



Not just oil, Pennzoil.®



Nancy Bailey & Associates, Inc.

BUILDING BRANDS THROUGH LICENSING

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The Power of the Brand

Pennzoil® is the #1 brand of motor oil in the U.S. and has been for more than 20 years. It is the #1 performing automotive brand at the mass-market level. For the fifth year in a row, Pennzoil topped the list of premier automotive “power brands” in America, beating the competition in quality, recognition and trustworthiness.

Consumer Brand Awareness

- 97% consumer brand awareness
- Pennzoil is the #1 preferred motor oil brand in the U.S.
- Major NASCAR Nextel sponsorship, Kevin Harvick, drives the #29 Shell-Pennzoil car
- Pennzoil Ultra™ is the only motor oil recommended by Ferrari North America
- Pennzoil lubricants technology used in Aerospace



Brand Extensions / Worldwide Licensing Opportunities

Extend the Pennzoil brand into other DIY relevant automotive accessories that meet performance needs as well as automotive maintenance. Categories available for licensing include:

- car batteries • belts • hoses • spark plugs
- booster cables • engine tools
- shop vacs • hand cleaners • shop towels
- garage storage and organization
- work benches, and much more



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Marketing & Promotional Activities

- Pennzoil products are marketed in over 60 countries
- Strong retail distribution across all channels
- Supported by over \$20M annually with over 2.3 billion impressions in:
 - » Media (TV, Print, Internet) reaching 95% of the motor oil market
 - » Strong Share of Voice
 - » Direct marketing
 - » Innovative consumer promotions



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