



Become a Part of the Marina Family

WAKEPOINT



Attractive Performance Lifestyle Brand



Premium Additives for Marine Applications



Additional Product Profit Centers



Ultra-competitive Credit Card Program



Equipment and Image Financing Support



The Savings of an Unbranded Program



The VP Brand Advantage

We're not an oil company – we're a high performance, consumer lifestyle brand. As a result, consumers develop an emotional connection with our brand unlike a traditional gasoline brand. For our branded marina operators, this translates to greater customer loyalty and higher purchases of VP branded additives, VP marine products, 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 performance services, including 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 Marina Program

VP Racing Fuels offers the most comprehensive and differentiated 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 Premium gasoline and diesel additives designed specifically for marine applications to ensure top performance for your customer's boats and other toys.
- 2 Bulk 101 and ethanol free 110 are available to deliver a more powerful experience to the boating community.
- 3 Competitive credit card program that is up to 50 basis points lower than the industry average, which could translate into thousands of dollars per year back in the pockets of our marina operators
- 4 Attract top tier consumers who spend more each month on high performance products, race fuel and other merchandise for on-premise retail sales.
- 5 The strength of a major brand with the savings of an unbranded program allows maximum opportunity for success.
- 6 Motorsport-related marketing opportunities such as driver appearances, ticket giveaways, and social media promotions to support grand openings and special events to drive more traffic.
- 7 Equipment and image financing support at competitive rates. (If there isn't enough room for this one you can delete it.)

VP LOCATIONS AVERAGE
OVER



20%

increase in fuel sales

What VP Owners are Saying

Jody Bowers

President, Axiom Business Advisors LLC

"When developing Wakepoint LBJ, a convenience store, marina, and bar on lake LBJ, we were looking for a fuel branding partner with the following qualities:

- Excellent customer service and response.
- Flexibility and customization in facility signage.
- A new and exciting brand.
- A variety of marine and automotive additives.
- A variety of branded merchandise for resell.
- A brand with sponsorship in professional marine and automotive competitions.
- A US based company.

VP Racing Fuels fulfilled our list of fuel branding partner requirements.

And, the new Ultramarine Madditive has been a huge hit with our boating customers. So many of our boating customers have had less than satisfactory results with the current fuel stabilizers and cleaners on the market. The Ultramarine Madditive works by encasing water molecules in the fuel allowing them to be burned during combustion. And, the fuel system is cleaned at the same time. With the ability to treat 240 gallons of fuel, our boating customers find it to be a tremendous value. Wakepoint has very much enjoyed the partnership with VP Racing Fuels and has our highest recommendation for your facility."


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."



The VP Difference

Program Items	Major Brand	Valvtest	
Unbranded Fuel Supply		✓	✓
Fuel Product Requirements	✓		
Marine Specific Additive Line		✓	✓
Splash-blend Marine Additive		✓	✓
Annual Tank Testing		✓	
Race/Performance Fuel Option			✓
Full Line of Oils	some		✓
Credit Card Program	✓		✓
National Brand Marketing	✓	✓	✓
Individual Site Marketing			✓

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



Sales Inquiries

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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.