



THE LEGEND OF CALTEX HAVOLINE®

Continues:

Stand to WIN a VW Polo GT.



Kickstart your own legend with the grand prize of a VW Polo GT

or R20 000 EVERY WEEK up for grabs!

Dear Retailer / Branded Marketer,

Our exciting Havoline® promotion will run between 25 April - 20 June 2025.

Objectives:

- Drive brand awareness
- Drive the sales of Havoline® lubricants

What do customers have to do?

- Buy any Caltex Havoline® product and stand to win prizes.

The prize?

- Customers stand to win a VW Polo GT or their share of R20 000 weekly.

How do customers enter?

- WhatsApp Havoline to +27 64 751 1030

Please read below for more details on this upcoming promo, and follow the guidelines on how to use the promotional material in your forecourt.

For any queries, email zaservice@astronenergy.co.za or call 086 030 0860

Thank you





1. Pump Wobbler

Inform customers about the promotion while they fuel up.

Please see the next page of how to install the wobblers where customers can see them.



2. A0 Poster

Grab the attention of customers as they drive in and out of the forecourt.

3. A5 Flyers

These double-sided flyers educate customers on the detailed promotional mechanics. CSAs should hand these out to customers at the pumps.

4. Lanyard Card

Prompt customers to ask CSAs about the promo. CSAs can wear promotional lanyards with their uniform.



CSAs to wear lanyard provided



Installation Guide

Wobbler:



Pump wobbler is round with a plastic arm for attachment.



Remove the red strips from the plastic arm.



Stick wobbler on the side of the pump.

A photograph of a Caltex gas station with a Fresh Stop convenience store. The station has a red and white star logo on the canopy. The Fresh Stop store has a green sign that says "FRESH STOP fill up, fresh up!". A green car is parked at the store. In the background, there are trees and a clear sky. A tall sign on the right side of the station lists services: Car Wash, Workshop, and ATM.

CSA Talking Points:

- **Have you heard?**
Ask customers if they have heard about our promotion.
- **Win a VW Polo GT or weekly cash prizes**
Weekly cash prizes are up to the value of R20 000.
- **How to qualify:**
Customers will need to purchase any Havoline® product.

A photograph of a Caltex gas station with a Fresh Stop convenience store. The station has a red and white star logo on the canopy. The Fresh Stop sign is green and white. A green car is parked in the foreground. The background shows a landscape with trees and hills under a cloudy sky.

Retailers & their CSAs could stand to win awesome cash prizes!

Each week, one winning site will walk away with: R2,500 for the retailer as well as an additional R2,500 for their amazing CSAs!

- **How to enter :**

- Make sure your POS is in the best position.
- Use your trade presenter as a setup guide.
- Bring the vibes and get as many customers as possible to enter the Havoline[®] promotion.
- Bring the same energy to your digital platforms that you do on the forecourt.
- Every site needs to look as clean as possible for our customers.
- Ts & Cs apply.

