



2025 Lubricants Dealer Marketing Programs

*Updated November
2024*



Protection ■ Performance ■ Profitability





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NAVIGATE

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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

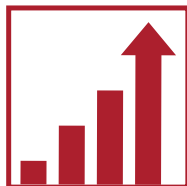


Government



Manufacturing

Core Growth Program



When you see this icon:

The program does not require documentation to be submitted for

credit if the 2025 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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2025 DEALER SUPPORT




Updates
for 2025

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Media, Social and
Marketing Support

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Credit Submission
Process




























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Lubricants Education
& Training

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2025 DEALER PROGRAMS

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2025 END-USER PROGRAMS



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Gallons Program

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Cenex Total
Protection Plan


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RESOURCES





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Equipment

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SUBMISSION DEADLINE FOR ALL PROGRAMS –
SEPTEMBER 30, 2025



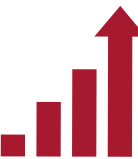
All program submissions for FY25 must be submitted by September 30, 2025. Improvements to the submission, review and payment processes show that most dealers are submitting program requests throughout the year for more timely payment. This change aligns with other programs to simplify program expectations. Submissions for FY25 will not be accepted after September 30, so be sure to submit early and often to avoid missing payments.

CENEX TOTAL PROTECTION PLAN® WARRANTY

Beginning September 1, 2024, warranties sold will have updated terms with changes to covered components and claim payment terms. TPP remains the best warranty in agriculture and warranty adjustments have been made to ensure we can keep offering this protection to our customers. Changes can be reviewed on [page 19](#) of this book, found within our brochure and in the terms and conditions of the warranty agreement.



CENEX TOTAL PROTECTION PLAN WARRANTY SALES
INCENTIVE



New for 2025, Cenex Lubricants will pay on EVERY new customer warranty sale starting with your first warranty sale. The value of bringing a new ag customer into Cenex under warranty helps you lock-in gallons for up to 10 years and opens doors for future gallon and warranty sales with a customer. This encourages more conversations with ag customers about the performance of Cenex products and our commitment to our farmers. Existing customer warranty threshold will remain at 12 annually before incentives are paid.

NEW PREMIUM PRODUCTS GROWTH INCENTIVE PROGRAM

This new joint fuels and lubricants program will offer an annual payment when dealers grow their FY25 sales over their three-year average. The program pays for growth on all eligible premium diesel fuels and lubricants sales with a bonus payment when you grow both. Your business is automatically enrolled and there are no submission forms to participate. With high-value, per gallon incentives, this program encourages both fuels and lubricants sales teams to grow. See full details on [page 8](#).



EQUIPMENT COST SHARE INVOICE REQUIREMENTS



Placing new equipment is an increasingly valuable tool for locking in new customers with Cenex. To ensure we are confidently investing in proper equipment and securing estimated gallons, Cenex Lubricants will now require invoices for all Equipment Cost Share submissions and additional terms have been added for investments larger than \$4,000. These changes help us continue to invest in equipment and ensure the estimated new gallons help your business grow. Full details can be found on [page 11](#).

HDE AND GOVERNMENT PROGRAM UPDATES

To increase dealer ease in administrating the Heavy Duty Expansion (HDE) and Government Programs, the bulk and package discount requirements have been removed. This removes complicated billing requirements for our dealers. Please note that pricing requirements for all sales made under this program remain in place.




The Incentivized Heavy Duty Expansion Program will be discontinued effective September 1, 2024. The new Premium Products Growth Incentive Program and removal of discount requirements will offer more incentive opportunity to all dealers.

LEVERAGE THESE RESOURCES
TO PROMOTE YOUR BUSINESS



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





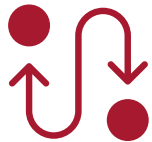

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LUBESCAN® PROGRAM SHIFTS

The LubeScan program has been removed from this book and will no longer operate as a volume dependent program. Opportunity for LubeScan support is available to all dealers and is accessible through your District Manager. To take advantage of LubeScan support, work with your District Manager to identify prospects and key customers that can benefit from fluid testing.



FIELD TEST CHALLENGE

Due to much success, the Field Test Challenge Program is now back. Leveraging the Field Test Challenge assists dealers in targeting new, large customers that prefer to run a trial before committing to Cenex for their business. History shows that once a customer sees the performance of Cenex products – they’re sold! This program requires planning with your District Manager and approval through Technical Services to qualify. See [page 15](#) for details.

NEW GIFT CARDS FOR GALLONS SUBMISSION DEADLINES

New digital card offerings and quicker review times have improved processing allowing customers to get cards faster than ever. New deadlines include:

- **Submission Deadline: March 31, 2025**
- **Resubmission Deadline: April 15, 2025**
- **All card inquiries must be made by May 31, 2025 for consideration.**
No card requests or re-issues will be honored after May 31, 2025.

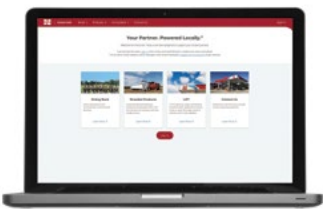


NEW CENEX.COM

Cenex is excited to announce a new [cenex.com](#) designed to help increase web traffic and help customers find valuable information about our products. The new site features a modern look with enhancements to assist customers in locating dealers, searching blog content and filtering products based on need. New industry pages highlight valuable information for how Cenex products can help our customers’ businesses. Check out the new [cenex.com](#) and be sure to promote this valuable content in your communications and on your social platforms.

NEW CENEXSHOP.COM

The new [cenexshop.com](#) offers more opportunities for co-branded merchandise, an expanded product offering and print-on-demand items that can be customized with your logos. Lubricants customers can enjoy more tank label options, customizable print ads, and new \$0 cost on sales literature. New products and options will be added regularly, so check back often!



MARKETING SUPPORT ON CENEX® HUB

Cenex Hub is the place to find up-to-date marketing information, reminders, and program forms to help you efficiently run your business. Look under the Product > Marketing Support Tab for approved radio ads, social materials, and other marketing insights. All approved materials are eligible for Ad Share support. Reach out to lubricants marketing with questions or for custom requests to determine support and ad share eligibility.

LEVERAGE THESE RESOURCES TO PROMOTE YOUR BUSINESS

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



ONLINE SUBMISSION PROCESS

To request credit for marketing programs, log in to the cenexhub.com to complete your requests.

All submissions for Marketing Programs are due September 30, 2025. Late submissions will be denied.

When submitting September 1-30, be sure to correctly identify if your submission is for FY25 or FY26. Incorrect labeling will result in review delays and may impact volume requirements for programs.



IMPORTANT!



NEW DEADLINE
September 30, 2025
for ALL program
submissions.

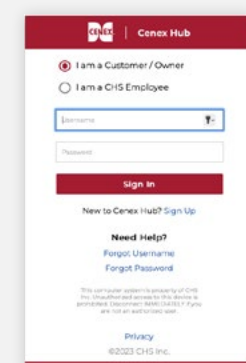
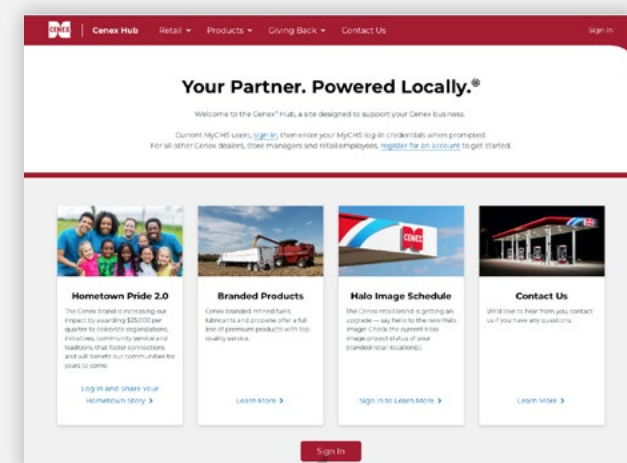


Your credit will be reviewed and processed within 30 days.
 All credits will be applied directly to your CHS account.

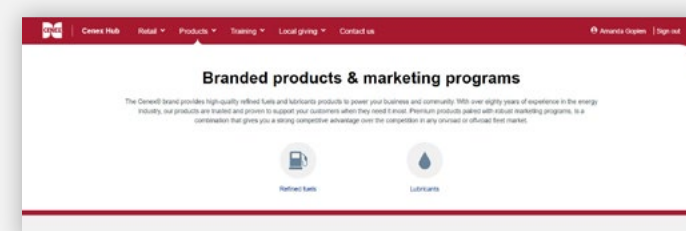


Questions? Reach out to your CHS Lubricants District Manager.

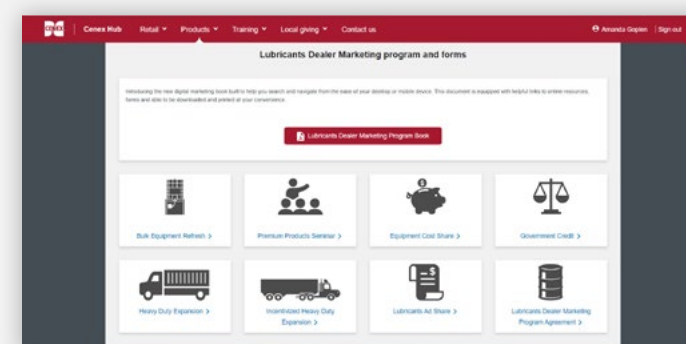
Log in to the Cenex Hub at cenexhub.com.



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



Scroll to locate the Lubricants Program tiles to access forms.



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 (Bulk Equipment Refresh program, Government Credit program or Heavy Duty Expansion) if the [2025 Lubricants Dealer Marketing Program Agreement Form](#) has been signed and submitted during FY25. Click the link above to complete the form online.



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 1, 2024, 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 9](#))



Retaining customers and growing your fuels and lubricants business has big benefits in FY25.

NO SIGN-UP.

NO FORMS.

ONE ANNUAL PAYMENT.

GET QUARTERLY UPDATES ON PROGRESS.



HOW IT WORKS

This new program incentivizes growth for both Cenex® premium diesel fuels and Cenex premium lubricants when you increase volumes over your three-year average in either product line with an additional opportunity for a bonus incentive payment if both product lines grow during the fiscal year.



QUALIFYING PRODUCTS

- **Cenex premium diesel fuels:** Cenex premium diesel fuels when purchased under a Branded Petroleum Distributor Agreement (BPDA) or a Branded Petroleum Marketer Agreement (BPMA). Customers must be a Line of Business (LOB) 1 or 2. Includes eligible products delivered through Automatic Fuel Delivery (AFD).
- **Cenex lubricants:** All bulk and package Cenex-branded lubricant products excluding grease and drip oil.



PROGRAM PROCESS

You are automatically enrolled in this program beginning September 1, 2024. Your business will receive your three-year product averages (Base Gallons) for eligible Cenex branded fuels and lubricants sales during fiscal years 2022-2024 by October 1, 2024. Receive quarterly updates of your progress towards your three-year average (Invoiced Gallons to-date). At program close, your qualifying product totals will be calculated to determine eligibility for the premium diesel, lubricants and bonus incentives. One (1) annual payment in the form of a miscellaneous credit memo to your CHS account and an explanation of earnings will be dispersed in fall of 2025.



TERMS

CHS will pay you \$0.02 for each gallon of Cenex premium diesel fuel you sell in fiscal 2025 over your three-year average of Cenex premium diesel purchases. CHS will also pay you \$0.50 for each gallon of qualifying Cenex lubricants that you sell in fiscal 2025 over of your three-year average of Cenex lubricants purchases. If growth is achieved in both Cenex premium diesel and lubricants product lines, you will unlock an additional \$.0025 per gallon for premium diesel and \$0.35 per gallon for lubricants.

Incentives will be determined by using calculated “Base Gallons” and “Actual Gallons.”

- **Base Gallons** represent an average of invoiced gallons for the prior three (3) fiscal years (2022-2024). The three-year average is calculated by adding the three (3) years of invoiced gallons and dividing by three (3). If a customer has any 0 gallon years, where no gallons were invoiced, the average will be calculated using the number of active years only (e.g., a dealer with only two (2) years of invoiced gallons will receive a Base Gallon number for the average of two (2) years by totaling the two (2) years of invoiced gallons and dividing by two (2). Mergers and acquisitions will be eligible and calculated according to sales numbers.*
- **Actual Gallons** represent invoiced gallons for eligible lubricants, Cenex premium diesel and AFD sales between September 1, 2024, and August 31, 2025. Contracted gallons not invoiced, or gallons purchased from CHS under the Cenex Commercial Bid program will not be included in determining Actual Gallons or Base Gallons under the program.

EXAMPLE FOR GROWTH IN BOTH CENEX PREMIUM DIESEL AND CENEX LUBRICANTS					
	Three-year Average (FY22-FY24)	Gallons Sold in FY25	Gallon Growth	Payout per Gallon	Total Earnings
Cenex premium diesel	500,000 gal.	565,000 gal.	65,000 gal.	\$0.02/gal.	\$1,300.00
Cenex lubricants	15,000 gal.	19,000 gal.	4,000 gal.	\$0.50/gal.	\$2,000.00
BONUS	Cenex premium diesel Bonus		65,000 gal.	\$0.0025/gal.	\$162.50
	Cenex lubricants Bonus		4,000 gal.	\$0.35/gal.	\$1,400.00
					\$4,862.50

Terms and Conditions

CHS may, at its sole option, elect to renew the term of the program for one or more successive 12-month periods (each, a program year). CHS may, at its sole option, modify or terminate the program at any time.

Customer Eligibility: Customers must abide by all agreements in place between the customer and CHS Inc. To receive rebate for Cenex premium diesel sales, customers must be a Line of Business (LOB) 1 or 2 and have a BPDA or BPMA in effect for the duration of the program year and remain in compliance with all standards and requirements therein.

Nothing contained in this letter shall ever be construed to modify the terms or conditions of any BPMA or BPDA or any other agreement between CHS and a distributor or marketer, including, without limitation, any provisions relating to the term or allocation provisions.

This letter (together with the BPMA or BPDA, as applicable) sets forth all terms and conditions of the program, superseding all prior negotiations, representation, warranties and/or agreements, whether oral or written.

The terms and conditions of this program may be modified only by CHS, in a writing expressly stating the intent to modify the terms or conditions of this program.

*The Base Gallons for distributors or marketers that have acquired or merged with other distributors or marketers, will be combined for purposes of determining the Base Gallons for the surviving distributor or marketer following the transaction.




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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 2025.

REWARD REQUIREMENTS

- **NEW 2024:** Every **New Customer** warranty sold will be eligible for payment so you can start earning immediately. **Existing Customer warranty sales will require 12 warranty sales** before representatives are eligible for payments.
- Must complete the cenexrefinedthinking.com Cenex Total Protection Plan® and LubeScan® online training course, between **September 1-December 1, 2024**. No extensions will be granted.

Rewards are distributed quarterly. Representatives will be eligible for New Customer incentives after the first sale and eligible for Existing Customer incentives once the 12 Existing Customer 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 1, 2024, will have 30 days to complete the Cenex Total Protection Plan and LubeScan online training course. The 12 "Existing Customer" 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. CHS Fuels and Lubricants District Managers are not eligible.

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.**



DID YOU KNOW?

New customers are more valuable than ever. On top of locking in up to 10 years of lubricant sales, you can now earn incentives on every **New Customer Warranty**.

REWARD REQUIREMENTS:



Complete the Cenex Total Protection Plan and LubeScan training September 1 – December 1, 2024 (new hires after have 30 days to complete)





[Click for program form](#)



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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 Refined Fuels Marketing 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
- Cenex Premium Diesel dealers must be LOB 1 or 2 to qualify



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.

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





[Click for program form](#)



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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 and submits required documentation
- 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

*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.



PROGRAM PROCESS

1. Identify prospect with CHS District Manager
2. Establish equipment needs and support
3. Collect required documentation*
4. Locate form on [cenexhub.com](#)
5. **Equipment invoices are required for all equipment credit requests in FY25**



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.

**All credits dispersed for 2,600+ gallon submissions will require proof of gallons delivered to the end user after 12 months to prove estimated gallons were sold. CHS will request proof of gallons sold via email to the form submitter's email. End-users not receiving 80% of the estimated gallons within the year will result in a pro-rated credit repayment from the dealer back to CHS. Failure to provide proof within 30 days of the request will result in full credit repayment from the dealer back to CHS.



DID YOU KNOW?

The Equipment Cost Share program can be used with the 2025 Government Credit program and the Heavy Duty Expansion program. If used with one of these programs, the Equipment Cost Share program tiers are capped as follows:

When used with 2025 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 2025 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 20

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.





 [Click for program form](#)

*Reminder to complete the **2025 Lubricants Dealer Marketing Program Agreement Form** on [cenexhub.com](#)*



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

- Identify qualified prospect with District Manager
- Build a list of equipment needs
- Collect required documentation*
- 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 20](#)



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DEALER'S TARGET AUDIENCE



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.





[Click for program form](#)

Reminder to complete the [2025 Lubricants Dealer Marketing Program Agreement Form](#) on [cenexhub.com](#)



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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.



QUALIFYING PRODUCT

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



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](#)



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.

Pricing Requirements	
Bulk Cenex Lubricants**	"From Plant Price" or lower
Packaged Cenex Lubricants	"Full Truckload/38,000 lb. Price" or lower
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 11](#).

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.



*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.



 [Click for program form](#)

Reminder to complete the [2025 Lubricants Dealer Marketing Program Agreement Form](#) on [cenexhub.com](#)



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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. The program is reserved for individual entities and not for grouping or pooling parties.**



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 2025 (8/31/25):

- The final submission will be denied
- Retail sales to the specific end user will not qualify for marketing support under this program in FY26

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 11](#).

Pricing Requirements		
Bulk Cenex Lubricants ¹	"From Plant Price" or lower	Prices as shown in the most current Cenex Lubricants Price Book
Packaged Cenex Lubricants	"Full Truckload/ 38,000 lb. Price" or lower	

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

***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, 2024 through August 31, 2025). 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 reserves the right to discontinue support to an end-user based on qualifying information or does not meet program standards.


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.





 [Click for form and program details.](#)



HOW IT WORKS

Assist dealers in demonstrating to skeptical prospects the ability of Cenex® Lubricants to meet or exceed the performance of the prospect’s current brand of lubricants.

New end users with multiple pieces of equipment, e.g. agricultural, construction, trucking, municipal, etc.



CUSTOMER QUALIFICATIONS

Prospective customers should meet the following criteria:

- Oil usage exceeds 1,000 gallons per year
- Have a high probability of purchasing Cenex Lubricants if performance meets requirements
- Willing to complete the field test and associated LubeScans®



ONGOING PROGRAM PROCESS

1. Prior to approval, the dealer must submit a completed Field Test Challenge Approval Form to their District Manager
Upon approval, the District Manager and dealer works with the end user:
 - a. To supply oil and ensure each LubeScan is conducted and submitted after each oil change. With the first samples submitted, a fresh sample of the competitor’s oil is required
 - b. For more reliable results, run the test with two pieces of equipment using Cenex Lubricants and two using competitor’s oil
2. The dealer must submit a completed field test challenge approval form along with the following items to LubricantsMarketing@chsinc.com and copy their District Manager, for product reimbursement:
 - a. Delivery ticket of actual gallons delivered to the prospect
 - b. Copy of dealer invoice showing purchase of Cenex Lubricants used in the Field Test Challenge
3. Dealer should follow up with their CHS Lubricants District Manager every three months at a minimum and at the completion of the challenge to report progress. Staying in contact with prospects throughout the test cycle and continuing to attempt to close the sale improves the effectiveness of this tactic and may shorten the delay in getting the initial order



TERMS

CHS pays for Cenex Lubricants and LubeScans to complete the Field Test Challenge on up to two pieces of equipment for up to one year (not to exceed 100 gallons and 10 LubeScans). LubeScans include TBN and TAN measurements.



IMPORTANT!

Dealer must receive approval with District Manager before beginning the program.



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DEALER'S TARGET AUDIENCE





[Click for program form](#)



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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



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.



HOW IT WORKS

- **Funding:** Cenex Lubricants dealers may receive 75% Ad Share reimbursement on approved items placed by August 31, 2025, 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, 2025.**

*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, 2024 to August 31, 2025. Dealers will be notified via a communication from their District Manager regarding their maximum allocated FY25 Ad Share amount by September 30, 2025.

**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.



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.



GENERAL GUIDELINES FOR PROMOTIONAL AND APPAREL ITEMS

- When used in conjunction with the Cenex marks, all co-branded apparel materials must have a Cenex Lubricants specific 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](#). A Cenex Lubricants specific logo must be prominent and all Cenex brand standards must be followed in order to receive reimbursement.



IMPORTANT!

NEW FOR FY25: 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
- Advertisements, merchandise or apparel featuring Cenex logos that are not Cenex Lubricants logos
- 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 and 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



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 (50+ HP)*

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+ Qwiklift® HTB® or STOU Fluid	10 years/10,000 hours 9 years/9,000 hours
Transmission (Separate Sump)	OPTION 2 Maxtron® THF+ Qwiklift® HTB® or STOU Fluid	10 years/10,000 hours 9 years/9,000 hours
Hydraulics (Separate Sump)	Maxtron® THF+ Qwiklift® HTB®, Indol or STOU Fluid	10 years/10,000 hours 9 years/9,000 hours
Differential (Separate Sump)	Maxtron® GL or Maxtron® THF+ MP Gear Lube or Qwiklift® HTB®	6 years/6,000 hours 5 years/5,000 hours
Hydrostats	Maxtron® THF+	10 years/10,000 hours

AGRICULTURAL EQUIPMENT: Sprayers (50+ HP)*

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

*Subject to the terms set forth in the Application and Agreement, Agricultural Equipment and Agricultural Irrigation Equipment will not qualify for coverage under the Cenex Total Protection Plan® unless such equipment exclusively uses, throughout the entire coverage period, the Cenex® lubricant product(s) listed in the selected items above and, if applicable, the identified Cenex® diesel product. Components will not qualify for coverage under the Warranty unless the equipment of which they are a part is at least 50 horsepower (HP) or greater.

**Cenex Total Protection Plan® coverage for these Components available through authorized Cenex® Ruby Fieldmaster® distributors only.

Legal Disclaimer: Subject to the terms set forth in the Application and Agreement, Applicant must exclusively use both a Cenex® brand engine oil product listed above and Maxtron® THF+, Qwiklift® HTB® or STOU Fluid to be eligible for the Cenex Total Protection Plan®.

IRRIGATION AGRICULTURAL EQUIPMENT: Irrigation Engines (50+ HP)*

Component	Covered Fluid	Warranty Term
Diesel Engine	Maxtron® Enviro-EDGE®, Maxtron® DEO, or Superlube TMS®	4 years/8,000 hours
Diesel Injection Pump/High Pressure Pump	Cenex® Ruby Fieldmaster® products up to B20**	4 years/8,000 hours
Diesel Injectors	Cenex® Ruby Fieldmaster® products up to B20**	4 years/4,000 hours
Natural Gas/LP Engine	Maxtron® PCMO, Auto Gold®, Irriflex® or NGE0	3 years/7,000 hours

COMBINES:

Component	Covered Fluid	Warranty Term
Diesel Engine	SYNTHETIC OIL Maxtron® Enviro-EDGE® or Maxtron® DEO	8 years/8,000 hours with Cenex® Ruby Fieldmaster® products up to B20**
		7 years/7,000 hour without Cenex® Ruby Fieldmaster®
	CONVENTIONAL OIL Superlube TMS®	7 years/7,000 hours with Cenex® Ruby Fieldmaster® products up to B20**
		6 years/6,000 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/Hydraulic System Coverage		
Transmission/Hydraulics (Common Sump)	Maxtron® THF+	5 years/5,000 hours
Hydrostatic System	Maxtron® THF+	5 years/5,000 hours
Transmission (Separate Sump)/Mechanical/ Push Button	Maxtron® 75W-90	5 years/5,000 hours
Transmission (Separate Sump)	Maxtron® THF+	5 years/5,000 hours
Hydraulics (Separate Sump)	Maxtron® THF+	5 years/5,000 hours
Transmission/Hydraulics (Common Sump)	Qwiklift® HTB®	4 years/4,000 hours
Hydrostatic System	Qwiklift® HTB® or Hydrostatic Fluid 46 MV	4 years/4,000 hours
Transmission (Separate Sump)/Mechanical/ Push Button	MP 80W-90 GL	4 years/4,000 hours
Transmission (Separate Sump)	Qwiklift® HTB®	4 years/4,000 hours
Hydraulics (Separate Sump)	Qwiklift® HTB® or Hydrostatic Fluid 46 MV	4 years/4,000 hours



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



2025 GIFT CARDS FOR GALLONS

November 1, 2024 – February 28, 2025



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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, 2024 and February 28, 2025.



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 Shops
- 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 **March 31, 2025**.
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 April 15, 2025, 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.
- **Missing cards, card issues or status questions must be reported to lubricantsgiftcards@chsinc.com by May 31, 2025 to be eligible for re-issue. Reported issues made after June 1 will not be fulfilled.**



DID YOU KNOW?

NEW FOR FY25: 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 2024 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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THE BEST WARRANTY IN THE INDUSTRY FOR AGRICULTURE

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 Cenex Total Protection Plan has updated terms and conditions effective September 1, 2024. Warranties sold prior to September 1, 2025 are not effected and will adhere to their original agreement terms and conditions.

- 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.



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.



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, 2024 through August 31, 2025.

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
 - Call: 1-800-852-8186, Option 1
 - Email: petroequip@chsinc.com



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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



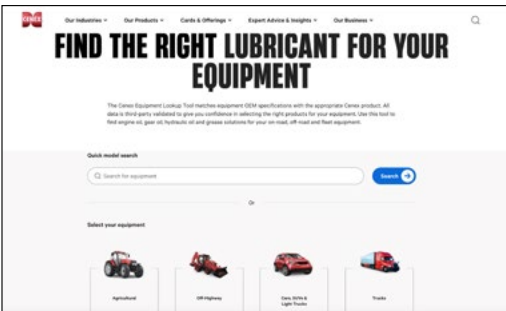
LUBE SOURCE
lubricants.cenex.com

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

ONLINE RESOURCES



Cenex.com



Equipment Lookup Tool



Cenexhub.com



Cenexshop.com



TPP Application



Cenex.com/giftcardsforgallons



Cenexhub.com – Training



PDS



Lube Source



Cenexhub.com – Marketing Credits



SDS



1, 2, 3, Rewards Program



Cenexhub.com – Ad Share




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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