



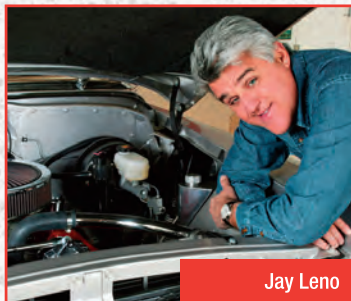
# A BRAND STRATEGICALLY POSITIONED IN THE MARKETPLACE

## VP IS Motorsports

For nearly 40 years, racers around the world have come to rely on VP Racing Fuels to provide superior horsepower, increased torque and reliable consistency. VP's fuels have powered champions across the whole spectrum of motorsports on land, sea and air.

Through its affiliation with more than 60 racing series and sanctioning bodies, VP's brand is exposed to millions of customers every weekend of the year at live events and via race coverage in mass media. Racers throughout the country win with VP on a regular basis, generating awareness and positive predisposition toward the VP brand among race fans and performance enthusiasts.

These performance enthusiasts are "gearheads," including many celebrities inside and outside the racing industry. As consumers, they will be product advocates for VP and influence purchase decisions among their friends and family.



Jay Leno



John Force



Vaughn Gittin, Jr.



Robbie Maddison

## VP IS NOT an Oil Company

VP is a *performance fuels* company, with none of the conservative constraints typical of a refining company. VP's marketing won't be constrained, ensuring edgier communications that more effectively impact a younger demographic. There's no better illustration of this than the "Mad Scientist," representing VP's expertise in fuel technology, passion for "MAKIN' POWER!" and capacity for having fun!

The VP brand carries none of the negative perception associated with refining companies, whose corporate bureaucracy often prevents the company from doing the right thing for the customer. VP is free to step out of the box with its business model to add value for distributors, dealers and consumers.

While gasoline has become a "grudge" purchase for most consumers due to resentment of high prices and negative media attention, VP-branded stations will become a **destination** due to its positive reputation as a track-proven winner in motorsports and its unconventional brand personality. After all, *how many people want to wear a T-shirt featuring an oil company logo?*







# MAJOR BRAND BENEFITS

## VP Offers Unparalleled Marketing Opportunities

VP's presence throughout the motorsport landscape and independence from refiners gives its marketing a scope and cutting edge attitude that can't be followed. VP's marketing efforts will be singularly focused on building customer awareness and driving traffic to your stores.

Throughout the year, the VP brand is exposed to millions of consumers at race tracks around the country and via broadcasts on ABC, ESPN, Fox Sports, SPEED and many other networks. As a result of this exposure, the opportunities to leverage the VP brand on a grass roots level to build your business are unlimited.


On a regional basis, VP's programs with tracks, teams and other organizations will build customer loyalty and drive traffic, while on a local basis your store can serve as a distribution point for event tickets, discount coupons, VP-branded merchandise and more.



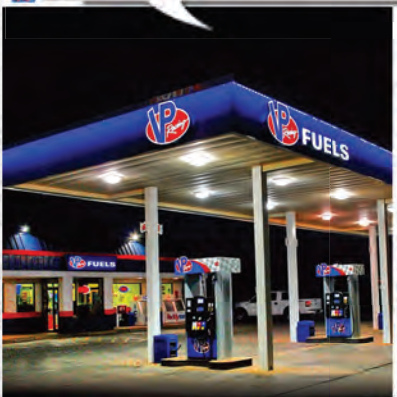
## Digital and Viral Media

Using Facebook, Twitter, YouTube and other social networks, VP launches viral marketing programs with an attitude and content that the majors can't follow. Building customer awareness and driving traffic via viral marketing significantly decreases the cost of customer acquisition. VP also implements other web-based programs to attract online visits, build brand awareness and drive traffic to your store.

## Be a Part of All The Talk!



**VP Racing Fuels**  
It's pretty awesome to see a VP Racing Fuels gas station isn't it?? #fuel #gas #gasstation #vp101



290 shares

**Josh Stibal** I agree Where? Sure would like to see one up here In Fargo. A lot a of people would be using it for sure.

**Robert Summerhalder** Ya need one in the Portland metro area 😊

**Will Lohse** Good now come to houston and install 100 of these stations

