



PARTS ALERT

# MY MILES MATTER FALL COOLANT PROMOTION



Fall is just round the corner and that can only mean one thing. It's time for the **Shell Fall Coolant Promotion**. Stock up now for those cold winter months to come!



**SHELL ROTELLA® HEAVY-DUTY  
ENGINE ANTIFREEZE/COOLANTS.**



Returning for the Fall promotion is the ever popular **MYMILESMATTER** Reward Miles

Visit: [rotella.com/mymilesmatter](http://rotella.com/mymilesmatter)

- Buy a Truckload of Shell Coolant and earn **MYMILESMATTER** Reward Miles. 20 pallets per truck load (mix & match allowed)
- Offer Valid: September 1<sup>st</sup> – September 30th, 2016
- Part numbers carry over with "SO-" prefix
- Contact your Hino DPM **prior** to making your order for a CPA

TO:

Dealer Principals  
Parts Managers  
General Managers

BULLETIN: PA-2016-071  
DATE: 09/01/16  
EXP: 09/30/16

**Shell ROTELLA®**  
**Energized Protection**



Hino Trucks reserves the right to make changes, including change in price, content, description, terms, time period, etc. at any time without notice.



Hino Trucks National PDC  
Phone: (866) 372-4466 | Fax: (662) 342-5151  
E-Mail: [helpdesk@hino.com](mailto:helpdesk@hino.com)

## SHELL OIL COOLANTS | Hino Trucks | BULK Purchase Pricing | Order Must Be Received By September 30, 2016

| Product               | Color      | Concentration | Package      | Material # | Hino PN       | Description                       | CPA Sale Gal Price<br>Half-Trailer Load | CPA Sale Gal Price<br>Trailer Load |
|-----------------------|------------|---------------|--------------|------------|---------------|-----------------------------------|-----------------------------------------|------------------------------------|
| Shellzone             | Green      | Concentrate   | 6/1 Gal Case | 9401006021 | SO-9401006021 | Shellzone_6*1ugl                  | \$6.24                                  | \$5.76                             |
| Shellzone             | Green      | Concentrate   | 55 Gal Drum  | 9401000055 | SO-9401000055 | Shellzone_1*55ugl                 | \$5.67                                  | \$5.19                             |
| Shellzone             | Green      | 50-50         | 6/1 Gal Case | 9406706021 | SO-9406706021 | Shellzone AF/C 50/50_6*1ugl       | \$4.71                                  | \$4.25                             |
| Shellzone             | Green      | 50-50         | 55 Gal Drum  | 550022525  | SO-550022525  | Shellzone AF/C 50/50_1*55ugl      | \$4.14                                  | \$3.69                             |
| Rotella Fully Form    | Purple     | Concentrate   | 6/1 Gal Case | 550027616  | SO-550027616  | Full Form AF SCA_6*1ugl           | \$6.78                                  | \$6.29                             |
| Rotella Fully Form    | Purple     | Concentrate   | 55 Gal Drum  | 550027618  | SO-550027618  | Full Form AF SCA_1*55ugl_A011     | \$6.46                                  | \$5.97                             |
| Rotella Fully Form    | Purple     | 50-50         | 6/1 Gal Case | 550027617  | SO-550027617  | Full Form SCA 50-50_6*1ugl        | \$5.23                                  | \$4.76                             |
| Rotella Fully Form    | Purple     | 50-50         | 55 Gal Drum  | 550027619  | SO-550027619  | Full Form SCA 50-50_1*55ugl       | \$4.90                                  | \$4.44                             |
| Rotella ELC           | Red        | Concentrate   | 6/1 Gal Case | 9404106021 | SO-9404106021 | Rotella ELC Concentr_6*1ugl       | \$9.03                                  | \$8.49                             |
| Rotella ELC           | Red        | Concentrate   | 55 Gal Drum  | 550022521  | SO-550022521  | Rotella ELC Concentr_1*55ugl      | \$8.60                                  | \$8.07                             |
| Rotella ELC           | Red        | 50-50         | 6/1 Gal Case | 9404206021 | SO-9404206021 | Rotella ELC Pre-dilu_6*1ugl       | \$7.03                                  | \$6.53                             |
| Rotella ELC           | Red        | 50-50         | 55 Gal Drum  | 550022522  | SO-550022522  | Rotella ELC Pre-dilu_1*55ugl      | \$6.60                                  | \$6.11                             |
| <b>Rotella ELC NF</b> | <b>Red</b> | Concentrate   | 6/1 Gal Case | 550041812  | SO-550041812  | Rotella ELC NF Conc_6*1ugl_A0II   | \$9.19                                  | \$8.65                             |
| <b>Rotella ELC NF</b> | <b>Red</b> | Concentrate   | 55 Gal Drum  | 550041813  | SO-550041813  | Rotella ELC NF Conc_1*55ugl_A0II  | \$8.76                                  | \$8.23                             |
| <b>Rotella ELC NF</b> | <b>Red</b> | 50-50         | 6/1 Gal Case | 550041810  | SO-550041810  | Rotella ELC NF 50/50_6*1ugl_A0II  | \$7.14                                  | \$6.64                             |
| <b>Rotella ELC NF</b> | <b>Red</b> | 50-50         | 55 Gal Drum  | 550041811  | SO-550041811  | Rotella ELC NF 50/50_1*55ugl_A0II | \$6.71                                  | \$6.21                             |
| Rotella ELC Ultra     | Yellow     | Concentrate   | 6/1 Gal Case | 550024730  | SO-550024730  | RotellaUltraELC Conc_6*1ugl       | \$11.25                                 | \$10.67                            |
| Rotella ELC Ultra     | Yellow     | Concentrate   | 55 Gal Drum  | 550022381  | SO-550022381  | RotellaUltraELC Conc_1*55ugl      | \$10.82                                 | \$10.25                            |
| Rotella ELC Ultra     | Yellow     | 50-50         | 6/1 Gal Case | 550026252  | SO-550026252  | Rotella Ultra ELC 50_6*1ugl       | \$8.28                                  | \$7.76                             |
| Rotella ELC Ultra     | Yellow     | 50-50         | 55 Gal Drum  | 550022382  | SO-550022382  | Rotella Ultra ELC 50_1*55ugl      | \$7.85                                  | \$7.34                             |

### Notes:

**\*Hino dealer must contact their Hino District Parts Manager to request a CPA prior to making an order. Once the CPA is approved, dealer may make their order(s) for the month.**

**\*Gallon jugs are sold by the gallon price & 55 gal drums are sold by the each.**

**\*Half TL is 10 Pallets, Full TL is 20 Pallets (1 pallet = 4 drums or 36 Cases).**

**\*Prices are based on full or half truckloads direct from AF plant locations.**

**\*Prices are subject to change without notice based on ethylene glycol and freight cost movements.**

**Added Rewards  
2.5%**

## Supplier:

## Shell Rotella

### Supplier Information

For over 40 years, Shell Rotella® heavy duty engine oils have delivered unrivaled protection and performance. From wear, deposits and emissions protection of Shell Rotella® T Triple Protection®, or the improved fuel economy of Shell Rotella® T5 Synthetic Blend Technology, to the excellent high/low temperature protection of Shell Rotella® T6 Full Synthetic, there is a Shell Rotella® motor oil engineered to handle your needs. Also offering products such as Antifreeze / coolants, Shell Spirax Transmission Fluid, Shell Gadus Greases, Shell Tellus Hydraulic Fluids, Shell Turbo Turbine Oil & more.

Hino Parts Support Phone: 866-372-4466

Hino Parts Support Email: [helpdesk@hino.com](mailto:helpdesk@hino.com)

Hino Parts Support Fax: 662-342-3939

### Customer Service & Technical Support

Shell Phone: 1-800-332-6457 Technical Questions 800-237-8645, option 3

Shell Email: [lubricantsinquiries-us@shell.com](mailto:lubricantsinquiries-us@shell.com); [lubricantsorders-us@shell.com](mailto:lubricantsorders-us@shell.com)

Shell Website: <http://www.shell.com/rotella.html>

Shell Fax: 877-536-7859 (inquiries) | 877-536-7714 (orders)

### Order Procedures:

All orders are to be placed through the Hino Dealer Connect System (DCS). For special orders or for customer support contact supplier directly via phone number.

**Stock Orders** Enter orders in DCS Screen DC202 under Sales Type "S". All direct ship (DS Orders) items will be shipped from a local supplier PDC.

**Emergency Orders** Emergency orders (EM) may be entered into DCS screen DC202 as a Sales Type "E" or "V". All emergency orders will be processed with a "rush" order. Additional freight and Handling fees will be identified on the Hino invoice.

**Minimum Order Quantity** There is a 55 Gallon Package requirement and a 165 Gallon Bulk minimum order requirement on emergency or stock orders.

### Freight Policy:

Orders not meeting the above MOQ will not be accepted by Shell. Shipments within the Continental United States are Free Freight for all orders over the above mentioned MOQ. All orders will be shipped via the most efficient method.

### Free Freight Policy:

All stock orders meeting the above MOQ will include prepaid free freight to the dealership.

### Order Fulfillment Policy:

The standard order processing time is 2 business days from date of order placement. Delivery is 7 business days or less after order is processed. Trailer Load / Bulk is typically 7-11 days.

### FAQ

How many jugs of oil come on a pallet? 75 cases per pallet, 3 gallon jugs per case.

How much coolant is in a trailer Load? Half TL is 10 Pallets, Full TL is 20 Pallets (1 pallet = 4 drums or 42 5 gal pails or 36 Cases (6 gallons per case)). How many qts are on a full pallet? 1008 qts (12 qts per case, 84 cases per pallet) How many 5 gal pails / pallet? 42

### Part Number Pricing:

Pricing will be available on-line in the Hino DCS system. In addition, the prices will be forwarded to your service bureaus within two weeks of each pricing update.

### Format:

Standard Part numbers are directly carried over with a prefix of "SO-".

### Mega Fleet:

All-Makes parts are not included in the Hino Mega Fleet pricing file but should be sold to Mega Fleet customers and filed as Miscellaneous Items in Corcentric when submitting for reimbursement.

### Warranty:

Please view supplier warranty documents as warranty varies based on item. Contact supplier directly.

### Returns:

Contact supplier directly to obtain a Return Goods Authorization. There are no returns on Bulk Products.

### Shipping Inspection and Damaged Product:

All merchandise should be inspected upon arrival and carrier damage claims should be filed with the carrier immediately. We are not responsible for, nor are we in a position to make a claim after the freight carrier accepts the shipment from us. For excess stock returns, contact the supplier directly.

### Supplier Cross Reference Web Site:

[www.shell.com/rotella](http://www.shell.com/rotella)

### Conclusion:

You need to know your oil will protect your engine under all conditions. No matter how hot, cold, steep, dusty, muddy or extended operations. Demand protection, demand Shell Rotella.

**MyMilesMatter**  
by Shell ROTELLA®



## BUY A TRUCKLOAD OF SHELL COOLANT AND EARN MYMILESMATTER REWARD MILES¹

Offer good September 1 – September 30, 2016².  
20 pallets per truckload (mix and match allowed).

**1 Standard Truckload³ = 70,000 Reward Miles**

**1 Premium Truckload = 140,000 Reward Miles**



### REWARDS CATALOG EXAMPLES⁴

| OFFICE/WAITING ROOM REWARDS⁴                                                                                                                    |                                                                                                                                                                 |                                                                                                                                                |                                                                                                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>GPX 22" LED HDTV/DVD Combo</b><br>26,510 Reward Miles<br> | <b>Bose Soundlink III Wireless Mobile Speaker</b><br>42,080 Reward Miles<br> | <b>Apple iPad Air with 16GB</b><br>55,000 Reward Miles<br> | <b>Samsung 55" UHD 4K Smart LED TV with HDMI™ Cable</b><br>152,360 Reward Miles<br> |
| CUSTOMER/EMPLOYEE REWARDS⁴                                                                                                                      |                                                                                                                                                                 |                                                                                                                                                |                                                                                                                                                                          |
| <b>\$5 SUBWAY® Card</b><br>650 Reward Miles<br>              | <b>Bass Pro Shops® \$10 Gift Card</b><br>1,200 Reward Miles<br>              | <b>\$25 Shell Gift Card</b><br>2,600 Reward Miles<br>      | <b>Bose® - QuietComfort® 35 wireless headphones</b><br>48,270 Reward Miles<br>      |

**Redeem Reward Miles for merchandise, gift cards and more!**  
**Check out more rewards at [rotella.com/mymilesmatter](http://rotella.com/mymilesmatter)**

¹ The MyMilesMatter by Shell ROTELLA® program is subject to complete terms and conditions available at [www.mymilesmatter.com/termsandconditions.aspx](http://www.mymilesmatter.com/termsandconditions.aspx). SOPUS Products may cancel, rescind, modify, or extend this offer at any time without notice.

² While supplies last. SOPUS Products reserves the right to substitute other incentive premiums.

³ Any mix and match truckload with green coolant only qualifies for standard truckload reward bonus. (A standard truckload (70K code) includes green antifreeze in the FTL order. A premium truckload (140K code) will not include ANY green antifreeze).

⁴ Reward options may vary based on availability. SOPUS Products reserves the right to modify award selection at any time without notice. Please see eCatalog for current offerings. Featured companies are not sponsors of this program. Restrictions apply. See details. All trademarks and logos are used with the permission of their owners. All rights reserved.

## SHELL COOLANT TRUCKLOAD OFFER

|          | FLUID COLOR                                                                         | PART #        | PRODUCT NAME / DESCRIPTION                                          | PACKAGE DESCRIPTION |
|----------|-------------------------------------------------------------------------------------|---------------|---------------------------------------------------------------------|---------------------|
| STANDARD |    | SO-9401006021 | Shellzone® Conventional AF/C Concentrate                            | 6/1 Gal Case        |
|          |                                                                                     | SO-9401000055 | Low silicate coolants designed for both gasoline and diesel engines | 55 Gal Drum         |
|          |                                                                                     | SO-9406706021 | Shellzone® Conventional AF/C Pre-diluted 50/50                      | 6/1 Gal Case        |
|          |                                                                                     | SO-550022525  | Low silicate coolants designed for both gasoline and diesel engines | 55 Gal Drum         |
| PREMIUM  |    | SO-550027616  | Shell ROTELLA® Fully Formulated with SCA Concentrate                | 6/1 Gal Case        |
|          |                                                                                     | SO-550027618  | Fully formulated with supplemental coolant additives (SCA)          | 55 Gal Drum         |
|          |                                                                                     | SO-550027617  | Shell ROTELLA® Fully Formulated with SCA 50/50                      | 6/1 Gal Case        |
|          |                                                                                     | SO-550027619  | Fully formulated with supplemental coolant additives (SCA)          | 55 Gal Drum         |
|          |    | SO-9404106021 | Shell ROTELLA® ELC Concentrate                                      | 6/1 Gal Case        |
|          |                                                                                     | SO-550022521  | Organic Additive Technology (OAT) with nitrites                     | 55 Gal Drum         |
|          |                                                                                     | SO-9404206021 | Shell ROTELLA® ELC 50/50                                            | 6/1 Gal Case        |
|          |                                                                                     | SO-550022522  | Organic Additive Technology (OAT) with nitrites                     | 55 Gal Drum         |
|          |  | SO-550024730  | Shell ROTELLA® Ultra ELC™ Concentrate                               | 6/1 Gal Case        |
|          |                                                                                     | SO-550022381  | Advanced ELC nitrite-free engine coolant technology                 | 55 Gal Drum         |
|          |                                                                                     | SO-550026252  | Shell ROTELLA® Ultra ELC™ 50/50                                     | 6/1 Gal Case        |
|          |                                                                                     | SO-550022382  | Advanced ELC nitrite-free engine coolant technology                 | 55 Gal Drum         |
|          |  | SO-550041812  | Shell ROTELLA® ELC Nitrite Free Concentrate                         | 6/1 Gal Case        |
|          |                                                                                     | SO-550041813  | Shell ROTELLA® ELC Nitrite Free Concentrate                         | 55 Gal Drum         |
|          |                                                                                     | SO-550041810  | Shell ROTELLA® ELC Nitrite Free 50/50                               | 6/1 Gal Case        |
|          |                                                                                     | SO-550041811  | Shell ROTELLA® ELC Nitrite Free 50/50                               | 55 Gal Drum         |

**20 pallets per truckload (mix and match allowed).**

**For orders placed between September 1 – September 30, 2016.<sup>2</sup>**

**1 Standard Truckload<sup>3</sup> = 70,000 Reward Miles**

**1 Premium Truckload = 140,000 Reward Miles**

<sup>2</sup> While supplies last. SOPUS Products reserves the right to substitute other incentive premiums.

<sup>3</sup> Any mix and match truckload with green coolant only qualifies for standard truckload reward bonus.

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