



# Become a Part of the FastLube<sup>®</sup> Family



## FASTLUBE



One of America's fastest  
growing performance brands



Integrated POS and back office solution



Lowest credit card processing fees



Advanced lubricant technology  
& warranty program



Bulk oil purchase program  
for higher profits





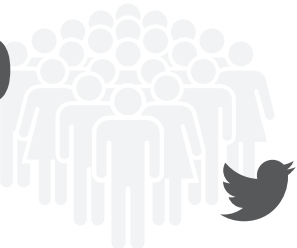
## The VP Brand Advantage

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. FastLube merchandise revenues also get a boost as customers willingly buy VP-branded t-shirts, decals, sportsman containers®, automotive additives, and detailing products.



**250,000**  
FOLLOWERS  
on Social Media



## The VP FastLube Program

VP Racing Fuels offers the most comprehensive and differentiated branded FastLube program in the industry. We have designed a program that delivers more benefits than traditional programs from the big oil companies:

- 1 Competitive credit card program up to 50 basis points lower than industry average, resulting in thousands of dollars back to operators annually.
- 2 Advanced lubricant technology and warranty program.
- 3 Bulk lubricant discounts for higher profits.
- 4 Turnkey suppliers for point-of-sale, automotive products, and CRM/customer marketing, delivering increased savings (up to 20%) and marketing ROI up to 25:1.
- 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, race fuel 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.

Lower operating costs, higher revenues, marketing support – it all adds up to the best program in the industry from a brand with 45 years of experience and a long-term commitment to racing and retail automotive products.





# Preferred Suppliers to Support You

## Retail Automotive Products:



For over 35 years, Service Champ has continued to evolve their offering while providing customers strategic industry expertise and exceptional customer service. 600 NEW items were added this year to an already comprehensive assortment. Service Champ continues to deliver with the best fill rates in the business. Through a powerful combination of a professional team and industry leading technology, they can service you nationwide 24-7. VP Racing Fuels and Service Champ have partnered to deliver the ONLY national discount program in North America. Whether you are a single-site or multi-site operator, the program will show real savings of up to 20%!

## POS Management & Training:

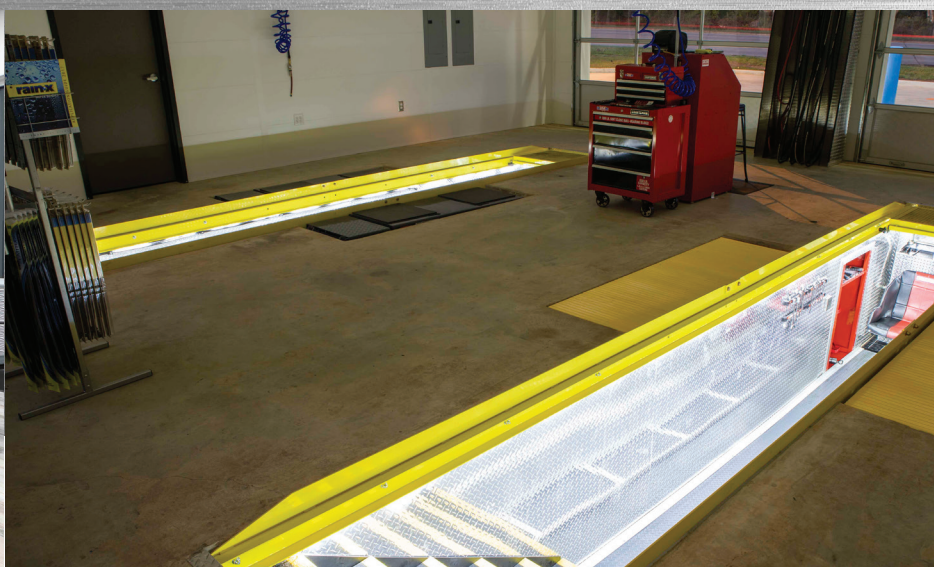


Sage Microsystems, Inc. is a leader in providing point-of-sale business management solutions to the automotive services industry. Sage Microsystems' success is directly attributed to their relentless focus on the needs of their customers and their ongoing reinvestment in product research to develop leading-edge solutions to meet the needs of an ever-evolving marketplace. Sage will provide full set-up, training and support. The system is continually updated with manufacturers specifications guiding techs through an interactive, suggestive sales process with every customer. Sage also features integrated card processing, inventory management and remote access for multi-location operators.

## CRM, Email & Customer Marketing:



Throttle is a data driven marketing solution using a CRM bundle platform that is a great value and very affordable! Customer retention is a tricky business, and today you need every modern tool technology has to offer to increase your share of the customer pie. Good customer service isn't always enough, the customer today just has too many choices. Introducing Throttle Revenue Accelerator – the only one in the industry that connects all of the dots promoting loyal customers with a beginning-to-end CRM solution. Throttle shops average a return of \$25 for every \$1 spent with a 12-25% rate of return.



# The VP Difference

## Benefits



POS	✓	✓	✓	✓
Inventory management - back office	✓	✓	✓	✓
Customer response tool	✓			✓
Direct mail/email mktg support	✓	✓		✓
Employee training support	✓	✓	✓	✓
National/international brand awareness	✓			✓
Funding/financing	✓	✓	✓	✓
SBA affiliated/approved	✓			✓
New store reward	✓	✓		
Vendor affiliated discounts	✓	✓	✓	✓
Franchise fee	✓	✓	✓	
Royalty	6%	3%	5%	
Licensing fee				1.5%
Term	20 year	20 year	15 year	5 year
Image/signage assistance	✓	✓	✓	✓
Site selection	✓	✓	✓	
Car wash program			✓	✓
Race fuel			✓	✓
Full line of automotive additives				✓
Apparel				✓

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

North America: 844 737 0900

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[www.vpracingfuels.com/contact](http://www.vpracingfuels.com/contact)

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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.