



# The Science of Clean

The logo for VP Racing Fuels Powerwash, featuring the 'VP Racing' logo above the word 'POWERWASH' in large, bold, white letters with a blue outline.

**POWERWASH**

**ENTER**



Attractive Automotive Lifestyle Brand



Ultra-competitive Credit Card Program



Chemicals with Advanced Cleaning Technology



Additional Profit Centers or Higher Profits



Preferred Suppliers for Operational Success



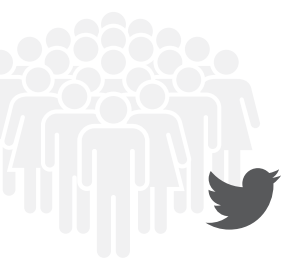
## The VP Brand Advantage

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 FastLube 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 for competitive services such as car maintenance. 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 CarWash Program

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

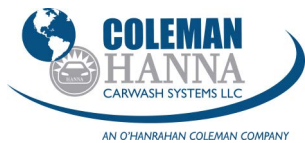
- 1 Competitive credit card program that is up to 50 basis points lower than the industry average, which translates into thousands of dollars per year back in the pockets of our CarWash operators
- 2 Amazing cleaning technology with "The Science of Clean"
- 3 Nationwide distribution network for higher profits
- 4 Turnkey suppliers for equipment, point-of-sale, and training
- 5 Two ways to increase revenue: (1) attract more premium car owners who spend more each month to maintain their vehicles, and (2) provide high-demand additives and merchandise for on-premise retail sales.
- 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.





# Preferred Suppliers to Support You

## Equipment



Coleman Hanna manufactures stainless steel car wash equipment for the car wash industry. New technologies are continuously developed to clean the vehicle better, safer, and faster than ever before. Every year, new equipment is introduced and enhancements are made to improve our existing product line. We will continue in our commitment to introduce innovative quality equipment to increase sales for our customers

## Tunnel Technology

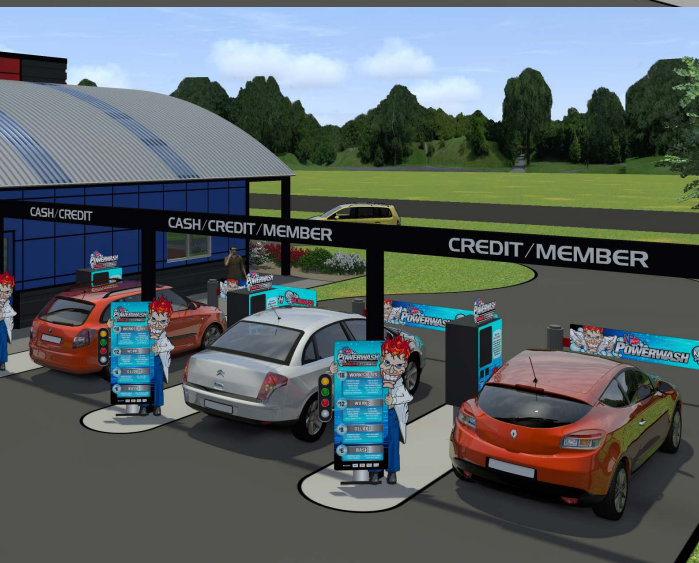


DRB Systems is the leading car wash industry point-of-sale and tunnel technology provider, trusted by more than 50 top car wash chains. Our products and services are backed by the industry's largest and most robust support staff to enhance customers' experience and operational efficiency.

## Operations Support



The Rider Group provides car wash operators with business operations training, customer service, and turnkey construction services. Our staff includes car wash operators with over 30 years of experience developing and operating successful car wash locations.



# The VP Difference



Program Items	Private Label Wash	Franchise Wash	
Site Selection Assistance / Demographics		✓	✓
Image Capital Investment		✓	✓
Financing Options		✓	✓
Low Cost Credit Card Processing Program			✓
Employee Training / Support		✓	✓
Proprietary Wash Chemicals		✓	✓
Vendor Affiliated Discounts		✓	✓
POS System		✓	✓
Franchise Fee		✓	
Brand Licensing Fee			✓
National Brand Marketing		✓	✓
Individual Site Marketing	✓		✓
Fastlube Program			✓
Gas Station Program			✓
Passenger Car Motor Oil Lubes - In Store			✓
Race Fuel Sales - In Store		Some	✓
Automotive Additives - In Store			✓
Apparel Sales		Some	✓

*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.