



# The Winning Formula



Attractive Automotive Lifestyle Brand



The Savings of an Unbranded Program



Additional Product Profit Centers



Ultra-competitive Credit Card Program



FastLube, CarWash and Marina Options



Equipment and Image Financing Support



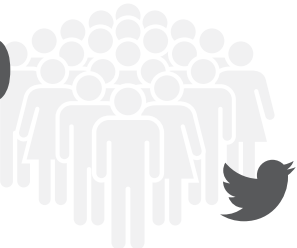
## The VP Brand Advantage

We're not an oil company – we're a high performance consumer lifestyle brand. The result is that consumers develop an emotional connection with our brand unlike a traditional gasoline brand. For our branded gas station operators, this translates to greater customer loyalty and higher purchases of VP branded automotive additives, VP apparel, and optional race fuels.

Part of our lifestyle appeal is our connection to motorsports as we are an official fuel or lubricant provider to over 60 race series worldwide. This includes sportscars, drag racing, motorcycles, dirt racing, power boats, and more – all broadcasted on major TV networks and engaging consumers via social media (we have over 250,000 followers). This translates into consumers trusting and seeking out our brand. As a result, merchandise revenues also get a boost as customers willingly buy VP-branded t-shirts, decals, sportsman containers®, automotive additives, race fuel and detailing products.



**250,000**  
FOLLOWERS  
on Social Media



## The VP Branded Fuel Program

VP Racing Fuels offers the most comprehensive and differentiated branded program in the industry. We have designed a program that delivers more benefits than traditional branding programs and leverages a multi-million dollar brand:

- 1 The strength of a major brand with the savings of an unbranded program allows maximum opportunity for success.
- 2 The Regular to Premium ratios improve under the VP Brand. On average VP Branded Stations are seeing 50% increase in premium percentages.
- 3 Competitive credit card program that is up to 50 basis points lower than the industry average, which translates into thousands of dollars per year back in the pockets of our station operators
- 4 Two ways to increase revenue: (1) attract more premium car owners who spend more each month on high octane fuel, and (2) provide high-demand additives, race fuel and merchandise for on- premise retail sales.
- 5 Equipment and image financing support at competitive rates
- 6 Motorsport-related marketing opportunities such as driver & car appearances, ticket giveaways, and social media promotions to support grand openings and special events to drive more traffic.

VP STATIONS AVERAGE  
OVER



**20%**

increase in fuel sales



# What VP Owners are Saying

## Amarjit Nijjar

### Owner, Road Runner Gas

"Within our first year, our gallons increased significantly as well as our inside sales. Also extremely pleased with the large amount of race fuel and additives we sold immediately after stocking these new items. We're very excited about the way that our business has grown since branding our station VP and are even more excited about how much it will grow in the future."

## Vishant (Sean) Patel

### Owner, VNK Market

"Switching to VP has definitely paid off. Our fuel volume increased 500% and inside sales have doubled. Literally as soon as the VP logo sign went up on the canopy, people started stopping to ask 'is this for real...are you going to have race fuel here?' Our station has become such a destination, we installed three Fuel Cubes to keep up with demand for race fuel. We're looking at building a new ground-up station, and I'll definitely brand it with VP Racing Fuels. VP's program offers more potential to grow my business than I've ever experienced before."

## Susan Hein

### Owner, Steve's General Store

"Branding with VP has been great from my business. We are seeing a 29% growth in fuel volume and significantly increased our fuel margins. We have seen a rise in revenue through the sale of race fuel and consumer products as well. The combination of the two has increased store traffic and sales. In fact, branding with VP is a part of the reason that we were able to purchase our site out of lease, and now have the equity to control our future."

## Muhannad Awadallah

### Owner, Winner's Circle

"I'm very happy I switched to VP. With the freedom to purchase unbranded supply under VP's program, I can be more competitive with my pricing. My gasoline volume has more than doubled and with my lower cost of supply and VP's low credit card rates, I'm making more profit on every gallon I sell. As a bonus, insidesales have increased 35%. In my view, VP's branding program helps me compete more effectively and gives me more control over my business."

## Steve Hallum

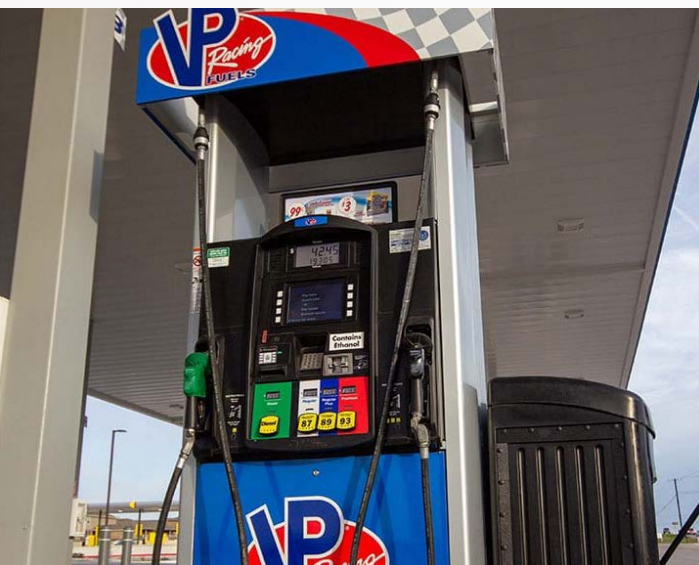
### President, Hallum Inc.

"When we signed with VP we anticipated it would enable us to reach more customers and give us a competitive advantage and that's exactly what's happened. On average, our VP branded stores have seen gallons increase by roughly 15% and inside sales have increased over 20% since the conversion to VP Racing Fuels. We believe these results are due in large part to the attractiveness of the VP brand image and in particular its appeal to the performance enthusiasts among our customer base. Between the new revenue streams we capture with VP's branded products and the significant savings derived from lower credit card fees and lower fuel costs, our stores are averaging considerably higher profits. We're looking forward to branding more stations with VP Racing Fuels."

## JP Remington

### Remington Oil

"I saw an opportunity to be the first to introduce the sharp looking new VP image in the Chicago market, and I am very happy I made the move. With the freedom to purchase unbranded supply under VP's program, I can be more competitive with my pricing."



# The VP Difference

Program Items	Major Oil Brands	
Mystery Shopper Program	✓	Optional
Monthly Network Fees	\$100+	\$39.95
Credit Card fees as Profit Center	✓	
Credit Card Processing Effective Rate	2.50%-2.95%	1.80%-2.25%
Unbranded - Open Market Fuel Sourcing		✓
UpFront Image Capital Investment	✓	✓
Passenger Car Motor Oil Lubes - In Store		✓
Automotive Additive Products - In Store		✓
Optional Additized Pump-Fuel Solution		✓
Race Fuel SKUs (Packaged or Bulk)		✓
National Brand Marketing	✓	✓
Individual Site Marketing		✓
Fuel Product Requirements	✓	
Annual Gallon Requirements	✓	Optional

*Data gathered/verified Q4 2019 based on standard program offerings by each company. Specific offerings may vary by locale and/or special programs.*



## General Inquiries

North America: 844 737 0900  
 International: + 210 635 8774  
[www.vpracingfuels.com/contact](http://www.vpracingfuels.com/contact)

### About VP Racing Fuels

VP Racing Fuels is best known as the World Leader in Fuel Technology®, fueling champions in virtually every form of motorsport on land, sea, and air since 1975. The company operates internationally with businesses including race fuels and lubricants, consumer small engine fuels and automotive additives, and licensed retail fuel stations. VP is the Official Racing Fuel of more than 60 sponsored series and sanctioning bodies. VP also provides consumer small engine fuels, lubricants, automotive additives, car appearance products, and accessories through national home improvement, automotive parts, and online retailers. The company's branding program allows independent operators of convenience store and gas stations, car wash, quick lube, and marinas to re-image as VP Racing Fuels and resell the company's ethanol-free 2-cycle and 4-cycle small engine fuels, Madditive® performance additives, Hi-Performance lubricants and appearance products.