



# TWENTY TWENTY-FIVE LUBRICANTS PROGRAMS GUIDE







CITGO offers the best-in-class training, marketing, product and sales support, geared towards your success in the marketplace. This guide is designed to help you understand the opportunities CITGO provides to support your business growth.

## The CITGO Brands



Cost-effective products, designed to provide optimum performance in heavy duty and passenger car engines for on-highway, off-highway and plant applications. The technology incorporated in CITGO Lubricants enables them to meet domestic and foreign OEM performance requirements in high-output gasoline and diesel engines (including turbocharged and supercharged). Guaranteed performance on a broad scale or for specific niche needs.



Premium products superior performance, with a strong history in the agricultural market. Mystik Lubricants, developed in real-world conditions, are formulated to meet the unique requirements of specialized machines in a wide range of industries and applications. The brand provides protection for engine longevity and is the top choice of those who demand maximum performance in the toughest conditions. Our tradition of making industry-leading greases and other lubricants dates back to 1922.



Specialty brand focused on food and environmentally sensitive industries. Clarion Lubricants are formulated to reduce the risks associated with product contamination and unintended environmental release while protecting your equipment.

# MARKETING PROGRAMS AND TOOLS

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# 1 MARKETING PROGRAMS AND TOOL

CITGO offers a variety of programs to help you build a viable business relationship with your customers, increase the brands' visibility in the marketplace, and support initiatives that matter to you and the communities we serve.

## Business Development Fund

### Business Development Fund (BDF)

The BDF lets you earn funds for every gallon of qualified lubricants that you purchase to help you get the most from your promotional and training dollars. The BDF is designed to help you:

- ▶ Develop innovative sales promotions
- ▶ Fund oil analysis costs
- ▶ Train and incentivize your team
- ▶ Promote your company with our brands

For 2025, simplified rates will apply and there is no need for a pre-funded agreement. Below is the allowance breakdown:

### BDF Allowance (\$ per gallon)

Packaging Details	CITGO	Mystik	Clarion
Bulk	\$0.10	\$0.15	\$0.25
Packaged	\$0.15	\$0.25	\$0.35

BDF may be used to pay for advertising, promotions, branding signs and other approved business development needs. Work with your CITGO Senior Account Manager to design an annual plan for BDF expenditures.

### Overview

As a Marketer, you earn the use of funds on every gallon of qualified CITGO-, Mystik, and Clarion-branded lubricant purchased and shipped between Jan. 1, 2025 and Dec. 31, 2025. BDF funds will be made available in early February 2025 based on estimated purchase volume. If claims are approved and the estimated volume is not attained by year end, overpayments are subject to repayment. Please note that BDF monies do not roll over into the next year. Consult MarketNet® ([https://www.citgomarketnet.com/SelectASoldTo\\_Lubes.SoldToSearch.state](https://www.citgomarketnet.com/SelectASoldTo_Lubes.SoldToSearch.state)) for your available funds.

### Program Period

Expenditures for BDF activities must be made between Jan. 1, 2025 and Dec. 31, 2025. **Reimbursement claims may be submitted at any time after a qualifying expense is made, but all claims must be submitted no later than Jan. 15, 2026.**

## Here are Four Easy Steps to get the most out of the BDF Program

- 1 Plan BDF expenditures with your CITGO Senior Account Manager
- 2 Verify BDF availability on MarketNet
- 3 Spend BDF monies wisely to grow the CITGO lubricant brands and your business
- 4 Submit BDF claims with all support documents

Watch your business grow!

## General Requirements

All expenditures must promote CITGO, Mystik and/or Clarion Lubricants. See the CITGO Style Guide on MarketNet (<https://www.citgomarketnet.com/Lubes/MarketingToolbox/BrandLogos.jsp>) for specific information on how logos should be used. Contact your Account Manager for current logo images. Printed advertising must include current product illustrations and/or the CITGO, Mystik or Clarion logo, which must conform with the CITGO brand and registered trademark standards. Reimbursement will be prorated on expenditures that include products and services other than CITGO, Mystik or Clarion lubricants.

Eligible Expenses	Rate
Advertising	100%
Branding Signs	
Newspaper/Shopper Ads	
Online Banner/Web Advertising	
Outdoor Signs (Billboards)	
Product Brochures/Flyers/Direct Mail	
Radio/Television	
Community Events/Partnerships*	100%
Computer Hardware	100%
Computer Software/FleetSeek™	100%
CITGO-Approved Training	100%
Lube Tank/Equipment Installation and Maintenance Parts	100%
LubeAssure™	100%
Oil Testing Analysis (CPM and/or MPM)	100%
Sales-Branded Merchandise (up to 20% of BDF)*	100%
Sales Incentive Promotions & Support*	100%
Trade Show Booths/Sponsorships	100%
Truck Identification (Wraps/Decals/Painting)	100%
Uniform Purchase or Rental	100%
Website Development*	50%

See BDF Requirements for additional details

\*Please contact Lubes Marketing at [lubesmkt@CITGO.com](mailto:lubesmkt@CITGO.com) to receive pre-approval.

## Reimbursement

To receive reimbursement for marketing activities, **all claims must be submitted no later than Jan. 15, 2026**, in strict adherence to the steps below:

- ▶ MUST USE CURRENT LOGO.
- ▶ Submit the online BDF Reimbursement Request found on MarketNet (<https://www.citgomarketnet.com/SubmitBDFClaim.BDFSoldToSearch.state>).
- ▶ Submit the required supporting documentation electronically as described in the BDF Requirements.
- ▶ Reimbursement is based on actual BDF accruals or funds and subject to the limits of actual earned accruals. Proof of performance is required for all payments. Overpayments are subject to repayment.
- ▶ **CITGO Brand Allocation** Company logo with CITGO brand logos; reimbursed 100% of what the category approves as long as the CITGO brand(s) encompass 50+%. If less than 50%, CITGO will reimburse for the share of space dedicated to our brand(s). See examples below:
  - ▶ If the item you're claiming shares space with any other brand(s), then the space you can claim as BDF will be proportionate to the space dedicated to CITGO brand(s). See examples below:
  - ▶ If Marketer's name/logo is 50%, CITGO 25% and a competitor 25%, CITGO will reimburse 25% of cost of the wrap plus 25% of Marketer's 50% for a total of 37.5% up to available BDF monies.
  - ▶ If Marketer's name/logo is 50%, CITGO 10% and 4 other competitors 10%, CITGO will reimburse 10% of the cost of the wrap plus 10% of the Marketer's 50% for a total of 15% up to available BDF monies.

## Disclaimer

- ▶ CITGO Petroleum Corporation retains the right to cancel or amend the terms and conditions of this lubricants marketing support program at any time without notice.
- ▶ Marketing support is available for domestic, full-contract Marketers only. International customers should contact their CITGO Region Manager to determine eligibility.
- ▶ Upon termination, by either party, for any reason, of the Marketer Agreement, Marketer must reimburse CITGO for all BDF funds paid to Marketer for equipment within the twenty four (24) calendar months preceding the termination.



# 2025 BDF Reimbursement Requirements

## Advertising

### Branding Signs

Branding signs are available for order for Marketer warehouses and locations only. The Marketer will be billed directly by the vendor for these costs. Before ordering, Lubricants Communications & Programs must approve all designs.

### Newspaper/Shopper Ads

Reimbursement claims must include a FULL-PAGE tear sheet for each ad that ran. If circulars or inserts were used, a complete copy must be provided. All items must contain the name and date of publication. A publisher or printer's invoice must be included with the claim. The invoice should show the total cost of advertising less any discounts that might apply.

**NOTE:** In the case of a multi-newspaper campaign, only one representative tear sheet for each size ad needs to be submitted along with a signed insertion order or media affidavit. Media affidavit must identify all of the publications used and the date the ads appeared.

### Online Banner/Web Advertising

Reimbursement claims must include digital images of the ad and a copy of the contract or invoice showing the total placement cost.

### Outdoor Signs (Billboards)

Reimbursement claims must include a photograph of the sign and a copy of the contract or invoice showing the total cost of the sign.

## Community Events/Partnerships

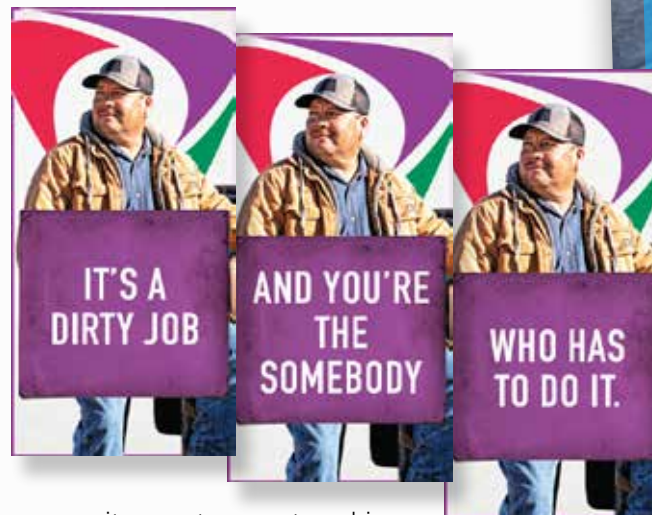
Marketers may receive reimbursement for expenses related to supporting community events or partnerships such as educational programs, charitable events, etc., provided the current logo for the CITGO lubricant brand is used. You can also be reimbursed for any sport and/or venue sponsorships; see reimbursement section for details on the percentage that can be claimed. Tickets to sporting events, concerts and other stage events are not reimbursable. Reimbursement claims must include photos of how the branding is used, a copy of the invoice and/or receipts and other event documentation. For sponsorships, logo use and placement must be pre-approved by Lubes Marketing.

### Brochures/Flyers/Direct Mail

Reimbursement claims must include: (1) an actual sample of brochure/flyer or direct mail piece; (2) a copy of the printer's invoice showing the quantity printed and total cost; and (3) a copy of the postal receipt, verifying the number of items distributed.

### Radio/Television

A minimum of 50% of on-air time must pertain to a CITGO lubricant brand. Reimbursement claims must include a copy of the script and the Association of National Advertisers (ANA/RAB/TVB) approved certification. A copy of the station invoice showing total cost of advertising, less any discounts that might apply and a notarized play statement must be provided.





## Computer Hardware

CITGO will reimburse for standard computer hardware, including personal computers, laptops, tablets, etc. (limit one per Marketer Sales Representative (MSR), up to six per Marketer, per year), where the Marketer has secured the necessary approval from CITGO. Use is limited to customer training and promotional purposes only. Reimbursement is not applicable for computer hardware used in day-to-day office operations, production or supply. Skybitz or similar tracking/monitoring system must be pre-approved by CITGO to be reimbursed. Reimbursement claims must include a copy of the invoice. CITGO reserves the right to conduct a field audit of current year hardware deployments.

## Computer Software/FleetSeek

Software programs pre-approved by CITGO, such as FleetSeek, are eligible. Reimbursement claims must include a copy of the invoice.

## CITGO-Approved Training

CITGO Technical Resource Institute (TRI), Lubes School, Lubes Sales University and other training programs provided or approved by CITGO are eligible for reimbursement. Reasonable coach class travel and hotel expenses relating to training may be included in the reimbursement. Food costs are excluded unless provided as a group function. (See Section 3 for all training programs.)

## Lubricants Sales Leadership Institute

The CITGO Sales Leadership Training (SLT) at the University of Houston is a two-year intensive course which enrolls 10 participants per session: five CITGO Senior Account Managers and five Marketer Sales Representatives. This result-driven program uses real-life projects to help participants develop their sales and all-round business management skills. CITGO covers the cost of training for approved participants.

## Lube Tank/Equipment Installation and Maintenance Parts

CITGO lubricant-branded lube tanks, dispensing and other equipment for Marketer's customers qualify for reimbursement, if all of the following requirements are satisfied:

- 1 The applicable CITGO lubricant brand logo is prominently displayed on tanks and equipment.
- 2 Tank and equipment installation represents NEW BULK business for CITGO.
- 3 The claim identifies the serial number(s) of all deployed equipment together with the Marketer's customer's name, address and date of the installation, and includes invoice copies to document the total cost.
- 4 Only reasonable costs for tanks, dispensing equipment and labor for new equipment installation are allowed.
- 5 Only reasonable costs for equipment maintenance parts are allowed; maintenance labor is not BDF reimbursable. Invoice should clearly identify replacement parts and serial number(s) of the repaired equipment.

**CITGO retains the right to audit a Marketer's customer's equipment location for two years following the BDF reimbursement submission to determine that the product in the tank/equipment is still a CITGO lubricant-branded product.** If an audit reveals a competitive product in the tank during the two-year period, CITGO will deduct the full amount originally reimbursed from the Marketer's BDF account or invoice the Marketer this amount.





## Oil Testing Analysis



Marketers who provide oil testing analysis to their customers through CITGO LubeAlert Fluid Condition Monitoring Service are eligible for reimbursement. LubeAlert sample bottles will also be reimbursed. Reimbursement claims should include a copy of the invoice from the testing laboratory showing total cost of the oil analysis. Only the cost of testing CITGO lubricant products qualify for reimbursement. Testing of competing lubricants will not be reimbursed.

## Branded Merchandise

Marketers may use up to 20% of total BDF monies to purchase CITGO-, Mystik- or Clarion-identified promotional merchandise through any promotional vendor. Purchases over 20% annually require an approved sales incentive promotion. All merchandise must ship in the 2025 calendar year to qualify for reimbursement (backorders do not qualify). NOTE: Logos must comply with the CITGO brand and registered trademark standards according to the CITGO Style Guide.

## OIL TESTING ANALYSIS



## Sales Incentive Promotions & Support

Marketer may use BDF monies to purchase CITGO-, Mystik- or Clarion-identified promotional merchandise through any vendor for a sales incentive promotion. This can include gift cards that are approved by CITGO Lubes Marketing. A copy of the sales promotion must be submitted prior to placing a merchandise order and results of the promotion must be documented after the promotion is finished. Documentation should include, but is not limited to, a list of incentive recipients and/ or other prearranged sales or incentive documentation. Even if pre-approved, these claims will be denied without a list of recipients.

## Trade Show Booths/Sponsorships

Reimbursement claims must include a photograph of the booth; see reimbursement section for details on the percentage that can be claimed. Reasonable travel and hotel expenses, as determined by CITGO at its sole discretion, relating to the trade show may be included in the reimbursement. Food costs are excluded. Trade show attendance and/or a show specific sponsorship without booth presence is not reimbursable.

## CITGO Gear Shop

The CITGO Gear Shop at ([www.CITGOgear.com](http://www.CITGOgear.com)) has a wide variety of items and styles with convenient drop-down menus for each brand: Mystik Lubricants, CITGO Lubricants (as well as CITGARD), and Clarion Lubricants. You can even upload YOUR logo to add to the item.

Marketers can easily open an account and order premium items such as clothing and other promotional merchandise from the store. The CITGO Gear Shop is open to all customers.

Note: branded merchandise requirement applies.





## Truck Identification (Wraps/Decals/Painting)

Reimbursement is allowed for the reasonable cost of paint, graphics and labor used for truck identification in accordance with CITGO branding procedures. CITGO will assist with design, upon request, at no cost to the Marketer. Reimbursement claims should include a photo and a copy of the invoice showing total cost of the service.



CITGO will only pay a portion of the wrap based on a percent of the space actually dedicated to a CITGO brand if a competing product is displayed on the wrap (see reimbursement section for details on the percentage that can be claimed).

## Uniform Purchase or Rental

Marketers who rent or purchase CITGO, Mystik or Clarion uniforms from Cintas® or other approved vendors may receive reimbursement. Invoices must indicate CITGO-, Mystik- or Clarion-branded uniforms were rented/purchased.

## Website Development

Reimbursement is allowed for up to 50% of reasonable cost for website development. Marketer is required to display CITGO approved logos on home page and feature CITGO lubricant-branded products on one of the sub pages of the site to receive up to 50% of expense cost. Reimbursement will also take into consideration the number of other brands featured.

## Claim Submission

Submit all claims via the MarketNet claim submittal portal. All supporting documents must be sent to Lubricants Communications & Programs at [lubesmkt@CITGO.com](mailto:lubesmkt@CITGO.com).

Contact Lubricants Communications & Programs directly at 1-800-32-CITGO, ext. 4449, with questions. (See eligible expenditures in section 1 for reimbursement rates.)



# GO \$ FOR THE GREEN

With the Go for the Green Marketer Employee Incentive Program, your salespeople and sales managers are rewarded for bringing in new business.

They can earn extra dollars for up to 24 months by bringing in new accounts. The complete rules can be found at [www.CITGOgfg.com](http://www.CITGOgfg.com).

## Sales Personnel

- ▶ Can earn up to \$35,000 in incentives
- ▶ \$5,000 trip awarded to Top Salesperson
  - ▶ Two for CITGO Lubricants, two for Mystik Lubricants

## Sales Manager

- ▶ Earn incentives on sales team performance
- ▶ Greatest total volume earns a trip

## Overview

- ▶ The Go for the Green Marketer Employee Incentive Program acknowledges the new business efforts of full-contract Marketer salespeople and sales managers by rewarding them directly with product incentive dollars.
- ▶ Marketer salespersons may earn up to a maximum of \$35,000 per year for all combined new account sales.
- ▶ In addition to the incentive payments, the top two CITGO Lubricants Marketer Sales Representatives (MSR) and the top two Mystik Lubricants MSRs in new account volume on the qualified products from Jan. 1, 2025 to Dec. 31, 2025, will qualify for an award trip of their choice (\$5,000 maximum value per award trip) to be taken by the end of the 2026 calendar year. Each Marketer salesperson is eligible to win only one award trip package in either the CITGO Lubricants, or Mystik Lubricants category.
- ▶ The Marketer sales manager who shows the greatest total volume of claimed sales from the MSRs reporting to him/her will be eligible for an award trip to be taken by the end of the 2026 calendar year.

## 2025 RATES: Go for the Green (\$ per Gallon)

Incentive Period	CITGO		Clarion/ISL		Mystik	
	Bulk	Packaged	Bulk	Packaged	Bulk	Packaged
Months 1-12	\$ 0.060	\$ 0.150	\$ 0.550	\$ 0.750	\$ 0.200	\$ 0.300
Months 13-24	\$ 0.030	\$ 0.075	\$ 0.275	\$ 0.375	\$ 0.100	\$ 0.150

(See [www.CITGOgfg.com](http://www.CITGOgfg.com) for a list of qualifying products)

## 2025 Heavy-Duty Contest

Take advantage of our winning combo of lubricants and expand your presence in the highly competitive construction industry by competing in the 2025 Heavy-Duty Contest!

From **Jan. 1 to July 1, 2025**, sell one of the qualifying CITGO® CITGARD® or Mystik® JT-8® heavy-duty engine oils along with another product from the "Product and Point Values" list to a new or existing customer and log it onto the Go for the

Green website ([www.CITGOgfg.com](http://www.CITGOgfg.com)). There is also a dashboard to see who's ahead!

And the best part is, we have several sizzling barbecue prize packs up for grabs so you can be well-equipped next summer!

For more information, please check out the official rules and guidelines for the 2025 Heavy-Duty Contest on CITGO MarketNet® or the Go for the Green website.

EARN UP TO  
**\$35,000 IN INCENTIVES**



**\$5,000**  
TRIP AWARDED TO TOP SALESPERSON





## Program Details

- ▶ Enroll in the lubricants program and solicit new **or existing** accounts with new CITGO, Mystik and Clarion/ISL products between Jan. 1, 2025, and Dec. 31, 2025.
- ▶ Account volume must be new to CITGO lubricant brands.
- ▶ Marketer salesperson will receive payment from CITGO upon delivery of one new account gallon and each incremental delivery of one gallon after that.
- ▶ Each Marketer salesperson and sales manager must enroll in the online incentive system [www.CITGOgfg.com](http://www.CITGOgfg.com) to participate in the program. Participants must submit a completed W-9 form for the enrollment to be complete.
- ▶ Qualified CITGO-, Mystik- and Clarion-branded finished lubricants will be eligible with the exception of National Accounts product sales. Valid physical delivery address must be entered for all claims. Claims will be periodically audited for accuracy.
- ▶ See incentive website ([www.CITGOgfg.com](http://www.CITGOgfg.com)) for a list of qualified products; list is subject to change at any time without notice, and changes are effective immediately.
- ▶ CITGO will pay on all eligible gallons according to the payout schedule as shown on the GFG chart.
- ▶ Marketer salespeople will be eligible and receive payment for all volume entered by the last day of the current month once accumulated volume exceeds one gallon. Payment will be processed on approximately the 25<sup>th</sup> of the month following the end of each qualifying month.
- ▶ Reloadable debit cards will be issued to the Marketer salesperson once the salesperson has claimed and received sales manager's approval for at least 500 gallons in the incentive program.

- ▶ Must be actively employed by a CITGO Full-Contract Marketer at the time any payment is made.
- ▶ May not be enrolled as both a Marketer salesperson and a sales manager.
- ▶ Owners or principals are not allowed to participate unless it can be shown they are serving directly and actively as a sales manager.
- ▶ Claims must be submitted with physical delivery address of new customer within 60 days of delivery. All 2025 claims must be entered by Jan. 31, 2026 to qualify. No exception will be made.
- ▶ Marketer sales managers will receive a quarterly payment of 20% of every dollar paid to salespeople enrolled during the quarter. This is awarded only if the sales manager's sales representatives' total submitted volume of qualified CITGO, Mystik, Clarion and industrial synthetic lubricants exceeds the prior quarter's volume for the MSR.

## Other

- ▶ Account transfers from other CITGO brands are prohibited, including those received via mergers/acquisitions.
- ▶ New account volume is not transferable. Should the salesperson leave one CITGO Marketer and begin work for a second company, volume will reset to zero gallons. No payment will be made on volume earned while working for a previous Marketer.
- ▶ This incentive is available for domestic Full-Contract Marketers only.



**Complete Go for the Green rules are available at [www.CITGOgfg.com](http://www.CITGOgfg.com).**

[www.CITGOgfg.com](http://www.CITGOgfg.com)



# Volume Incentive Plan

Another program that rewards growth, VIP encourages volume increases through new and existing customers.

Get Rewarded for Volume Growth

5% GROWTH\*

10% GROWTH

In One of the Following Brands



**When you achieve 5% growth\* in qualifying CITGO-, Mystik- or Clarion-branded products (year over year), you are eligible for the annual VIP payout\*. You must meet the following qualifying criteria:**

- ▶ Participate in annual account planning with CITGO.
- ▶ Participate in qualifying lubricants training sessions (i.e. Lubes School, Clarion Expert training, CITGO webinars) (minimum of two).
- ▶ Purchase minimum of 40,000 gallons in total eligible branded products in 2025.
- ▶ Achieve volume growth in one of the three brand families (based on 2025 sales):
  - ▷ 10% growth in Clarion Lubricants
  - ▷ 10% growth in CITGO Industrial Synthetic Lubricants
  - ▷ 10% growth in Mystik Lubricants

## Program Rewards

Cents per gallon (CPG) discount on all gallons paid annually

Growth*	CPG
Achieve 5% branded growth	5 cpg
Achieve 10% branded growth	10 cpg
Achieve 15% branded growth	15 cpg
Achieve 20% branded growth	20 cpg
Achieve 25% branded growth	25 cpg
Achieve 30% branded growth	30 cpg

Note: Based on the average annual volume over the last three years.

### NEW!

\*Growth is based on the average annual volume over the last three years.

## Additional Information

- ▶ The following branded products are excluded from BDF, GFG and VIP:
  - ▷ CITGO AW Oils (All HyDurance products qualify for VIP)
  - ▷ CITGO FR WG-40XD Hydraulic Fluid
  - ▷ CITGO Bar & Chain Oil
  - ▷ Clarion Claripac
  - ▷ Buy-back purchases
  - ▷ Any product designated as ineligible
- ▶ New Marketers: VIP baseline volumes will be established by CITGO.
- ▶ Volume acquired through merging of existing CITGO Marketers is not eligible.
- ▶ VIP Calculations are based of shipped products.





# 2 LUBRICANTS BRAND SUPPORT



Each lubricant brand has a unique campaign and message to better position the brand and increase awareness in the marketplace. Our overall goal is to generate quality leads for our Marketers; educate end users on the benefits of each brand; and to increase awareness, affinity and trust to help engender sales. 2025 will see continued use of techniques like geo-targeting ads, leveraging testimonials and increasing video production to promote the “why” of all the CITGO brands.



# Promotions

## Truck Care Centers

The collaboration with FleetPride continues to make CITGARD available to truckers on the highway. Rebates and other promotions are offered all year round at these centers.



## Branded Promotions

In 2025, we will continue to promote the brands while testing new ideas like the Heavy-Duty Contest and using other promotions like the Pallet Program in more unique ways. We will send notifications as promotions are developed, so check your in-box.

Enhanced FreightFree users will now have the option to receive special pricing to help completely fill the truck once an order qualifies for free freight.



## NASCAR

We're teaming up with up NASCAR's FrontRow Motorsports team as a primary race sponsor for the 2025 racing season. Stay tuned for race release dates and discover how you can take part in this exhilarating race experience.

## Mystik-AgPack Partnership

The Mystik-AgPack partnership is entering into its third year. Through the program, targeted at farmers and ranchers, Mystik opens the door to new business opportunities by identifying and delivering soft leads that you can convert to customers. Leads are generated from qualified agricultural customers who purchase Chevrolet, GMC, Nissan, Toyota, Ford, Jeep and RAM vehicles. Visit [Mystiklubes.com](http://Mystiklubes.com) for details.

Talk to your CITGO Senior Account Manager about AgPack.



Visit: <https://www.certifiedagdealer.com> for details.

## CREATING A PROMOTION?

If you're working on a promotion to support CITGO brands, work with your SAM to see how Lubricants Communications & Programs can help.



# Marketing Tools

We offer a variety of marketing tools that you can leverage to enhance your business. To discover how to make the most of these resources, reach out to your CITGO Senior Account Manager.

Our arsenal includes flyers, brochures, email marketing campaigns and more, all designed to boost your brand's visibility and help your business grow.



## Sign Portal

Find and order banners for your building, bays and events in the new Sign Portal by our vendor, C2 Media. This new process is faster and simpler, giving you greater control over the process. Banner types include: Vinyl/Mesh Metal Signs. Banner cost is based on size and quantity. This portal is an addition to the existing Large and Custom Signs portal.

*Find it on MarketNet: [CITGOMarketNet.com/Lubes/MarketingToolbox/BrandSigns.jsp](http://CITGOMarketNet.com/Lubes/MarketingToolbox/BrandSigns.jsp)*

## Literature Download from Print Store

With a newly-added **Download** button, you can simply download product literature from the PrintStore if you do not intend to order but want an electronic copy.

## Social Media Toolkit

Enhance your company's online presence by visiting our Social Media Toolkit on MarketNet. The resources provided can be personalized with corresponding photos for your company or personal social pages.

## Case Studies & Testimonials

Share your CITGO, Mystik or Clarion-related lubricant success stories with us and have your company featured in a case study and testimonial video.

Contact your CITGO Senior Account Manager for more details.

Testimonials are great conversation starters for your Marketer Sales Representative and can help expand your media content on your own digital channels.

Visit MarketNet to download a digital copy of a testimonial flyer.

Find CITGO Lubricants case studies on [CITGOLubes.com](http://CITGOLubes.com) > Resource Center > Case studies

Find Mystik Lubricants case studies on [MystikLubes.com](http://MystikLubes.com) > Resource Center



## Bulk Tank Label\* Portal

You can now order bulk tank labels from CITGO portal accessible via MarketNet. This new process is faster and simpler. Simply visit the CITGO C2i portal on MarketNet, register and order your materials. Labels ship in one to three business days, depending on quantity ordered and shipping option. Bulk tank labels cost \$5 for up to 10 with a price break to \$4.50 for higher quantities and a minimum order of \$35.00.

*Find it on MarketNet: [CITGOMarketNet.com/Lubes/MarketingToolbox/BrandSigns.jsp](http://CITGOMarketNet.com/Lubes/MarketingToolbox/BrandSigns.jsp)*

*\*Bulk tank labels are now 100% BDF-reimbursable.*

## CITGO Lubricants App

You can access product and brand marketing materials directly from the CITGO Lubricants app. When you download the app and sign up, each time new material is added, you get a notification so you can stay up-to-date on materials to support your marketing plans.



## Easily streamline your purchasing and logistics processes in as little as 4 clicks

A Program Like No Other • No Inventory Holding Costs

### CITGO® SwiftShip Program Features:

- ▶ Easy to navigate order management portal on MarketNet
- ▶ Expanded product line: a new range of top-quality Clarion® Lubricants and Industrial Synthetic lubricants available
- ▶ Access to real-time pricing, floor stock visibility and our intuitive cross-reference tool
- ▶ Prompt delivery of products to your customers
- ▶ Real-time information forwarding capabilities
  - ▶ OEM Recommendations
  - ▶ Safety Data Sheets
  - ▶ Product Information Sheets

Your trusted partner for all your industrial and specialty lubricant needs.

Order Management Line:  
1-800-331-4068, option 1  
[ordermanagement@citgo.com](mailto:ordermanagement@citgo.com)



Learn How to  
Access CITGO  
SwiftShip on  
MarketNet



# Stay in Touch

We want to stay in touch with you, so you can get the most value from your relationship with CITGO. Here are the ways you can connect with us.

## Online Presence

### ALL BRANDS

 linkedIn: [linkedin.com/company/CITGOlubes/](https://www.linkedin.com/company/CITGOlubes/)

### Mystik Lubricants

 facebook: [facebook.com/Mystiklubes](https://www.facebook.com/Mystiklubes)

 youtube: [youtube.com/user/Mystiklubricants](https://www.youtube.com/user/Mystiklubricants)

 instagram: [instagram.com/Mystiklubes/](https://www.instagram.com/Mystiklubes/)

### Websites:

[CITGOlubes.com](https://www.CITGOlubes.com)

[MystikLubes.com](https://www.MystikLubes.com)

[ClarionLubricants.com](https://www.ClarionLubricants.com)

### Get the Latest News

Sign up for our e-newsletters, News Flash and CITGONow Lubes, through your CITGO Senior Account Manager. We will continue to keep you informed about the brand and opportunities that exist.

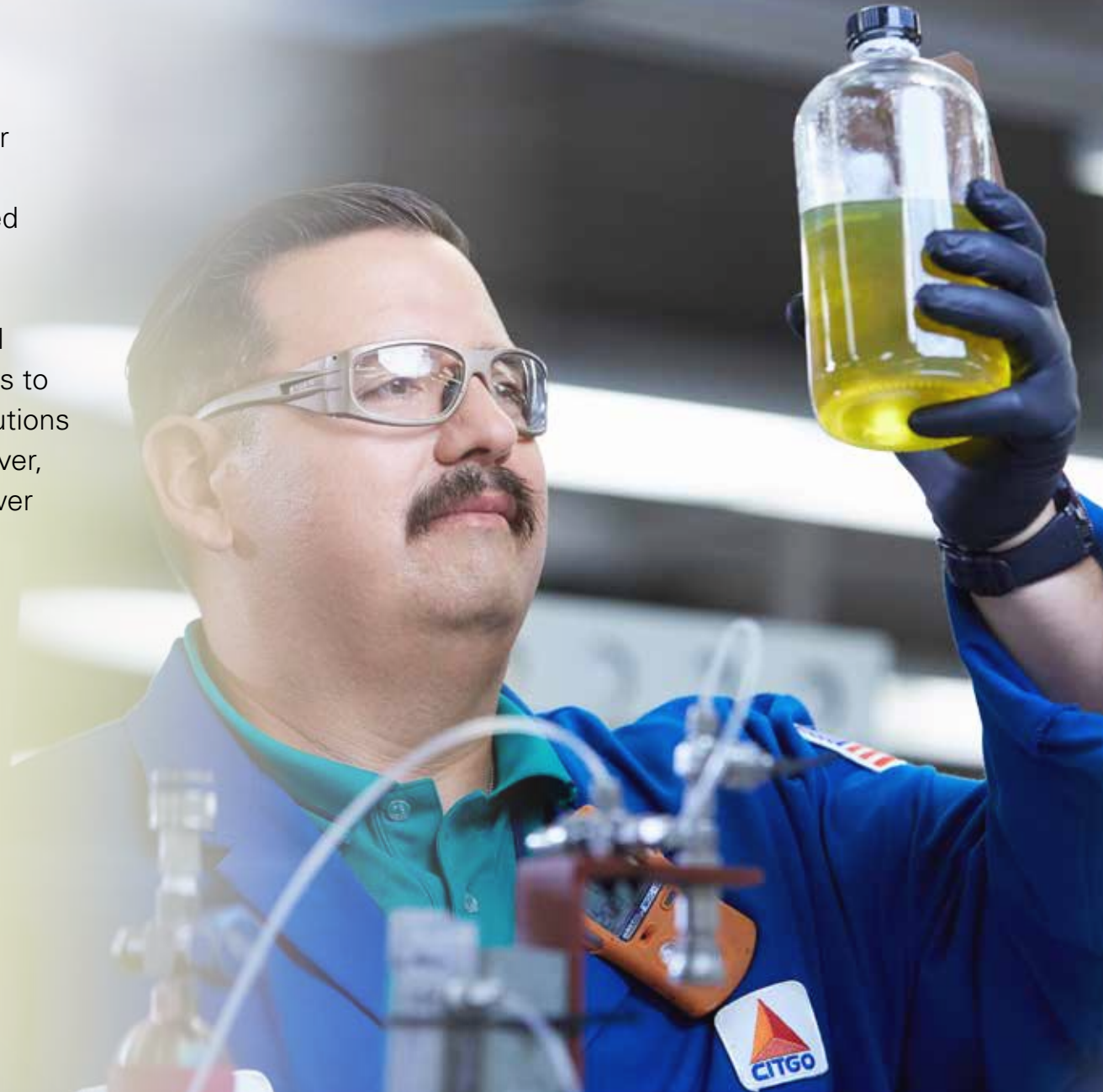
### Promote Your Brand

Tell us what you have been doing with the CITGO family of lubricant brands. We want to give your brand greater exposure by promoting your success stories, participation at trade shows and/or community events via our social media.



# 3 LUBRICANTS TECHNOLOGY AND TRAINING

The CITGO lubricants technology team offers a variety of solutions to help your customers get the most out of their relationship with CITGO. With our varied technology offerings, you can help your customers pick the correct product, assess the condition of critical equipment, analyze in-service lubricants to pinpoint problems, and offer viable solutions to meet their lubrication needs. Moreover, CITGO offers a US-based product answer line for technical support.





## LubeAlert® Fluid Condition Monitoring Service

LubeAlert is a state-of-the-art oil analysis service used for predictive and preventative equipment maintenance. The LubeAlert platform has been redesigned and optimized for better results. The programs offers:

- ▶ Improved Data Searchability
- ▶ Customizable Management Reports
- ▶ Responsive Customer Service
- ▶ Faster Results
- ▶ Simplified Test Packages with More Results

You can find on-demand LubeAlert trainings (webinars) on MarketNet.

For more information, visit [LubeAlert.com](http://LubeAlert.com), call LubeAlert Customer Service at (844) 669-5608, or email [lubealert@alsglobal.com](mailto:lubealert@alsglobal.com)



## LubeAssure™ Lubrication Management Program

Lubrication errors can be costly; therefore, simplifying the process of organizing and identifying lubricants will ultimately lead to a safer, more efficient operating environment. That is the goal of the CITGO LubeAssure Lubrication Management Program. LubeAssure is a value-added program designed to help plant managers to communicate their lubrication application plan and best practices in a simplified manner, using the Oil Safe System™ color-coding products, and easy-to-use storage and transfer containers.

The value of LubeAssure helps you to attract new business. It offers you:

- ▶ 30% off listed Oil Safe products
- ▶ 50% off listed technical trainings from Noria Corporation
- ▶ Discounted technical trainings offered by CITGO subject matter experts
- ▶ Lubricants application charts
- ▶ Free technical and knowledge base bulletins
- ▶ Free access to CITGO LubeAdvisor® and CITGO LubeAlert® Fluid Condition Monitoring Service

These discounted offerings can be offered as promo incentive to your customers, while you continue to enjoy the high sales margin that comes with selling industrial products.

Access to the LubeAssure portal is free and applicable expenses are 100% BDF reimbursable.\*

*\*See BDF section for details.*





# Training

An educated team is a strong sales team. An educated customer is an appreciative, repeat customer. For this reason, CITGO lubricants offers training opportunities for you, your team and even end-users throughout the year. This includes, specialty seminars such as Clarion Expert Training, monthly technical webinars and our most-popular CITGO Lubes School, where your team can learn about products and how to sell them.

## 2025 Training Opportunities

See CITGONow Lubes and News Flashes for specific 2025 training opportunities as they become available. Training is covered by your Business Development Fund (BDF). Class sizes are limited to 25 participants and fill up fast. CITGO lubricants also offers online training options, like webinars and Computer-Based Trainings (CBTs) which can be accessed through MarketNet.

### **CITGO Technical Resource Institute (TRI)**

Receive training from CITGO & certified freightliner technician trainers from the McCoy/Stoops Training Academy. This heavy-duty equipment training provides an opportunity to learn how a truck undergoes preventative maintenance and key troubleshooting techniques. Please contact your CITGO Senior Account Manager to reserve your seat for this new and exclusive training opportunity.

### **CITGO Lubes School**

Collaborate with trained CITGO faculty to gain technical lubricants knowledge, invaluable sales trade secrets and understand the robust CITGO, Mystik and Clarion Lubricants products lines at the popular CITGO Lubes School.

Please contact your CITGO Senior Account Manager to reserve your seat for this highly sought-after week-long training session.

### **Lubricants Webinars**

Please go to MarketNet > Training And Workshops > Webinars to mark your calendars for upcoming webinars and view past webinars on-demand.



# WHICH LUBRICANT IS RIGHT FOR YOUR VEHICLE OR EQUIPMENT?

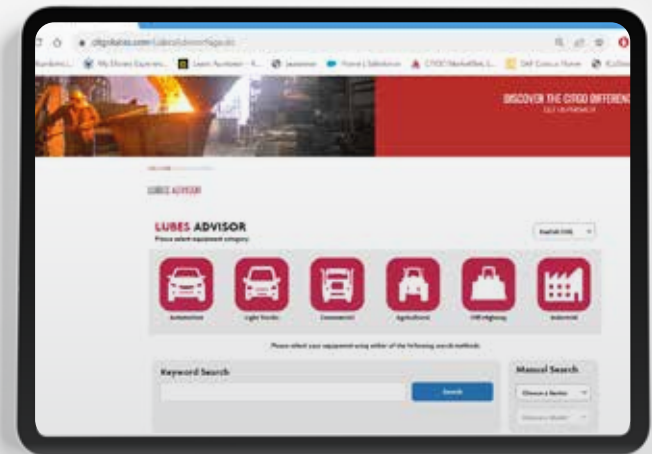
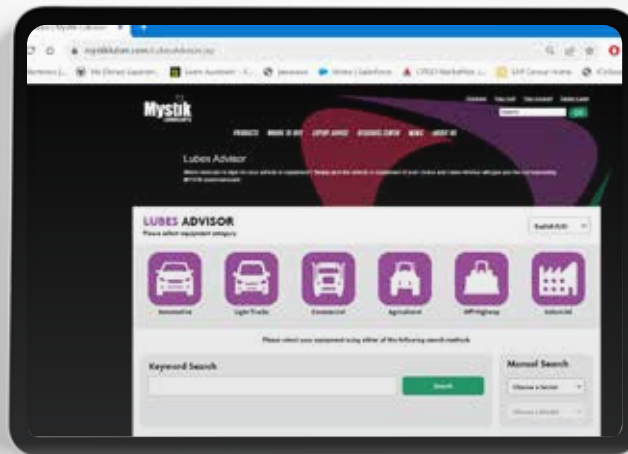
## Product Answer Line: 800-248-4684

The CITGO lubricant technology team provides US-based telephone and email support for all lubricant technology-related questions, Monday through Friday from 8 a.m. – 5 p.m. CST. Typical requests include product selection, cross-references, troubleshooting, product information sheets and SDS.

Refer to the Contact Section for Product Answer Line and Technology Support as well as the contact page on MarketNet.

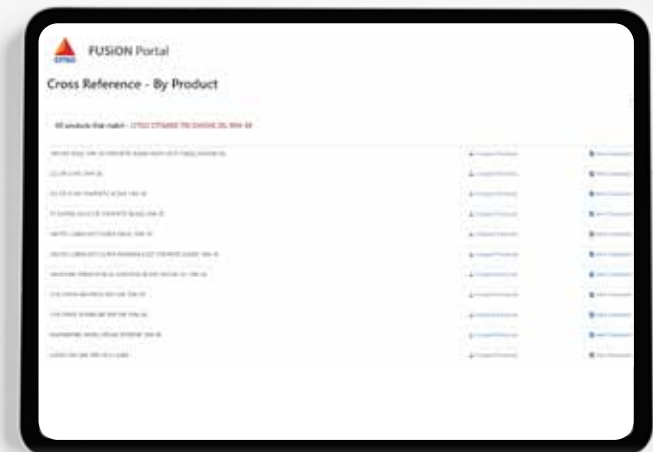
## Lubes Advisor

The one question on the minds of all lubes customers: “Which oil is best for my vehicle?” Lubes Advisor is a self-service tool that helps you answer that question. Go to CITGOLubes.com or MystikLubes.com to find the specific product for your passenger car, light commercial vehicle, trucks or bus, agricultural equipment or construction, mining or material handling equipment.



## Product Cross Reference

This is a self-service tool available on MarketNet that allows you to search for a CITGO lubricants recommended alternative to competing products. It is ideal for use when helping new customers make a switch or for growing your business with an existing customer.



## Automotive & Quick Lube Support

We offer a variety of assistance to support your PCMO and HDEO quick lube efforts. From a rebate program with online registration to signage. All rebate information can be found on MarketNet. Signage can also be ordered through MarketNet.



Lobby Poster



Counter Mat Frame with Insert



GoBox Promotion



Feather Banners



60 x 36 Banners



Window Sign



Rebate Flyer/Poster



Double-sided Windmaster Sign



We offer a CITGO quick lube option called Fast Lube B. This option gives you CITGO branded signs to compliment your current look/image and a one-time grand opening allowance of \$1,000.



## TECHNICAL SUPPORT

### Product Answer Line

1-800-248-4684  
lubeshelp@citgo.com

### LubeAlert Customer Service

(844) 669-5608  
lubealert@alsglobal.com

## Grease Technology

### Sandy Cowan

Grease Technology Manager  
scowan@citgo.com  
405-270-6255

### Doug Rice

Sr. Product Specialist, Grease  
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405-270-6225

### Greg Lytle

Product Specialist, Grease  
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405-270-6294

### Tobiah Isbell

Product Specialist, Grease  
tisbell@citgo.com  
405-270-6244

## Fluid Technology

### Abdul Maye

Manager, Lubricants Technology  
*On-Site Customer Training Requests, On-Site Field Support, Blend Plant General Support*  
amaye@citgo.com  
832-486-5753

### Steve Bowles

*Sr. Product Specialist*  
*Heavy Duty Engine Oils (e.g. CITGARD, includes mobile CNG/LNG type engine oil), Heavy Duty Driveline Lubes (except ATF & Tractor Hydraulic) (e.g. SynDurance All Seasons HD, Driveshift Synthetic TF, SynDurance Synthetic MTF, EMGARD MTF), Small Engine Oils (e.g. 2 stroke, 4 stroke SEO), Small Engine Gear Oils, Railroad Engine Oils, Railroad Journal Lube, Blend Plant General Support*  
sbowles@citgo.com  
832-486-4787

### Abdul Maye

*Sr. Product Specialist*  
*Passenger Car Motor Oils (e.g. SuperGard), Automatic Transmission Fluid (ATF), Power Steering Fluid, Stationary Natural Gas Engine Oils (e.g. Pacemaker GEO, Mystik Terra), Compressor Oils (e.g. CITGO CompressorGard, Compressor Oil 35 LP, 45 LP), Production Batch Blend Corrections, Blend Plant General Support*  
amaye@citgo.com  
832-486-5753

### Frank Hayes

Product Specialist  
*Automotive Gear Lubes, Industrial Gear Lubes (e.g. CITGO EP Compound, CITGEAR XCO, CITGEAR HT, CITGEAR EP) Misc. Industrial (e.g. CITGO Hytherm, PackGard (Fluids), Way Lubes (e.g. Sliderite), Concrete Form Oil, Rock Drill Oils, Cylinder Oils, Transformer Oil), Services (e.g. LubeAlert, Lubes Advisor (Tech Aspects), Fusion Online Cross Reference, PIES, LubeAssure), Blend Plant General Support*  
fhayes@citgo.com  
832-486-1519

### Matt Gerber

Sr. Product Specialist  
*Tractor Hydraulic Fluid, Industrial Hydraulic Oils (e.g. Synthetic Hydraulic Fluids, Press Oils, Elevator Oils), Paper Machine Oils, FR Fluids, ND General Purpose Oils, Clarion Lubricants, Blend Plant General Support*  
mgerber@citgo.com  
708-780-5923

### Julio Acosta

Product Specialist  
*R&O, Pacemaker Oils (e.g. Pacemaker, Packer T, Pacemaker SD, Pacemaker ST, Pacemaker HV, Sentry Oils), Refrigeration Oils (e.g. ICE Machine Oils, North Star), Quench Oils, Process Oils, Bar & Chain Lube, Koolblade, Blend Plant General Support*  
jacost1@citgo.com  
832-486-1519

### Amber Fessler

Sr. Sector Manager  
*Commercial Trucking, Off Road, Agriculture, Railroad, Automotive, Small Engine OEM, Oil and Gas Industry, Industrial Engine OEM, VEKTOR Marketer Audits, Technical Service Requests, Scheduled Technical Seminars (e.g. Lube School), Webinar Training,*  
afessle@citgo.com  
832-486-5904

### David Turner

Sr. Sector Manager  
*General Industrial, Industrial Processing, Industrial Hydraulic Systems, Petrochemical, Forestry, Food and Beverage Processing, Inland Marine, Environmental Lubes, Industrial Gear OEM, Marketer Product Repackaging Approval, VEKTOR Marketer Audits, Technical Service Requests*  
dturne3@citgo.com  
832-486-4719

## BRAND DEVELOPMENT

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### Kevin Hill

Lubricants Marketing Program Manager  
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khill1@citgo.com

### Tina Watson

Lubricants Marketing Support Manager  
*(GFG, Rebates, BDF, Trade Shows)*  
1-800-32-CITGO, ext. 4449  
awatson@citgo.com

### Rosie Hoang

Lubricants Promotions Manager  
*(Sponsorships, Social Media, Regional Advertising Support)*  
1-800-32-CITGO, ext. 4292  
rhoang@citgo.com

### Brandon Thompson

Product Manager  
1-800-32-CITGO, ext. 5983  
bthomp3@citgo.com

### Erica McDonald

Product Manager  
1-800-32-CITGO, ext. 4105  
emcdona@citgo.com

## Customer Experience

### LaMeka Washington

*Customer Experience Manager*  
832-486-4161  
lwashin@citgo.com

## Pre-Shipment Inquires

### Regional Accounts

1-800-331-4068, option 1  
Fax: 713-570-5436  
ordermanagement@citgo.com

### Retail/Private Label Customers

1-800-432-4846, option 1  
Fax: 713-570-5431  
retail@citgo.com

### National Accounts Customers

1-800-554-4075, option 1  
Fax: 713-570-5433  
natlact@citgo.com

### International Customers/Direct Sales

1-800-225-5319  
Fax: 713-570-5435  
lubeint@citgo.com,  
dirsale@citgo.com

## Post Shipment Inquiries

### LaMeka Washington

*Customer Experience Manager*  
832-486-4161  
lwashin@citgo.com

### Su Karmaker

*Customer Experience Officer*  
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lubescs@citgo.com

### Rusty Stroud

*Customer Experience Officer*  
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## VEKTOR Partner Concierge Contacts

### Amanda Ramikissoo

VEKTOR  
1-800-248-4015 Fax: 713-570-5436  
VEKTOR@citgo.com



### David Thomas

VEKTOR  
1-800-248-4015 Fax: 713-570-5436  
VEKTOR@citgo.com



## Program Appendix: Product Exclusions

The following products are excluded from BDF, VIP and GFG payouts. Buy-back purchases and any product designated as ineligible are also excluded from these programs.

Material Number	Material Description	Material Number	Material Description
622515001001	CITGARD HD SAE 15W-40 55G	633616001004	HYDURANCE AW NZ FLD 46 5G PL
622515001169	CITGARD HD SAE 15W-40 3/1G SH	633935001001	CITGO A/W HYD FLD SUPER MV 55G
625091001097	CITGO NO. 93740-BLUET/T	633935001097	CITGO A/W HYD FLD SUPER MVT/T
633006001004	PACEMAKER OIL SAE 100 5G PL	638110001097	CITGO BAR & CHAIN OIL T/T
632040001097	CITGO PACEMAKER GEO 1440T/T	638110001098	CITGO BAR & CHAIN OIL T/C
633323001004	TRANSGARD HDTRANS FLD SAE 30 5G PL	638110001107	CITGO BAR & CHAIN OIL 330G WC
633331001097	CITGO HEAVY DUTYTRANS FLD 10WT/T	648325001001	CITGO FR-40 XD HYD FLUID N55 GL
633333001004	CITGO HEAVY DUTYTRANS FLD SAE 30 5G PL	648325001004	CITGO GLYCOL FR-40 XD 5 GL PAIL
633333001097	CITGO HEAVY DUTYTRANS FLD SAE 30T/T	648326001001	CITGO FR WG-40XD HYD FLD 55G
633335001097	CITGO HEAVY DUTYTRANS FLD 50WT/T	648326001003	CITGO FR WG-40XD HYD FLD 275G WC
633420001001	CITGO A/W HYD OIL 46 55GTH	648326001097	CITGO FR WG-40XD HYD FLDT/T
633491001001	CITGO AW HYD OIL 32 55G	648326001107	CITGO FR WG-40XD HYD FLD 330G WC
633491001004	CITGO AW HYD OIL 32 5G PL	661290001097	CITGO HYD PRESS OIL 68T/T
633491001097	CITGO AW HYD OIL 32 T/T	661721001097	DROMT/T
633491001107	CITGO AW HYD OIL 32 330G WC	663980001076	CITGO GOBOX RACK
633492001004	CITGO AW HYD OIL 46 5G PL	663980002076	MYSTIK GOBOX HALF RACK
633492001097	CITGO AW HYD OIL 46 T/T	663981001076	GOBOX BOTTLE
633492001107	CITGO AW HYD OIL 46 330G WC	663991002076	SPACEKRAFT CUTTINGTOOL
633493001001	CITGO AW HYD OIL 68 55G	665324001099	LITHIUM COMPLEX BASE GREASE 2.5T/T
633493001004	CITGO AW HYD OIL 68 5G PL	698857001097	CITGO 8010BURT/T
633493001097	CITGO AW HYD OIL 68 T/T	698870001097	CITGO V534BURT/T
633592001001	CITGO A/W 68 MINING HYD OIL 55G	698870001098	CITGO V534BURT/C
633608001004	HYDURANCE AW FLUID 46 5G PL	627920001097	PROCOIL 920T/T
633608001336	HYDURANCE AW FLUID 46 5G PL (BLCK)	627950001001	PROCOIL 950 N55 GAL
633612001004	HYDURANCE AW ALL-TEMP NZ 32 5G PLAS PL	639468001004	CITGO TRUKUT GP 205 5G PL
633613001004	HYDURANCE AW ALL-TEMP NZ FLD 46 5G PL		





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