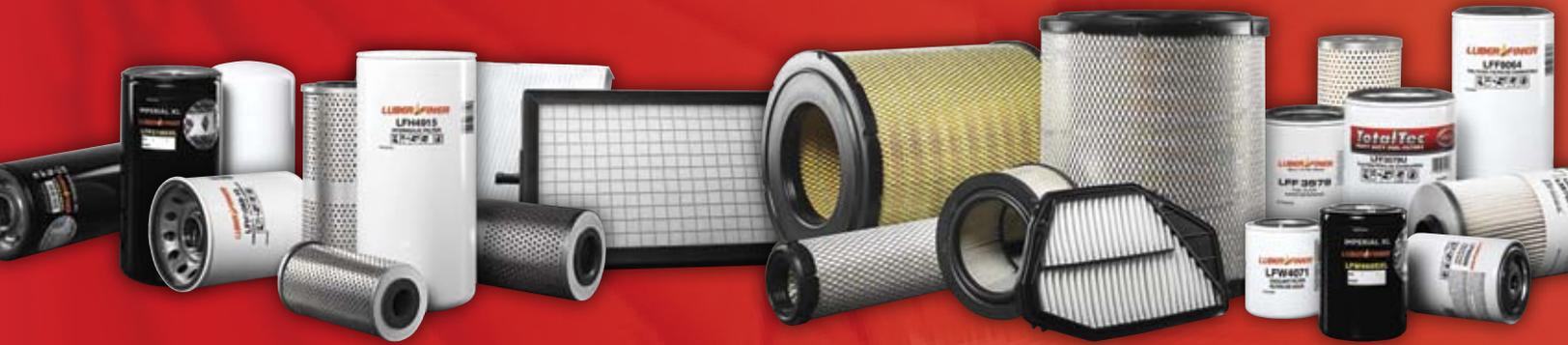


# LUBER FINER<sup>®</sup>

**BUILT TO DO MORE™**



US Distributors

## Global Brand Positioning Campaign

## Message from the President



Mike Gibbons  
President

I am proud and excited to introduce you to the new Luber-finer.

Take a close look, because what you will see is a brand with a bold and energized mission; a company with a renewed sense of spirit and purpose and a clear, concise, passionate objective:

*To go the extra mile in everything we do for our distributors and customers so their experience with Luber-finer and our products is the absolute best in the industry!*

To this end, we will channel our energy and resources like never before to deliver on this promise. We will provide the best original equipment grade filter products in the world, and will offer a value-added customer care dimension – throughout all aspects of our business – that is unparalleled in the filter business.

We are determined to differentiate the Luber-finer brand from the competition. To help do this, we have launched a new global brand positioning and marketing communications program that will provide not only a consistent, unified image of Luber-finer, but will also communicate why we are different, indeed better, than our competitors.

We have chosen our campaign theme – **Built To Do More** – because we truly believe that unlike any other filter brand, we are “built to do more” for our distributor partners and customers. From the passion and genuine customer care provided by all our people, including our sales, engineering, manufacturing, logistics, and customer service teams, we are built to be more efficient and responsive in delivering the best quality filters, distributor value and customer service in the industry.

## New Brand Identity

The new Luber-finer logo expresses the company's renewed spirit and purpose. Fresh, energetic and confident. The progressive new font symbolizes our personal signature of quality and customer commitment and is designed to communicate that Luber-finer is a brand on the move.

As a loyal distributor, you will be able to help us project a consistent, unified Luber-finer image and message to your customers by using this new logo on your company's business documents, sales literature, promotional signage and apparel items, advertisements and on your website, among other things.

For your reference, we have created a detailed Luber-finer Brand Standards Guide describing precisely how you should use the new logo in different applications. For your convenience, you can download the Luber-finer Brand Standards Guide from our website at: [www.luberfiner.com](http://www.luberfiner.com)



Brand Standards Guide



## New Sales Support Tools

Our new program includes a wide array of new distributor sales support tools specially created to help our dedicated distributors increase their sales of Luber-finer filters.

Among other things, these tools will include:

- Family of Products Brochure
- Sales Presenter PowerPoint
- Product Category & Market-Focused Brochures
- Technical & Competitive Comparison Bulletins
- Product Demonstration Kits
- Series of Videos - (Who We Are/What We Do/Product/Training)
- Bid/Quote Sheet Templates/Folder



### New Sales Presenter PowerPoint

The new Sales Presenter PowerPoint provides an exceptional, substantive look at Champion Laboratories and the excellence of its famous Luber-finer brand — clearly and concisely expressing what makes the brand great. This presentation, in meticulous detail, reveals the enormously impressive scope of our expertise, global capabilities, marketing support and broad product offering. Completely customizable, distributor sales personnel can tailor their presentations to answer the exact needs of the customer while projecting a highly professional and consistent Luber-finer brand image and message.



### New Family of Products Brochure

Our new family of products brochure highlights the Luber-finer brand legacy, innovations, product-line breadth, and customer-focused commitment across all types of filter applications. This new brochure will allow your sales personnel to demonstrate the product scope and leadership position of the Luber-finer brand you proudly represent. For your convenience there is an area on the back of the brochure where you can add your company name and logo.



**New Product Category & Market-Focused Brochures**

These fresh, new-look brochures spell out benefits and features to help reinforce why Luber-finer should be the filter brand of choice of your customers. Packed full of benefits and features information, these new brochures will help your sales personnel demonstrate the breadth of each Luber-finer product line or filter offerings for specific market applications. For your convenience there is an area on the back of each brochure where you can add your company name and logo.



**New Technical Product Bulletins**

New Technical Product Bulletins pull together all vital technical product information, features, benefits and illustrations into a concise, easy-to-read format. Distributor sales personnel will now have all the details they need to demonstrate the performance results and unique differences between Luber-finer and competing brands.

**Product Demonstration Kits**

New interactive sales demonstration kits will allow your sales and counter personnel to demonstrate the quality and functionality of Luber-finer products. These kits are mobile, compact and chock full of vital information. From filter cut-aways to key product differentiation and performance data flyers, as well as installation videos and more, your sales team will find this new demonstration an effective new weapon in their sales efforts.



SAMPLE KIT

## New Advertising & Publicity Campaign

There are many reasons your customers choose Luber-finer for their filter solutions, chief among them would include:

- Original equipment-grade filter quality and assurance
- Heavy-duty filtration leadership heritage
- The fact that Luber-finer and its distributors always go above and beyond the call of duty to serve their customers' needs in everything they do, including:
  - Customer Service
  - Engineering
  - Manufacturing
  - Logistics
  - Sales
  - Marketing

Each of these reasons will be highlighted in a series of print ads, as well as radio, outdoor and publicity messages in select markets worldwide. We will target key industry trade publications on a worldwide basis for our advertising which could include publications such as *Fleet Equipment*, *Fleet Maintenance*, *Heavy-Duty Trucking*, *Successful Dealer*, *Commercial Vehicle Workshop*, *Diesel Progress International*, *Motor Transport*, *Truck & Driver*, *Transport Distribution*, *KFZ Anzeiger*, *Van Fleet Maintenance*, *Construccion Pan-America*, *Transporte Latino*, and *Truck Parts & Service*, to name a few.

We will be leveraging all types of advertising in our efforts to help bring a higher degree of awareness to the Luber-finer brand. In some markets we will use billboards and the sides of truck trailers.

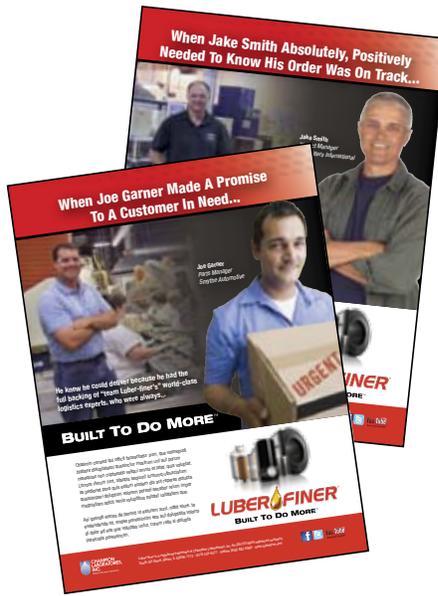


## Automotive & Heavy-Duty Awareness Component

As part of this new campaign we have identified a series of awareness-building ads that will simultaneously be supported by publicity (e.g., articles, press releases and email blasts) in industry trade magazines around the world.

The new ads will profile our new look, original equipment grade product quality and product line-ups specific to heavy-duty filter market segments. The purpose of these ads is to ensure that your customers are aware of the depth and breadth of the Luber-finer presence and product offering in targeted heavy-duty markets.





**Value-Added Component**

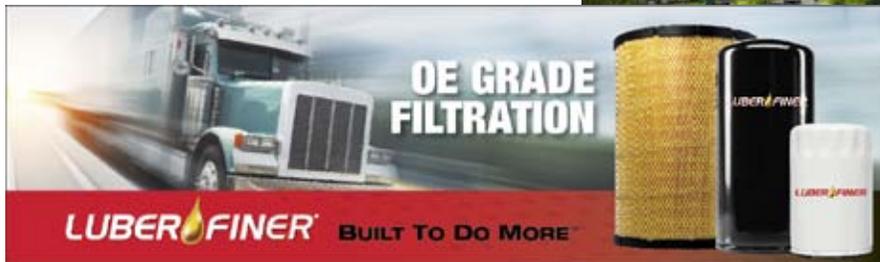
Following the awareness-building product line-up ads and publicity, we will highlight the many skilled, talented and dedicated people and departments of Luber-finer. This series of ads and publicity (e.g., press releases and email blasts) will focus on **“What We Do In Here”** and how this translates into the derived **“Built To Do More”** value-added benefits our distributors and customers experience **“Out There.”** We will focus on our engineering, manufacturing, logistics and customer service excellence, which represent the very essence of what makes Luber-finer great and the best customer care organization in the filter business.

**Customer Preference Case Study Component**

The value-added series will be followed by robust brand preference ads and publicity, built around distributor and customer case studies. These ads and publicity (e.g., articles, press releases and email blasts) will feature real-life examples of how Luber-finer and its valued distributors have gone above and beyond the call of duty to meet the needs of our end-user customers and why, as a result, these customers prefer Luber-finer over other filter brands.

**Product-Specific and/or Product-Category Component**

Along with the aforementioned product line-up, value-added and case study components, we will continue to advertise and publicize specific products or product categories. These ads and press releases will focus on product benefits and features and, from time to time, may be combined with case study ads.



**Outdoor Advertising Component**

In addition to print and online advertising, radio and publicity, we also plan to place outdoor advertisements at select locations around the world. Depending on the global region, this could include near or at major racing venues, on major high traffic thoroughfares, and near travel plazas to help raise awareness of the Luber-finer brand.

## New Electronic Marketing Initiatives



## New Website Design

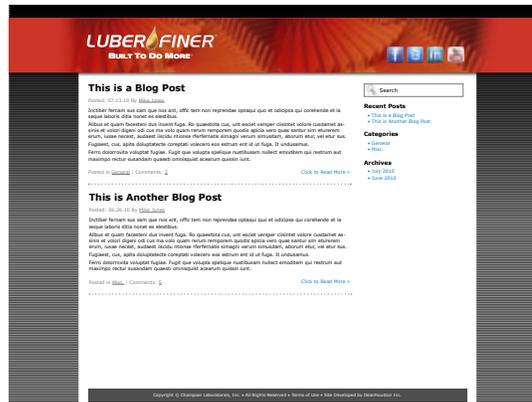
Progressive, clean and chock full of useful information and tools, our redesigned website will provide our distributors and customers with an effective, easy-to-use tool that will make their jobs easier and their search for our filter products and filter information more efficient. Each core Luber-finer market – Europe, Asia, South America and North America will have a unique website, all carrying the same Luber-finer look and messaging but tailored to the specific needs of these individual markets.



## YouTube Brand Channel

Our Luber-finer YouTube page will become a key destination for your filter customers to view a wide range of informative Luber-finer videos featuring:

- Who we are... What we do
- How a filter is made
- Instructional installation videos
- Educational training videos



## Social Media Sites & Blogs

Our Facebook, Linked-In and Twitter sites will help us create a dynamic Luber-finer community and promote two-way communications with our distributors and customers. These important new media channels will connect us to the worlds we serve in real-time, enabling us to create leads for you as well as learn and discuss opportunities and solve challenges so that we can better serve the needs of existing and new customers.





### Digital Resource Library

This robust brand-control and propagation tool allows distributors to have access to our entire library of brand logos, photos, illustrations, videos, presentations, training and utility information. It's fast, easy and convenient. Now, you can download the files you need that can help you promote a consistent Luber-finer brand image and create highly professional in-house promotions in a time-saving, effective and cost-efficient manner.

### Videos

A series of videos will be created to further illustrate the Luber-finer difference, enhance the sales effort and provide education to your sales personnel and customers. Currently, we are planning to develop the following videos:

- Who we are and what we do, featuring employee cameo interviews
- Distributor & Customer case studies, interviews and testimonials
- How filters are made
- Filter installation
- Product training/certification modules

### Phone Apps

We're making it easier than ever to do business with Luber-finer! Now, you and your customers will be able to connect to Luber-finer by mobile devices. Everything you need is right at your fingertips — from access to the website and convenient filter cross-reference guide to allowing customers to locate your distributorship. These exciting new tools will help make doing business with you and Luber-finer easier and more convenient than ever.



## New Luber-Care – Brand Affinity Component

The screenshot displays the Luber-Care website interface. At the top right, there is a 'Member Login' link. The main header features the 'LUBER CARE' logo with a heart icon, a search bar, and social media icons for Facebook, Twitter, LinkedIn, and YouTube. Below the header is a navigation menu with links for Home, Luber-Academy, Product Information, Technical Support, Fleet Programs, Marketing Support, and Contact Us. The main content area is divided into several sections:
 

- Headline Goes Here:** A placeholder for a news article with a 'Click to Read More' link.
- Another Headline Goes Here:** Another placeholder for a news article with a 'Read All News' link.
- Promotional Banner:** A large banner for a 10% rebate on all lube filters purchased and installed until August 31. It includes images of filter products and a technician.
- Navigation Buttons:** Four buttons for 'Parts Catalog', 'Cross Reference', 'Application Reference', and 'Interactive Parts Guide'.
- Search Section:** A 'Search By:' section with input fields for 'Part Keyword' and 'Part Number', and a 'FORD POWER STROKE OIL FILTER' advertisement with a 'Universal Core Adapter - Learn More!' link.
- Truck Image:** A photograph of a white heavy-duty truck.
- Targeted Filter:** A close-up of a filter with a red target overlay.
- Smartphone App:** A section titled 'Did you know there is a Luber-finer cross reference app for your smart phone?' with radio button options: 'No, but that is great! Where can I download it?' and 'Yes, I already have it.'
- Webinar Promotion:** A section titled 'Click Here >> Register NOW for the Next Luber-Academy Webinar' with a 'LUBER CARE' logo.

 The footer contains copyright information: 'Copyright © Champion Laboratories, Inc. • All Rights Reserved • Terms of Use • Site Developed by DeanHouston Inc.'

Also under development is our new Luber-Care communications package.

This new web portal and service will be available to all our premium distributors and will allow access to our exceptional customer service resource center. This service represents the gold standard in support and will allow distributors to leverage our competencies in their relationship with the users of Luber-finer products.

A unique package that no other company offers, a dynamic relationship between manufacturer, distributor and end-user which will include:

- VIP Support & Preferred Partner Preference Programs
- Technician Certification Programs
- Tech Assist Online Modules
- Luber-finer Academy Access
- How-To Videos & Animations
- Access to Special Promotions & Support
- Online Resource Access through our Luber-Care Website



## New Newsletters

As part of the campaign, we will introduce two new quarterly newsletters:

- Luber-Line – targeted to automotive aftermarket distributors and installers
- Luber-Talk – targeted to heavy-duty distributors and fleet managers

Each newsletter will cover topics relevant to the interests of each market segment, such as: case study articles; tech and how-to tips; news about Luber-finer people and departments with specific examples on what we're doing to better serve our customers' needs; competitive test results; new product releases; tradeshow and advertising schedules; upcoming promotions, and more. Each newsletter will be available in digital and printed versions.



## New Channel Support Program

As we strive to advance the Luber-finer brand we want to capitalize on every opportunity to promote the name, image and presence – on the counter, on the wall, in the window, even on the floor with point-of-sale displays where it makes sense.

Designed to raise the Luber-finer profile and displace the presence of competitors from Luber-finer preferred distributor locations, this exciting new marketing support program offers you value-added, business-building components. Our new point-of-sale and premium items will carry the new Luber-finer look and message to help reinforce the brand, and will include such items as:

- Counter Mats with Replaceable Inserts enabling you to keep messages fresh and up-to-date
- Signage & Banners
- Wall clocks
- Door & Window Decals
- Counter Demonstration Displays
- Floor Standing Point-of-Sale Displays
- Window/Wall Posters & Shelf Talkers
- Apparel & Premium Giveaway Items
- Pull-Through Sales Tools



WINDOW POSTERS/SIGNAGE



POP



SAMPLE KIT

CHANGE-OVER BROCHURE



WALL CLOCK  
"IT'S TIME FOR A CHANGE!"

## New Sales Promotions\*

In 2011, Luber-finer will launch a completely new series of promotions to help bring our brand promise to life. These promotions are designed to help our distributors provide more value to their customers, increase customer sales, raise awareness and reward those who go the extra mile.

Although currently under development, the sales promotions highlighted here and on the following page are examples of the types of programs we may implement in 2011:

**Mobile Demonstration Vehicle** – would serve as an interactive Luber-finer filter learning experience on wheels.

**WD/Installer Box Top Incentive Program** – enables distributors to drive installer customer loyalty while increasing awareness of Luber-finer brand and driving sales of Luber-finer products.

**Local Race Team Sponsorship** – to help local race drivers with car decals, apparel, and filter discounts. In return, Luber-finer will gain marketing exposure at the local level by leveraging photo ops and providing local publicity.

**Filter Change Voucher & Local Ad Promotions** – a rebate voucher program to encourage use of Luber-finer filters, help installers pull filter change business into their shops, and provide local advertising support.



SAMPLE KIT



DISPLAY VAN & SPECIAL EVENTS  
(Select regions only)

\*Promotions shown are for illustrative purposes only. Actual promotions may be different.

## Major Annual Promotions\*

As part of our extensive branding program, at select times major promotions will be implemented to help bring the Luber-finer brand promise to life. These promotions will offer exciting opportunities for our distributors. They will be specifically designed to help our loyal distributors provide more value to their customers, increase customer sales, raise awareness and reward those who go above and beyond to help grow the Luber-finer brand.

Although currently under development, following are a few examples of the types of promotions we may implement.

### Major Racing Event Promotion

This exciting distributor and end-user customer-focused sales incentive promotion will include a major NASCAR event for U.S.-based high-volume sales leaders. Similar racing events will be the reward for high-volume sales leaders in our Europe, Asia and South America markets.

**LUBER FINER Race for the Cup**

Join us for the 2010 NASCAR® Championship Weekend, November 20-22, at Homestead-Miami Speedway:

- Two-night accommodations at the Loews South Beach, Miami Beach, Florida.
- Airfare included when booking through Luber-finer's designated travel group.
- Check-in Saturday, November 20th and check-out Monday November 22nd.
- Reserved Access to the Champions Club for the Sprint® Cup Championship race. The Ford 400, on Sunday at Homestead-Miami Speedway (full open bar included). Perched eight stories above Turn 1, the Champions Club offers the ultimate panoramic view of the entire Speedway. With seating available both indoors and out, 50 TVs for Championship-Finale viewing. With seating available both indoors and out, private round-trip deluxe motor-coach transfers to Homestead-Miami Speedway (police escort provided).
- Private round-trip deluxe motor-coach transfers to Homestead-Miami Speedway (police escort provided).
- Private track pass for Sunday's Sprint Cup Race.
- Private Pool-area Reception at Loews South Beach on Saturday night (Heavy Hors' devours and full open bar).
- Daily breakfast in hotel included.
- Welcome Gifts provided.
- Official race program provided.

**Buy-In and Win! Here's how to play...**

- \$405.00 buy-in fee and receive invitation for (1) one to the Luber-finer Race for the Cup event in Miami, Florida, Nov. 20-22, 2010.
- If participant's Luber-finer sales increase \$50,000 over three month period (8/1/2010 through 10/31/2010), participant receives a check back from Luber-finer for \$405.00.
- Sign up with your Luber-finer representative and buy in. As simple as that.

**Program Details, Terms and Conditions**

- Only participating authorized Luber-finer dealers are eligible, invitation, race event and included expenses are non-transferable.
- Valid participation is based on this signed agreement by qualified parties and buy-in fee paid in full.
- All sales excluding must be confirmed by Luber-finer.
- Winners will be notified by a Luber-finer sales representative to the owner/principal.
- All relevant information will be provided by Luber-finer, or their representatives to the participating owner/principal.
- Program void where prohibited.
- Program rules and procedures are subject to change. Contact a Luber-finer representative for details.
- Prizes and fees may apply.
- An airfare voucher up to \$600 for each participant when booking air travel via Luber-finer's designated travel agency.
- Loews South Beach, Homestead-Miami Speedway, NASCAR, and NASCAR sanctioned events are not affiliated with this promotion.

**Program Agreement and Sign-off:**  
I have been informed of the Luber-finer Race for the Cup Program in its entirety and agree to its terms and Conditions. This signed form goes to the Luber-finer Representative, a photocopy or another identically signed form goes to the participant.

Signature of Participant (Owner/Principal) \_\_\_\_\_ Date \_\_\_\_\_  
Signature of Luber-finer Sales Representative \_\_\_\_\_ Date \_\_\_\_\_  
First Name of Signatory (Luber-finer Sales Representative) \_\_\_\_\_

**"WHAT COULD BE FINER" PROMOTION**

SPENDING A DAY FISHING WITH THE PROS... AND YOU KEEP THE BOAT

**LUBER FINER**  
BUILT TO DO MORE™

**GRAND PRIZE**

- TRIP FOR 2 TO THE 2011 U.S. OPEN
- VIP TICKETS
- AIRFARE/HOTEL/DINNER

### Fish With the Pros Promotion

Multiple participants can win a trip to fish with the pros at a regional tournament based on points accumulated for volume sales increases. Of those earning the trip, there will also be one grand prize winner... who will get to keep the fishing boat!

**"WHAT COULD BE FINER" GOLF PROMOTION**

DRIVE FOR SHOW SELL FILTERS FOR DOUGH

- Points Accumulation Program for Volume (6 Month Program)
- Accumulate Points for \$XXX in Sales = Golf Outing
- Top Overall Points Leaders = Grand Prize
- Monthly Game Cards/Ranking On-Line
- Installer Incentive

**GRAND PRIZE**

- TRIP FOR 2 TO THE 2011 U.S. OPEN
- VIP TICKETS
- AIRFARE/HOTEL/DINNER

Wii Golf Game

### Golf Promotion

Distributors and end-user customers can earn a chance to go to a major golf event, such as the Ryder Cup or U.S. Open, by meeting sales increase thresholds. Installer-level awards include winning a Wii golf game.

**"What Could Be Finer" Fishing Promotion**

What Could Be Finer... Than You Being Here

**LUBER FINER**  
BUILT TO DO MORE™

### Travel Incentive Promotions

Distributors can compete to win an all-expenses-paid adventure when they participate in this high-volume sales leader incentive promotion. From a getaway fishing excursion to a tropical vacation or cruise. To help promote sales during this promotional period, we will simultaneously provide an incentive to fleet operators whereby they earn points for Luber-finer filter purchases.

\*Promotions shown are for illustrative purposes only. Actual promotions may be different.

## New Packaging & New Point-of-Sale Components

New Luber-finer packaging, carton labels and product identification labeling will express the company's progressive new image and spirit. Projecting a highly professional image and our new packaging will boast a new image and improved warehouse functionality. It will be attractive and exude quality and consistency to help raise awareness that Luber-finer is a brand on the move.

Our new carton label scheme includes labeling on two opposing sides that will not only help promote accurate identification of the item with what is in the box, but serves a functional role as well, making it easier for you to quickly and easily locate the right products when placed on your warehouse shelves. For items that appear on a customer facing shelf, we have created a new full graphic package scheme, primarily for use with light & medium commercial filters.



Our new point-of-sale and premium items will carry the new Luber-finer look and message to help reinforce the brand at distributor and installer locations.

New point-of-sale materials include:

- Counter Mats with Replaceable Inserts – this will ensure promotions and messages are kept up-to-date
- Signage & Banners
- Door & Window Decals
- Counter and Floor Displays
- Window/Wall Posters & Shelf Talkers
- Apparel and Premium Giveaway Items



## New Tradeshow Presence

Luber-finer will exhibit at a variety of tradeshow around the world in both heavy-duty and automotive aftermarket shows. Our global presence at these shows will help further advance the Luber-finer brand image, reputation and product offering. Our progressive new image and attitude will be on display at these events to help reinforce our overall branding efforts and worldwide acceptance of Luber-finer as a top tier filter brand.

# LUBER FINER®

## BUILT TO DO MORE™

"Built To Do More" is a promise we are making to all of our Distributors and their customers who use Luber-finer products.

It is a promise to make OE caliber filters backed up by a commitment to provide truly superior customer service.

It is because of the strength of our Distributors that we can make this promise. We know our Distributors excel at selling filters and taking care of customers.

As a result, we are going to support the Luber-finer brand with an unprecedented investment in marketing and sales support activities.

Your passion and commitment for selling Luber-finer filters and always "putting the customer first" enables us to make this investment with confidence and pride.

Your success is our success. So as we move forward into the "Luber-finer... Built To Do More" era, we are committed to doing everything we can to make you glad you sell Luber-finer. We want Luber-finer to become a global brand with a reputation for being the best filter company in the world. Together we will achieve our goals.  
We are "Built To Do More."

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