
- **Bonus:** Earns an additional **\$250 PLUS a Cenex Total Protection Plan jacket!**



UP TO A \$4,150 VALUE!*

- **Entry:** Individual sells **30 warranties** in a fiscal year
- **Reward:** Earns up to an estimated **\$3,500 for all new customers**, \$1,750 for all current customers
- **Bonus:** Earns an additional **\$650!**

REWARD REQUIREMENTS:



Sell 12 warranties during FY24 (new hires are prorated)



Complete the Cenex Total Protection Plan and LubeScan training September 1 – December 31, 2023 (new hires after have 30 days to complete)



Opportunity for quarterly apparel incentives



Sell more and join our Club, Silver and Gold levels of rewards!





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HOW IT WORKS

Assist Cenex® dealers, who have and maintain a minimum two-year average of 50,000 gallons or more of Cenex-branded lubricants* and grease products, in retaining existing or securing new gallons by providing *up to \$10,000* in credit toward purchases of LubeScan® Used Oil Analysis Kits.



PROGRAM DETAILS

Dealers with a minimum two-year average (based on FY22 and FY23 purchases) of 50,000 gallons or more of Cenex-branded lubricants* and grease will receive *up to \$10,000* in credit towards their FY24 LubeScan kit purchases.

At the end of the fiscal year, dealers will be issued a credit based on FY24 LubeScan kit purchases, up to their account's allocated amount, *as long as the dealer maintains or grows beyond their two-year average of Cenex lubricants purchases.*

If, at the end of FY24, the dealer does not maintain or grow beyond their two-year average of Cenex lubricants purchases, **CHS reserves the right to issue credit for only half the value of purchased LubeScan kits during the previous 12-month period.**

*Drip oil and DEF purchases do not qualify towards the 50,000 gallon two-year average minimum.



TERMS

- Maximum credit allocation per account, up to a maximum of \$10,000, will be figured at \$.10 per gallon, using the established FY22 and FY23 two-year average.
- Eligible dealers will be notified no later than September 30, 2023, if their FY22 and FY23 two-year average of annual Cenex-branded lubricants and grease purchases are at or above the minimum 50,000 gallons.
- **Credits will be given 45 days after the close of FY24.**



DID YOU KNOW?



LubeScan kits must be purchased through CHS Lubricants Customer Care.

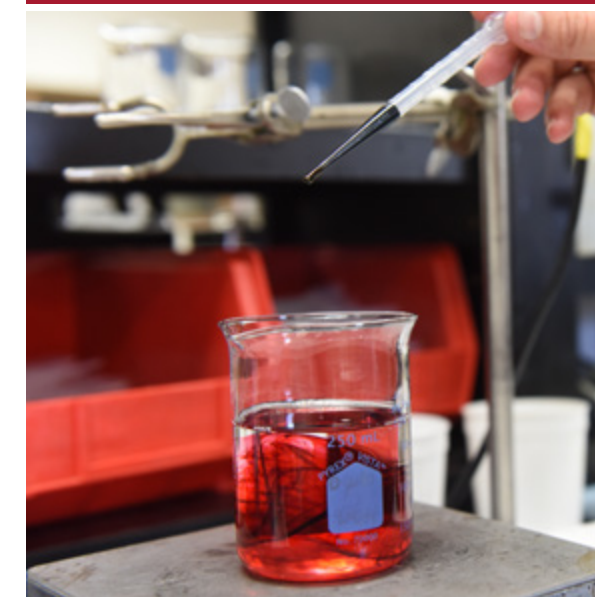
Call: 1-800-852-8186, ext. 3.

Refer to your latest Cenex-branded lubricants price book for kit pricing.

DEALER'S TARGET AUDIENCE



Eligible dealers can use this program to retain existing and secure new gallons.





 [Click for program form](#)



HOW IT WORKS

CHS Lubricants Marketing and Refined Fuels will help dealers with the cost of conducting educational end-user meetings that highlight the benefits and value of Cenex®-branded premium products.

Dealers will receive a total of \$30 per attendee (\$15 of funding from the Cenex® Premium Diesel Ad Share program and \$15 from Cenex Lubricants) when the event meets the program **Requirements** listed at right.



PROGRAM PROCESS

1. Contact CHS Lubricants and Refined Fuels District Manager to discuss details for program
2. Determine objectives, plans for the meeting and each employee's responsibility
3. Plan event and staff with CHS Lubricants and Refined Fuels sales representatives
4. Determine customers and prospects who should attend and receive a formal invitation. Digital and mailer invitations are available on cenexshop.com (or through your District Manager)
5. Host meeting and collect required documentation:
 - Picture of full participant list and picture of attendees at the event
 - Meeting agenda
6. Locate form on cenexhub.com



REQUIREMENTS

CHS Lubricants and Refined Fuels will provide Cenex Premium Product Seminar support when the following criteria and documentation are provided:

- **Minimum of 10 end-user attendees**
- Meetings must include a 90-minute presentation on Cenex-branded Lubricants and Premium Diesel products to qualify for reimbursement
 - A dedicated CHS sales representative from both Lubricants and Refined Fuels must be in attendance
 - Presentation material must include the preapproved Cenex Lubricants and Premium Diesel PowerPoint deck; to obtain a copy, contact either the Lubricants or Refined Fuels marketing team
 - Any presentation materials outside of the preapproved Cenex Lubricants and Premium Diesel PowerPoint deck, must be approved by a CHS District Manager before the event
- Picture of full participant list and picture of attendees at the event



DID YOU KNOW?

You can use Ad Share dollars to purchase approved items from Cenex Shop for supporting your event.

QUESTIONS? Please contact lubricantsmarketing@chsinc.com or cenexadshare@chsinc.com to ensure eligibility.



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DEALER'S TARGET AUDIENCE



IDEAS TO MAKE THE MEETING A SUCCESS

- Develop a communications and promotions plan to advertise the event
- Within one week, follow-up to:
 - Thank the customer for attending
 - Solicit comments and answer any questions
 - Ask for their product order





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[Click for program form](#)

Reminder to complete the [2024 Lubricants Dealer Marketing Program Agreement Form](#) on [cenexhub.com](#)



HOW IT WORKS

- Dealers can grow new gallons in a variety of industries by offering **NEW** end-user customer equipment
- Dealer purchases equipment on behalf of end user
- CHS provides cost-share support on eligible equipment



QUALIFYING EQUIPMENT

- Tanks
- Stands
- Reels
- ATF flush equipment
- Pump
- Hoses
- Oil level monitoring system
- Equipment contract buy out



NON-QUALIFYING COSTS

- Labor to deliver, set-up or install the equipment
- Equipment for any other end user (non-transferable)
- Dealer or redistributor's equipment used to distribute oil
- Freight charges



PROGRAM PROCESS

- Identify prospect with CHS District Manager
- Establish equipment needs and support
- Collect required documentation*
- Locate form on [cenexhub.com](#)



TERMS

Dealers may receive up to 75% of the total out-of-pocket equipment cost per new end user at the time of sale with a maximum amount indicated in the program tiers chart.

EQUIPMENT COST SHARE PROGRAM TIERS	
Gallons Purchased	Max Credit
300 – 499 gallons	\$750
500 – 1,599 gallons	\$2,500
1,600 – 2,599 gallons	\$4,000
2,600 – 4,000 gallons	\$6,000. If between \$4,001-\$6,000, preapproval from CHS Regional Sales Director is required.
4,001+ gallons	If greater than \$6,000, District Manager must have preapproval from CHS Lubricants Marketing.



DID YOU KNOW?

The Equipment Cost Share program can be used with the 2024 Government Credit program, the Heavy Duty Expansion program and the Incentivized Heavy Duty Expansion program. If used with one of these programs, the Equipment Cost Share program tiers are capped as follows:

When used with 2024 Government Credit Program

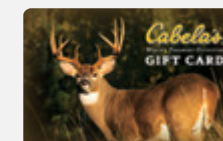
Annual Lubricants Volume	Maximum Equipment Cost Share Credit
500 – 899 gallons	\$1,000
900 – 2,000 gallons	\$2,000
2,001 – 4,000 gallons	\$4,000
Above 4,000 gallons	\$6,000

When used with 2024 Heavy Duty Expansion (HDE) Program or Incentivized HDE Program

Annual Lubricants Volume	Maximum Equipment Cost Share Credit
900 – 2,000 gallons	\$2,000
2,001 – 4,000 gallons	\$4,000
Above 4,000 gallons	\$6,000



IMPORTANT!



GREAT PROGRAM TO COMBINE WITH THE 1, 2, 3, REWARDS PROGRAM, SEE PAGE 19

DEALER'S TARGET AUDIENCE



Prospective end users that purchase a **MINIMUM of 300 gallons annually** who have not purchased Cenex® lubricant products in the last 24 months.



CHS Energy Equipment provides customers with competitive pricing and expert customer service. For information, contact 1-800-852-8186, Option 1.

*Keep these items on file for a minimum of 12 calendar months in case of an audit:

- An itemized equipment invoice
- An itemized list of equipment given to the end user
- Sales receipts, account invoices, or computer sales reports by the customer
- Required documentation must include date of purchase, end-user name and location, Cenex product name purchased, quantity sold, and price per gallon

CHS Lubricants reserves the right to audit submissions for this program at any time.





[Click for program form](#)

Reminder to complete the [2024 Lubricants Dealer Marketing Program Agreement Form](#) on [cenexhub.com](#)



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HOW IT WORKS

- Dealers can retain gallons by offering current end-user customers **with EXISTING bulk product or bulk grease dispensing equipment, the new or upgraded equipment needed** to continue to do business with CHS Lubricants
- Dealer purchases equipment on behalf of end user
- CHS provides cost-share support on eligible equipment



QUALIFYING EQUIPMENT

- Tanks
- Stands
- Reels
- ATF flush equipment
- Pump, metering dispensing gun
- Hoses
- Oil level monitoring system
- Bulk grease dispensing equipment



NON-QUALIFYING COSTS

- Labor to deliver, setup or install the equipment
- Equipment for any other end user (non-transferable)
- Dealer or re-distributor's equipment used to distribute oil
- Freight charges

*Keep these items on file for a minimum of 12 calendar months in case of an audit:

- An itemized equipment invoice of upgraded equipment
- Sales receipts, account invoices, or computer sales reports by the customer
- Required documentation must include date of purchase, end-user name and location, Cenex product name purchased, quantity sold, and price per gallon

CHS Lubricants reserves the right to audit submissions for this program at any time.



PROGRAM PROCESS

1. Identify qualified prospect with District Manager
2. Build a list of equipment needs
3. Collect required documentation*
4. Locate form on [cenexhub.com](#)



TERMS

Dealers may receive 50% reimbursement, up to \$1,000, to cover the costs to upgrade bulk tank systems for end-user customers.

Dealers can make only one submission for an end user per fiscal year. Ensure all items are included in the submission if using the \$1,000 max credit amount. Multiple credit submissions will not be accepted regardless if total does not exceed \$1,000 max credit.



IMPORTANT!



GREAT PROGRAM TO COMBINE WITH THE 1, 2, 3, REWARDS PROGRAM, SEE PAGE 19



Prospective end users must purchase a **MINIMUM of 300 gallons annually.**



CHS Energy Equipment provides customers with competitive pricing and expert customer service. For information, contact 1-800-852-8186, Option 1.





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Reminder to complete the [2024 Lubricants Dealer Marketing Program Agreement Form](#) on [cenexhub.com](#)



HOW IT WORKS

Assist dealers in securing **NEW** sales to local, county or state government entities, or retaining existing government entity customers **of their dealership**. *NEW customers are identified as end users who have not purchased any Cenex® Lubricants in the last 24 months.*



QUALIFYING PRODUCT

Government credits are available on all sales of Cenex Lubricant products, with the exception of grease.



PROGRAM PROCESS

- 1. Submissions for credit will be accepted on a monthly or quarterly basis, ONLY**
2. Collect the required documentation*
3. Locate form on [cenexhub.com](#)

*Keep these items on file for a minimum of 12 calendar months in case of an audit:
 ▪ Sales receipts, account invoices, or computer sales reports by the customer
 ▪ Required documentation must include date of purchase, end-user name and location, Cenex product name purchased, quantity sold, and price per gallon

CHS Lubricants reserves the right to audit submissions for this program at any time.

**For tote pricing, please reach out to your District Manager.



TERMS

CHS Lubricants will provide \$2.10 per gallon support for all retail sales to approved entities when discount requirements are met.

To qualify for credit, the dealer must meet the retail price discount level as required and listed in the chart below. This minimum discount MUST be provided at the retail sale level. Dealers are free to provide additional discounts, if needed, to secure the business.

Discount Requirements	
Bulk Cenex Lubricants**	\$0.25/gal. below the "From Plant" price
Packaged Cenex Lubricants	\$0.50/gal. below the "Full Truckload/38,000 lb." price
Prices as shown in the most current Cenex Lubricants Price Book	



IMPORTANT!

District Manager must be notified of potential business and approve inclusion in the Government Credit program for submitting entity to qualify.



EXTENDED TERMS

Accounts that participate in CHS pricing programs are ineligible to participate in end-user programs, such as Gift Cards for Gallons.

When used in conjunction with the Equipment Cost Share program submissions that qualify will be capped at the maximum credit amounts as listed on [page 10](#).



DEALER'S TARGET AUDIENCE

Examples of government accounts include:

- Local townships
- Tribal government entities
- County shop facilities
- Public Works facilities
- Public school districts
- Public school bus garages
- DOT garages

Hospitals, energy facilities or private organizations that operate for profit or not-for-profit are not eligible.





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[Click for program form](#)

Reminder to complete the [2024 Lubricants Dealer Marketing Program Agreement Form](#) on [cenexhub.com](#)



HOW IT WORKS

Assist dealers in securing sales to **NEW** large accounts **that purchase a minimum of 900 gallons of qualifying product within the program dates.** *New customers are identified as end users who have not purchased Cenex® Lubricants in the last 24 months.*



QUALIFYING PRODUCTS

Credits are available on the qualifying Cenex Lubricant products listed in the provided Credit Schedule.



PROGRAM PROCESS

1. Identify qualified prospect with District Manager.
2. Retail end-user customer must purchase a minimum of 75 gallons per month.*
3. Collect the required documentation**
4. Locate form on [cenexhub.com](#)



TERMS

CHS Lubricants will provide \$2.30 per gallon support for all retail sales to approved entities when discount requirements on eligible products from the Credit Schedule take place.

To qualify for credit, the dealer must meet the retail price discount level as required under this marketing program and listed in the chart below. This minimum discount **MUST** be provided at the retail sale level. Dealers are free to provide additional discounts, if needed, to secure the business.

Credit Schedule for All Dealers		
Lubricants	Maxtron® Enviro-EDGE®, Maxtron® DEO, Maxtron® PCMO, Superlube TMS®, Irriflex®, Superlube NG 15W-40, Maxtron® THF+, Indol®, Indol® MV, Indol® EH, Indol® NZ, Hydrostatic MV 46, Qwiklift® HTB®, Qwiklift® HTB® Low-Vis, Maxtron® MT, Maxtron® All-Syn HD ATF, Maxtron® ATF SS8, Maxtron® Multi-Vehicle ATF Low Vis, Maxtron® Power Transmission Fluid MV, Power Transmission Fluid, Maxtron® Enviro-EDGE® GL 75W-90, Maxtron® GL 75W-140, Maxtron® GL 80W-140, MP Gear Lube 80W-90, MP Gear Lube 85W-140	\$2.30/gallon



IMPORTANT!

If the 900-gallon threshold is not reached by the end of fiscal year 2024 (8/31/24):

- The final submission will be denied
- Retail sales to the specific end user will not qualify for marketing support under this program in FY25

Example: 800 gallons have been recorded and a final submission of 70 gallons is submitted. This final submission will be denied.



EXTENDED TERMS

Accounts that participate in CHS pricing programs are ineligible to participate in end-user programs, such as Gift Cards for Gallons.

When used in conjunction with the Equipment Cost Share program submissions that qualify will be capped at the maximum credit amounts as listed on [page 10](#).

Discount Requirements		
Bulk Cenex Lubricants¹	\$0.25/gal. below the "From Plant" price	Prices as shown in the most current Cenex Lubricants Price Book
Packaged Cenex Lubricants	\$0.50/gal. below the "Full Truckload/ 38,000 lb." price	

*CHS Lubricants **requires** a monthly minimum submission of 75 gallons, a quarterly minimum submission of 225 gallons, or an annual submission of 900 gallons. If these gallon requirements are not met on the submission, it will be denied. The cumulative minimum gallon requirement per submission is 75 gallons per month, based on the time the end-user customer account has been on the program for that fiscal year (September 1, 2023 through August 31, 2024). See the equation in the sidebar to determine minimum submission.

**Keep these items on file for a minimum of 12 calendar months in case of an audit:

- Sales receipts, account invoices, or computer sales reports by the customer
- Required documentation must include date of purchase, end-user name and location, Cenex product name purchased, quantity sold, and price per gallon

CHS Lubricants reserves the right to audit submissions for this program at any time.

¹ For tote pricing, please reach out to your District Manager.

² A shop that services large, heavy duty vehicles and/or equipment.

DEALER'S TARGET AUDIENCE



Examples of **NEW** eligible accounts include:

- Fleet
- Construction
- Forestry
- Diesel repair shops²
- Large agricultural producers

SUBMISSION TARGET:



Number of months the end-user account has been on the HDE program in the current FY



75 gallons



Minimum number of gallons for submission



 [Click for program form](#)

Reminder to complete the [2024 Lubricants Dealer Marketing Program Agreement Form](#) on [cenexhub.com](#)



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HOW IT WORKS

The Incentivized Heavy Duty Expansion program follows the same program details, audience guidelines and structure as found on [page 13](#). The key difference is the dealer eligibility, which is based on a minimum two-year average annual volume of Cenex® lubricants purchases, and the resulting higher credit amount. **Eligible dealers will be notified prior to September 30, 2023.** If you have questions about eligibility, please reach out to your District Manager.



TERMS

An increased credit will be issued to dealers with a minimum two-year average (based on FY22 and FY23) of 50,000 gallons or more of Cenex-branded lubricants* purchases. Dealers must purchase a minimum of their established two-year average in FY24 in order to retain this increased credit amount.

The increased credit amount of \$2.55/gallon credit will be provided to eligible dealers upon submission of a FY24 Incentivized Heavy Duty Expansion credit request form. **However, if at the end of FY24 a dealer does not maintain or grow beyond their two-year average of Cenex lubricants purchases from CHS, CHS reserves the right to invoice the dealer the additional \$0.25/gallon back on credits issued during the previous 12-month period.**

To qualify for credit, the dealer must meet the retail price discount level as required under this marketing program and listed in the chart. This minimum discount MUST be provided at the retail sale level. Dealers are free to provide additional discounts, if needed, to secure the business.

*Drip oil and DEF purchases do not qualify towards the 50,000 gallon two-year average minimum.

**For tote pricing, please reach out to your District Manager.

***A shop that services large, heavy duty vehicles and/or equipment.



IMPORTANT!

When used in conjunction with this program, the Equipment Cost Share program submissions that qualify will be capped at the maximum credit amounts as listed on [page 10](#).

All other terms and conditions of the Equipment Cost Share program will remain the same.



EXTENDED TERMS

Accounts that participate in CHS pricing programs are ineligible to participate in end-user programs, such as Gift Cards for Gallons.

Credit Schedule for Dealers that Purchases a Minimum 2-Year Average of 50,000 Gallons or More

Lubricants	Maxtron® Enviro-EDGE®, Maxtron® DEO, Maxtron® PCMO, Superlube TMS®, Irriflex®, Superlube NG 15W-40, Maxtron® THF+, Indol®, Indol® MV, Indol® EH, Indol® NZ, Hydrostatic MV 46, Qwiklift® HTB®, Qwiklift® HTB® Low-Vis, Maxtron® MT, Maxtron® All-Syn HD ATF, Maxtron® ATF SS8, Maxtron® Multi-Vehicle ATF Low Vis, Maxtron® Power Transmission Fluid MV, Power Transmission Fluid, Maxtron® Enviro-EDGE® GL 75W-90, Maxtron® GL 75W-140, Maxtron® GL 80W-140, MP Gear Lube 80W-90, MP Gear Lube 85W-140	\$2.55/gallon
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Discount Requirements

Bulk Cenex Lubricants**	\$0.25/gal. below the "From Plant" price	Prices as shown in the most current Cenex Lubricants Price Book
Packaged Cenex Lubricants	\$0.50/gal. below the "Full Truckload/38,000 lb." price	

DEALER'S TARGET AUDIENCE



Examples of **NEW** eligible accounts include:

- Fleet
- Construction
- Forestry
- Diesel repair shops***
- Large agricultural producers

SUBMISSION TARGET:



Number of months the end-user account has been on the HDE program in the current FY



75
gallons



Minimum number of gallons for submission



[Click for program form](#)



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ROLE OF DEALER ADVERTISING

CHS believes that dealer advertising plays a critical role in moving prospects towards becoming loyal and dedicated Cenex® customers. That is why the CHS Lubricants Marketing team encourages dealers to participate in marketing to their local audiences, while maintaining Cenex brand standards.



GENERAL ADVERTISING GUIDELINES

- All eligible marketing materials for Maxtron® Enviro-EDGE® and Maxtron DEO are located on cenexshop.com and include flexible templates for print and radio.
- Custom materials and social advertising must be preapproved with [CHS Lubricants Marketing](#) before campaign begins. Campaign artwork and messaging to be created by dealer and reviewed prior to advertising to ensure Ad Share eligibility. Failure to seek preapproval will deem the campaign ineligible for Ad Share reimbursement.



HOW IT WORKS

- Funding:** Cenex Lubricants dealers may receive 75% Ad Share reimbursement on approved items placed by August 31, 2024, up to their maximum allocation.*
- Balances:** Ad Share Balances may be viewed on cenexhub.com > [Products](#) > [Ad Share](#)
- Approval:** To receive reimbursement, ALL advertising submissions must be in compliance with program guidelines, brand guidelines and include the required documents.**
- Submission:** Claims and required documentation must be submitted via cenexhub.com > [Products](#) > [Ad Share](#) to receive reimbursement. **All submissions are due by September 30, 2024.**



GENERAL GUIDELINES FOR PROMOTIONAL AND APPAREL ITEMS

- When used in conjunction with the Cenex marks, all co-branded apparel materials must have the Cenex logo, in a prominent position, with dealer name in Arial text. For requests to use the dealer logo, please contact lubricantsmarketing@chsinc.com to discuss prior to placing the order.
- All apparel and promotional items are covered at 75% coverage on total claims not to exceed \$1,000 per CHS fiscal year.
- All customized materials must be ordered through cenexshop.com. The Cenex logo must be prominent and all Cenex brand standards must be followed in order to receive reimbursement.



IMPORTANT!

NEW FOR FY24: Preapproved social advertising is now Ad Share eligible. Contact lubricantsmarketing@chsinc.com for details.

REMINDER: Rolling stock updates are Ad Share eligible. Complete the form on cenexhub.com to input truck measurements and select the decals.



INELIGIBLE ITEMS FOR AD SHARE REIMBURSEMENT INCLUDE

- Advertising that includes competitive brands
- Advertising where your station name or logo has replaced the Cenex brand
- Cenex AFD/RFD advertising
- Cenex Refined Fuels, Premium Diesel or Propane advertising
- Cenex retail advertising (Please refer to the Cenex Retail Ad Share program)
- Coupon value
- Donations
- Gift cards and lotteries
- Marketer newsletters, brochures, websites, flip books, calendars, etc.
- No internal publications including company newsletters, membership mailings or flip-books
- Non-Cenex lubricants merchandise, caps and apparel
- Non-Cenex lubricants produced advertising
- Monument, pole or railing signs



Visit cenexshop.com for current preapproved advertising materials.

Find ads and customizable options to place your location and contact information on:

- Print Ads
- Radio Ads
- Brochures
- Signage & Displays
- Apparel & Merchandise



*At minimum, dealers will receive \$1,000 of annual Ad Share credit, or \$.04/gallon based on the previous fiscal year's Cenex®-branded lubricant purchases, whichever is greater. The \$.04/gallon credit will be based on Cenex®-branded lubricants gallons purchased from CHS from September 1, 2022 to August 31, 2023. Dealers will be notified via a communication from their District Manager regarding their maximum allocated FY24 Ad Share amount by September 30, 2023.

**If documentation is missing or preapproval was not received on customized advertising, your claim will be denied. Send proposed advertising to lubricantsmarketing@chsinc.com for review and approval prior to production.



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Apply for a Cenex Total Protection Plan Warranty at tppwarranty.cenex.com.

New equipment owned by dealers that purchase Cenex® premium products can now be protected with the best warranty in agriculture.

The Cenex Total Protection Plan® for **NEW** dealer equipment offers the same 10-year, 10,000 hour coverage as the current new equipment warranty for agriculture producers when using both Cenex Synthetic Lubricants and Cenex® Ruby Fieldmaster® Premium Diesel fuel.

See the Cenex Total Protection Plan® Application for New Equipment on tppwarranty.cenex.com for further details on component coverage and additional terms and conditions.

Dealer/Distributor: The Cenex Total Protection Plan for new dealer equipment requires a fee of \$799 and **is not eligible for rebate coupons**. New dealer equipment signed up for the warranty program is not eligible for sales incentives.

Dealers should contact their CHS Lubricants District Manager and refer to the Cenex Total Protection Plan brochure on cenex.com for details.

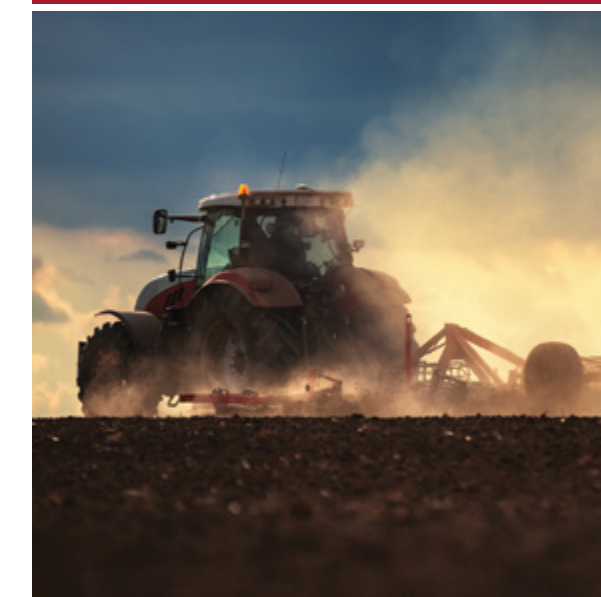
WARRANTY COVERAGE

Agricultural equipment: tractors and telescopic handlers (50+ horsepower)

Component	Covered Fluid	Warranty Term
Diesel Engine	SYNTHETIC OIL Maxtron® Enviro-EDGE® or Maxtron® DEO	10 years/10,000 hours with Cenex® Ruby Fieldmaster® products up to B20 9 years/9,000 hours without Cenex® Ruby Fieldmaster®
	CONVENTIONAL OIL Superlube TMS®	9 years/9,000 hours with Cenex® Ruby Fieldmaster® products up to B20 8 years/8,000 hours without Cenex® Ruby Fieldmaster®
Diesel Injection Pump/High Pressure Pump	Cenex® Ruby Fieldmaster® products up to B20	10 years/10,000 hours with Maxtron® Enviro-EDGE® or Maxtron® DEO 9 years/9,000 hours with Superlube TMS®
Diesel Injectors	Cenex® Ruby Fieldmaster® products up to B20	5 years/5,000 hours
Transmission/Hydraulics/Final Drive (Common Sump)	OPTION 1 Maxtron® THF+, Maxtron® Power Transmission Fluid MV or Maxtron® All-Syn HD	10 years/10,000 hours
	Qwiklift® HTB®, Power Trans Fluid or STOU Fluid	9 years/9,000 hours
Transmission (Separate Sump)	OPTION 2 Maxtron® THF+	10 years/10,000 hours
	Qwiklift® HTB® or STOU Fluid	9 years/9,000 hours
Hydraulics (Separate Sump)	OPTION 2 Maxtron® THF+	10 years/10,000 hours
	Qwiklift® HTB® or Indol®	9 years/9,000 hours
Differential/Hubs	Maxtron® GL	6 years/6,000 hours
	MP Gear Lube	5 years/5,000 hours
Hydrostats	Maxtron® THF+	10 years/10,000 hours

Agricultural equipment: combines, harvesters, sprayers (50+ horsepower)

Component	Covered Fluid	Warranty Term
Diesel Engine	SYNTHETIC OIL Maxtron® Enviro-EDGE® or Maxtron® DEO	10 years/10,000 hours
	CONVENTIONAL OIL Superlube TMS®	9 years/9,000 hours
Diesel Injection Pump/High Pressure Pump	Cenex® Ruby Fieldmaster® products up to B20	10 years/10,000 hours with Maxtron® Enviro-EDGE® or Maxtron® DEO 9 years/9,000 hours with Superlube TMS®
Diesel Injectors	Cenex® Ruby Fieldmaster® products up to B20	5 years/5,000 hours



2024 GIFT CARDS FOR GALLONS

November 1, 2023 – February 29, 2024



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HOW IT WORKS

Gift Cards for Gallons is an annual program that rewards end users for purchasing select Cenex®-branded lubricants products with gift cards. End users earn one \$50 gift card for every 100 gallons of qualifying lubricant products purchased between November 1, 2023, and February 29, 2024.



REWARDS

Now offering digital rewards to popular retailers in addition to physical or digital VISA® gift cards.

NEW RETAIL DIGITAL GIFT CARD OPTIONS INCLUDE:

- Amazon
- Applebee's
- Bass Pro
- Best Buy
- Lowe's
- The Home Depot
- Olive Garden
- Outback Steakhouse
- Sam's Club
- Target
- Texas Roadhouse
- Walmart



REDEMPTION FORM ONLINE

Complete the form on our new user-friendly site at cenex.com/giftcardsforgallons.



PROGRAM PROCESS

1. The end user, or dealer on behalf of an end user, goes to cenex.com/giftcardsforgallons to start redemption form process.
2. Qualifying sales receipts or invoices must be uploaded and submitted as part of the redemption form process on or before **April 5, 2024**.
3. **Attention Required:** Qualifying receipt or original invoice must include a Cenex-brand product name that can be verified. "15W-40" or "10W-30" will not be accepted and volume must be easily identified. In the event that a submission is denied, the end user will have until May 31, 2024, to resubmit the corrected documentation.



TERMS

- Offer is void if end-user customer participates in any CHS pricing program.
- Sales to CHS entities, Cenex Lubricants distributors for CHS, and redistributors do not qualify.
- **Gift cards are fulfilled to end user 4 to 6 business weeks from receipt. Submissions made closer to the deadline will take longer to fulfill based on increased submission rates towards the end of the program.**
- Retail digital gift cards do not expire. VISA gift cards expire within 12 months of issue date as specified by issuer and as detailed on gift card. Expired gift cards will not be replaced.



DID YOU KNOW?

NEW FOR FY24: Choose between three gift card options: physical VISA®, new digital VISA® gift card, or digital gift cards for 12 retail locations.

PROMOTE GIFT CARDS FOR GALLONS: Approved program materials help spread the word for new and existing customers. Visit cenexshop.com in October 2023 for ad materials. Don't forget – approved materials are eligible for Lubricants Ad Share reimbursement.



Complete forms at cenex.com/giftcardsforgallons.

QUALIFYING OIL PRODUCTS

- Irriflex®
- Maxtron® DEO
- Maxtron® Enviro-EDGE®
- Maxtron® GL
- Maxtron® THF+
- MP Gear Lube
- Qwiklift® HTB®
- Superlube 518®
- Superlube TMS®





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To access the online warranty application to enroll equipment visit tppwarranty.cenex.com.

For more information visit cenex.com/tpp or speak with your District Manager.

Visit cenexshop.com for sales tools, brochures and customizable advertising materials to help promote this program locally.

THE BEST WARRANTY IN THE INDUSTRY FOR AGRICULTURE AND FORESTRY

The Cenex Total Protection Plan® is a unique opportunity to sell the value of the dealer relationship and connect with customers by offering them the best risk-management program in agriculture at a great value. Selling the warranty helps secure continued

Cenex premium lubricants business and positions you as a partner to agricultural producers. Not only does it demonstrate your confidence in Cenex products, but it also differentiates you from the competition.

- The warranty covers new equipment for up to 10 years or 10,000 hours and used equipment for up to 8 years or 8,000 hours.
- By using high-quality Cenex® Ruby Fieldmaster® Premium Diesel Fuel and Cenex lubricants together, the Cenex Total Protection Plan® offers coverage that extends beyond OEM warranties on a wide variety of agricultural equipment.
- Warranty enrollment is open at any time. Provides peace of mind with limited operator burden of proof.
- Best of all, there is no deductible and the warranty is fully transferable in accordance with the terms set forth in the Cenex Total Protection Plan application and agreement.





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CHS Energy Equipment supports a wide range of lube and DEF products to meet the unique needs of your location(s), from entry-level to large bulk solutions. CHS Energy Equipment offers a variety of equipment options and the experts to help you make the decisions that offer the best solutions for your company.

From assisting in equipment selection to designing and quoting a complete shop, CHS Energy Equipment is the place to call.

OUR VENDORS INCLUDE:



ONLINE STORE

Visit our online store at chspetroleumequipment.com for the most popular Lube and DEF system packages, hand pumps and meters. While you are there be sure to check out our complete line of:

Consumer Pumps ▪ Filters ▪ Hoses
Nozzles ▪ Tank Fittings



DID YOU KNOW?



FREIGHT PROGRAM

Petroleum Equipment Online Orders – Free freight on Fill Rite and GPI Consumer pump orders of at least \$3,500 (applies to regularly stocked items only, other items on order may incur freight).

Create your account by calling 1-800-852-8186, Option 1. Orders placed online receive a 2% discount. Discount does not apply to vendor direct ship orders.



1, 2, 3, REWARDS PROGRAM OUR REWARDS PROGRAM IS AS EASY AS 1-2-3!

1% Reward Earn a \$25 Cabela's gift card for every \$2,500 in petroleum equipment warehouse items purchased from September 1, 2023 through August 31, 2024.

2% Discount Enjoy a 2% discount on orders placed through our online catalog

3 – Convenient options for placing orders:

- Online: chspetroleumequipment.com
- Fax: 1-888-644-6384 or 651-355-5141
- Call: 1-800-852-8186, Option 1
- Email: petroequip@chsinc.com



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ONLINE RESOURCES



Cenex.com



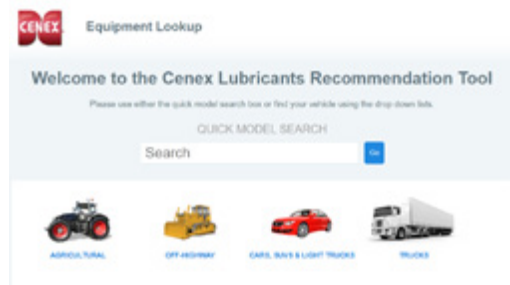
[TPP Application](#)



[PDS](#)



[SDS](#)



[Equipment Lookup Tool](#)



[Cenex.com/giftcardsforgallons](#)



[Lube Source](#)



[1, 2, 3, Rewards Program](#)



[Cenexhub.com](#)



[Cenexhub.com – Training](#)



[Cenexhub.com – Marketing Credits](#)



[Cenexhub.com – Ad Share](#)



[Cenexshop.com](#)

WHAT TO FIND ONLINE



CENEX SHOP
cenexshop.com

- Preapproved marketing and promotional materials eligible for Ad Share reimbursement
- Product brochures and tank labels
- New Cenex®-branded merchandise and apparel
- Dedicated customer support team
- Simplified experience to quickly and easily find the Cenex materials you need



PRODUCT DATA SHEETS AND SAFETY DATA SHEETS
cenex.com



LUBE SOURCE
lubricants.cenex.com

- User-friendly site for placing orders through a Cenex Lubricants Terminal (CLT)
- Current price books



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HOW TO USE LINKS

Click links with this icon to go to program page in the PDF

Remember, TO PRINT:
This book has been formatted as a PDF to easily print on your local printer