

MOPAR® BULK OIL NEW QUALIFIER ROLLOUT



The Mopar® Bulk Oil (MBO) program wants to give all FCA US dealers credit where credit is due! Starting July 1, 2018, the MBO qualifier will no longer be based solely on volume by dealer parts group size. Instead, qualifying dealers will need to hit a \$10 or greater ratio of oil purchased through the program to unique FCA US vehicle identification numbers (VINs).

Example 1 (QUALIFIES FOR REWARDS)

Month 1	Month 2	Month 3		
		(Current Month)		
\$2,000	\$1,000	\$2,000	=	\$5,000
500			=	\$10

(Prior 3 months Unique FCA US VINs)

If a dealer purchases \$2,000 for the current month, \$3,000 for the prior two months, and services 500 unique FCA US vehicles, the calculation of \$10 meets the \$10 minimum threshold per VIN.

Example 2 (DOES NOT QUALIFY FOR REWARDS)

Month 1	Month 2	Month 3		
		(Current Month)		
\$1,000	\$1,000	\$1,000	=	\$3,000
750			=	\$4

(Prior 3 months Unique FCA US VINs)

If a dealer purchases \$1,000 for the current month, \$2,000 for the prior two months, and services 750 unique FCA US vehicles, the calculation of \$4 does not meet the \$10 minimum threshold per VIN.

ALL MBO product pack sizes and bulk will be included!

Combined Oil Metrics = Oil Penetration

The NEW Oil Penetration target will be \$10 per unique VIN serviced. It will look just like the previous Synthetic target, but it will now include all bulk, packaged oil and ATF. Oil Penetration qualifier for Dealer Rewards will also be the new qualifier for MBO program.

1. MBO Filter Rewards dealers receive monthly credit based on the retail sales (sold on a CRO, IRO or Service Contract) of the following Mopar® Parts:

▶ Mopar Oil Filters -
Earn 45% of Dealer Net MBO Rewards credit*

▶ Mopar Air Filters -
Earn 25% of Dealer Net MBO Rewards credit*

*MBO Rewards credit requires the retail sale of the Mopar Bulk Oil quart part number on the same repair order.

2. MBO Quarterly Cash Back is a quarterly rebate based on the total combined purchases of Mopar Bulk Oil/ATF+4.

3. An Additional Benefit of being enrolled in the MBO program is inclusion into special promotions and incentives. 2018 examples: Summer Service Lane incentive, select MSER LOF incentives, Digital LBN Consumer Rush.

Quarterly Cash Back is still calculated based on bulk gallons (packaged gallons not included).

To enroll in the MBO program, [CLICK HERE](#)
or contact Mopar Bulk Oil headquarters at
800-352-2174.

4. Mopar Bulk Oil 100% interest-free funding through Shell Lubricants for loans up to five years. These BDFs (Business Development Funds) can be used to install equipment that will help grow the dealer's Express Lane/Oil business. **In addition, new eligible funding categories, including local marketing, personnel and technology expenses, have been added to the BDF funding program.**

For more BDF information, [CLICK HERE](#) or contact MBO headquarters at 800-352-2174.

MBO Rewards credit requires the dealer's retail service sales data to be extracted from the dealer's DBS and transmitted to Mopar.

QUARTERLY CASH BACK SCALE

500 to 999 gallons	\$0.05 per gallon
1,000 to 1,499 gallons	\$0.10 per gallon
1,500 to 2,999 gallons	\$0.15 per gallon
3,000 to 5,999 gallons	\$0.20 per gallon
6,000 to 11,999 gallons	\$0.30 per gallon
12,000 to 19,999 gallons	\$0.50 per gallon

HIGH-VOLUME QUARTERLY CASH BACK SCALE

20,000 to 34,999 gallons	\$0.60 per gallon
35,000+ gallons	\$0.70 per gallon

5. Mopar Bulk Oil is delivered and invoiced in metered gallons. Dealers must use the bulk **quart** part numbers listed in the first column that correspond with the gallon part number invoiced to report sales and charge out Mopar Bulk Oil/ATF+4 in the parts section of a CRO, IRO or Service Contract:

QUART	PART NUMBER/DESCRIPTION	BULK GALLON
68055890AA	5W20 (SM/GF-5)	68101996AA
68055891AA	5W30 (SM/GF-5)	68101997AA
68055892AA	10W30 (SM/GF-5)	68101998AA
68055893AA	15W40 (CJ-4/CI-4+)	68101999AA
68357422AA	Rotella T6 (Synthetic)	68232237AA
68349314AA	5W20 (Pennzoil High Mileage)	68349310AA
68349315AA	5W30 (Pennzoil High Mileage)	68349311AA
68283520AA	0W20 (Platinum Synthetic)	68283518AA
68247836AA	5W20 (Platinum Synthetic)	68232244AA
68339482AA	5W30 (Platinum Synthetic)	68232245AA
68258687AA	5W20 (Pennzoil Gold)	68258686AA
68258689AA	5W30 (Pennzoil Gold)	68258688AA
68258691AA	5W40 (Pennzoil Ultra Euro)	68258690AA
68055894AA	ATF+4 (MS-9602)	68102000AA
68333664AA	ATF Multi Vehicle (Pennzoil Platinum)	68333663AA



6. MBO Purchases [CLICK HERE](#) to earn Dealer Rewards, (dealers can earn up to 9% Dealer Rewards Discount).

7. MBO Dealers [CLICK HERE](#) to earn Mopar One funds, and earn discounts on Mopar Vehicle Protection® and convenience items.

8. MBO Dealers earn 2% - 4% Parts Return Allowance on Bulk Oil purchased from Mopar.

Please contact Mopar Bulk Oil Headquarters at 800-352-2174 or support@mboprogram.com for more information on the MBO program.

