

Call-To-Action CTA Newsletter



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August 26, 2025

Featured Topics

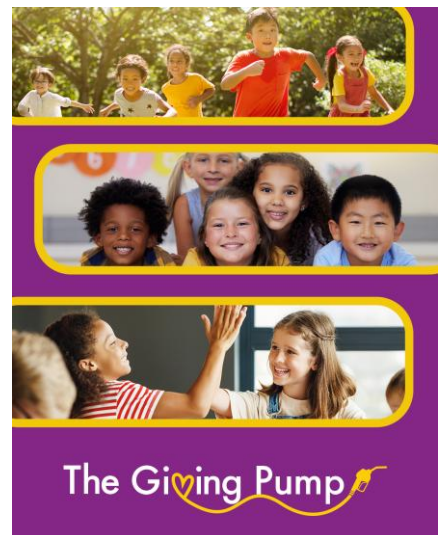
2025 Giving Pump Campaign Kicks Off!

The Giving Pump returns this fall, live at over 6,500 participating Shell sites nationwide from September 1 through October 31. Thanks to your efforts, this year's campaign will help raise funds for more than 400 charities across the US.

To ensure a strong launch in your community:

- Take Advantage of Marketing Toolkits: Access the [Wholesaler Marketing Toolkit](#) to promote your local campaign, and share the [Charity Marketing Toolkit link](#) with your charity partners.
- Install POP Materials: Ensure sites have POP installed by September 1. All kits should arrive by August 25 – for any questions contact Pointsmith at 1-800-762-5213 or e-mail shellemailorders@pointsmith.com

This year, consumers will see The Giving Pump everywhere! Social media, podcasts, YouTube, Gas Buddy, iHeart Radio, Email Campaigns, PR, and much more. Plus, a new commercial featuring Joseph F. Boente & Sons, a Shell wholesaler for 96 years, showcasing how their Giving Pump efforts are directly funding an Illinois community charity.



Diamond Deal: Cintas Restroom Services

IT'S A FACT:

95% of consumers surveyed said they would avoid an establishment in the future if they found the restroom dirty.

84%+ deem a restroom to be dirty if the soap or paper dispensers are empty.

Cintas Proprietary Research

Shell and Cintas have teamed up to create a solution to help address the cleanliness of your restrooms. As the leader in their industry, Cintas provides restroom supplies and services to keep restrooms looking great throughout the week.

The Cintas Diamond Deal is a service geared to help you increase repeat customers every time they visit your restrooms. A Cintas representative will professionally install all the necessary dispensers and provide weekly service options to ensure you have product available for your dispensers as well as chemicals to keep your restrooms clean.

Cintas' program options are flexible for your changing needs with no upfront cost to you. Shell retailers can save between 10% and 25% with Cintas National Account pricing. Savings vary based on retailer's number of participating stores.

To learn more about this program or to contact Cintas to get started, visit the [Diamond Deal Vendors page](#) in MarketHub.

If you have additional questions about the Cintas Diamond Deal, contact [Meg Love](#).



The Power of Loyalty

In-Store Rewards – September Offers

Help drive consumer awareness and increase your c-store sales by printing the POP and displaying the In-Store Rewards products near the register. As a reminder, members with Platinum Status earn 2x on all In-Store Rewards offers.

- **Power Deal - Buy 3 100% Natural Spring Water 1 L, earn 10¢/gal**
- Buy 3 100% Natural Spring Water 700 ml, earn 7¢/gal
- Buy 1 100% Natural Spring Water Case Pack 24/16.9oz., earn 5¢/gal
- Buy 2 Reese's/Hershey's/KitKat King Size, earn 4¢/gal

- Buy 1 Popwell 12oz or SI Starburst 16oz, earn 3¢/gal
- Buy 1 Splash Refresher™ Sparkling Water 16oz., earn 5¢/gal

[Click here](#) to view the reference materials including high resolution artwork, POP templates for local printing, flyer with UPCs, change mat inserts and Wayne Anthem dispenser slides. Check the Fuel Rewards® or Shell App regularly to view additional short-term digital only offers.

If you have any questions, please contact mark.dyer@shell.com

Fuel Rewards® Members can Save \$1/gal when Purchasing Pennzoil

Pennzoil and the Fuel Rewards® Program are teaming up to offer \$1/gal when a consumer purchases Pennzoil Platinum®, Platinum High Mileage or Pennzoil Ultra Platinum™ at AutoZone or select Jiffy Lube locations. The offer will run from August 26, 2025 – November 30, 2025 and be available at all AutoZone stores and in 8 Jiffy Lube markets.

- Jiffy Lube Markets: Atlanta, Baltimore, Knoxville, Las Vegas, Portland OR, San Antonio, Tampa & Washington DC.

Jiffy Lube will be offering an additional \$1 off per gallon when a consumer purchases a second oil change.

When the consumer purchases 5 quarts of a qualifying Pennzoil product, they can scan a QR code or go to Pennzoil.com/fuelrewards to upload their receipt. Once the purchase has been validated, they will receive an email with a reward code to add to their Fuel Rewards® account.

AutoZone will be supporting the offer with in-store signage, digital advertising on AutoZone.com and email to AutoZone Loyalty Members. Jiffy Lube will also have in-store signage in addition to geotargeted social posts and posts by Pennzoil influencers. Pennzoil will feature the offer in several media placements, including NBC Peacock and Display ads. The Fuel Rewards® Program will email members, and the offer will be displayed in the Fuel Rewards® and Shell Apps.

The graphic features a yellow background with a black banner at the top containing the Shell and Fuel Rewards logos. Below the banner, the text "GET \$1 OFF PER GALLON AT THE PUMP." is prominently displayed in yellow and white. To the left, a shopping cart icon is next to the text "BUY 5 quarts of qualifying Pennzoil Platinum® Full Synthetic motor oil online or in-store." To the right, a QR code is labeled "SCAN the QR Code or go to pennzoil.com/fuelrewards" and an upload icon is labeled "UPLOAD your receipt to receive your Shell Fuel Rewards® code for \$1 off per gallon (up to 20 gallons) at the pump!". On the far right, three yellow Pennzoil oil jugs are shown: Ultra Platinum Full Synthetic (20,000 miles), Platinum Full Synthetic (15,000 miles), and Platinum High Mileage Full Synthetic (15,000 miles). Fine print at the bottom left states "VALID SEPTEMBER 1, 2025 – NOVEMBER 30, 2025" and includes additional terms and conditions.

Reminders

MarketHub 2.0 is Coming This Fall!

Thank you to those who participated in the first two sessions of a series of informative webinars designed to help you navigate and maximize your use of the new Shell MarketHub 2.0. If you missed those sessions or want to revisit them, you can access the recordings on the [Shell Mobility Academy MarketHub page](#).

Key reminders to ensure your team is ready to transition to MarketHub 2.0:

1. Confirm your customer admin account within MarketHub is active.
2. Review subscriptions and account permissions for yourself and your organization (including dealers) to ensure the correct individuals will receive and have access to what they need for the upcoming launch.
 - Link to [Managing Subscriptions](#)
 - Link to [Managing Users](#) – Double check that accounts do NOT share an email address

Great news! Subscriptions in 1.0 will carryover to 2.0, but keep in mind there will be cutoff dates which we will communicate for any adds/edits to existing subscriptions before the migration.

For questions regarding account set ups, please reach out to the Shell Solutions Center at ssc@shell.com.

3. Ensure timely volumes entry for incentives: The last day to enter volumes, including for September, in Shell MarketHub 1.0 is Monday, October 13.



Save the Date! The third part in the webinar series takes place on Tuesday, September 9 at 11am CT, when we will provide Shell Ready refresher, review Pricing Tools, explore Reports, demonstrate how to upload MVI Images, plus more!

Stay tuned for additional communications over the coming weeks, including connection instructions to link to the new API, email log in instructions, and short training videos available on Shell MarketHub 1.0. For now, you can [click here](#) to view a list of Shell MarketHub reports that will be available through API.

We look forward to this exciting next generation of Shell MarketHub coming soon! [Click here](#) to view the MarketHub 2.0 highlights video.

Fuel Rewards® New Member Offer Extended through October 31

As a reminder, Shell is excited to share that to keep up great momentum, the Fuel Rewards® New Member Offer has been extended through October 31, 2025! The campaign extension pertains to all digital

channels.

With this extension, New Fuel Rewards® members that join the program during the campaign will continue to earn 10¢/gal* on their first fill, 20¢/gal* on their second fill, and 30¢/gal* on their third fill. This offer applies to all enrollment channels, including if a new member signs up through a Site Staff Rewards badge, through an ad, on the Fuel Rewards® website, or through enrollment at the pump.

This campaign extension is digital only. Therefore, you will remove all 10/20/30 POP on August 4 and put up the new Shell Fuels & Loyalty Forecourt campaign materials previously communicated to you. These new POP kits are shipping at the end of July.

Customers can enter for a chance to enjoy the Austin Grand Prix like VIP!

As a reminder, now through August 31, 2025, customers who join Fuel Rewards® and existing Fuel Rewards® Members have an opportunity to enter for the chance to win a VIP Experience at the Austin Grand Prix!

Winners will receive top-tier Grandstand seats, exclusive paddock tours, food, accommodation and Shell and Ferrari Merch! Customers can learn more by visiting Shell.us/experience. This is yet another way SVPN+ continues to offer MORE.

