The Power of the Shell Brand.
If we have to use a single word to describe why the Shell brand is so powerful, that word is **Passion.**

At Shell, we are all **PASSIONATE EXPERTS.**

For more than 100 years, the employees of Shell have shared a passion to constantly deliver the best products and services we can—from service to consumers, to improved payment options, to supply reliability, to the fuel itself. The fuel story at Shell is one of constant testing, constantly creating fuels that are in step with new engine technologies. Shell always has a passion for developing the highest quality fuels for vehicles we drive!

It is our passion for developing a truly differentiated fuels portfolio that provides consumers with fuels that actually perform better than our previous formulations. It is our passion for creating the industry’s leading credit card program, one that provides Wholesalers with more loyal customers and helps lower operating costs. It is our passion for driving business results by implementing revolutionary IT innovations and high-impact marketing sponsorships and alliances.

In the process, Shell developed one of the best Wholesaler networks in the industry. We have more than 600 Wholesalers throughout North America representing in excess of 14,000 retail locations in the US. And we support that growing network with the strength of the Shell brand—from the consistency of the visual image of our stations (RVI) to innovative programs implemented to increase customer loyalty while simultaneously reducing operating costs.

We are never satisfied with the status quo. We want to constantly increase that lead with better solutions, better fuel technology and better service to our consumers.

Through our passion, Shell demonstrates a strong commitment to excellence and industry leadership. More importantly, we want to share that passion throughout our network of Wholesalers, Joint Ventures and National Accounts.
A Short History of the Shell Brand

Founded in 1897, Shell is the world’s largest single-brand retailer, with over 40,000 service stations spread across more than 140 countries. An amazing 300 cars visit a Shell service station every second of the day, 365 days a year. Today, the Shell ‘Pecten’ emblem is one of the world’s best-known and most trusted symbols.

Birth of a legend
In 1833, Marcus Samuel founded a business in London dealing in antiques, curios and sea shells. These were so popular in Victorian England that he soon set up his own regular shipments of sea shells from the Far East to satisfy demand. When Marcus Samuel Jr. took over his father’s business, he used these shipments to start exporting kerosene to the Far East, sending the world’s first oil tanker through the Suez Canal. This kerosene was transported in bright red containers with a shell symbol on the side, Samuel’s tribute to his father’s original business. This symbol became a registered trademark in 1891 and the Shell Transport and Trading Company was formally incorporated in 1897. The Shell Pecten evolved gradually over the years to become the world famous logo that people across the globe instantly recognize and trust today.

Not just gasoline
Although most consumers automatically associate Shell with fuels, lubricants and service stations, the company’s activities touch their lives in many different ways.

Shell is a world leader in gas exploration and extraction, and is investing heavily in renewable energy businesses, including solar, wind and hydrogen. Shell is also present in people’s homes, providing LPG (Liquefied Petroleum Gas) for heating, hot water and cooking.

Through its service stations, Shell delivers all the essential ingredients for personal mobility: fuels, lubricants, car-care products, travel-related items, food, drink, groceries and much more, all from one convenient location.

Constant Innovation
Extensive research and development enables Shell to stay at the forefront of fuels technology.

Stretching back to the 1930’s, the company’s long associations with Ferrari, Formula One and Ducatti have provided an ideal platform for testing new formulations under the harshest of conditions. In addition, the recent alliance with Audi Sport has pushed diesel technology to a new level, resulting in the first ever race victory by a diesel-powered sports car, the ‘12 Hours of Sebring’ race in 2006.

Creative Alternatives
It will be some time before fossil fuels stop being our main energy source, but as energy demand rises together with the need to reduce CO2 emissions, creative scientific solutions are more urgently required than ever. A wealth of activity is taking place to harness the power of nature - from sunlight to wind and from water to plant life. Each great idea, however, comes with technical obstacles. We at Shell are active in many areas, seeking the solutions that will be a significant part of our business in the coming years.

Biofuels
Being leaders in the development of second-generation biofuels is part of our strategy and reflects our determination to build a material commercial business in at least one alternative energy technology. Enzymes eating straw, oil squeezed from algae, and wood chips turned to liquid. Shell is pursuing all of these in the development of better biofuels that could see CO2 reductions and a sustainable alternative fuel source that does not compete with food crops.
The Shell vision is to be the most preferred brand by consumers and the supplier of choice for the nation’s best wholesalers.

Attaining the Number One position in so many categories demonstrates the quality of leadership that exists throughout the Shell network. It takes excellence at every level to maintain that position.

Staying Number One is a priority at Shell. That is why we work so passionately developing and implementing innovative ideas at every level of the business. From improvements in supply reliability and efficiency to creating incentive programs that increase traffic and build brand loyalty among consumers to providing creative financing options that enable our customers to take advantage of new technology at their sites, these are the things we do to support our network.

The result is trust. To foster that trust we maintain our commitment to deliver what we promise, just as the Shell brand has done for decades.

Our customers know they can trust Shell to do what is necessary to help drive the business forward.
The Shell Fuel Story
Throughout its history, Shell scientists have experimented with fuel formulations; constantly improving, constantly innovating.

The fuels we sell today are one of the best solutions for today’s vehicles. By constantly researching and reformulating its fuels, Shell demonstrates its passion to provide what the consumer needs to keep in step with a changing world.

As engine technology improves, it is imperative the fuel going into the engine meets new standards for performance. Improved fuel technology also has a positive impact on the environment which is critical in a world where there is an increased awareness about the factors that contribute to pollution and the need to conserve resources.

The latest Shell innovation in fuel technology demonstrates how we’ve made a great product even better. Every drop of Shell gasoline contains a Nitrogen Enriched Cleaning System that seeks and destroys engine gunk in both conventional and modern engines. It then acts as a barrier to help keep the engine clean and protect it from performance-robbing gunk even better than before.

Shell V-Power®
Shell V-Power, America’s best selling premium gasoline, is designed by utilizing years of international experience in developing fuels for today’s cars and drivers. The findings from decades of on-track testing with the Ferrari Formula One race team are built into every drop of Shell V-Power. It is formulated with the highest concentration of the Nitrogen Enriched Cleaning System making it the most advanced fuel Shell has ever developed, especially for today’s modern high-octane engines.
Shell Branded Cards

Shell credit card holders buy more fuels and purchase more frequently than 3rd party credit card or cash customers

With over 15 million Shell branded cards to include a transition of credit cards in the petroleum industry – Shell has a dedicated, national customer base that is very brand loyal.

The Shell-branded card program is designed to provide consumers with payment options over the course of their credit life cycle. The Shell-branded card portfolio has a card appropriate at any stage of a consumer’s buying experience – from pre-paid gift cards to credit cards. These offer the consumer convenience of paying at the pump, and because the options follow the consumer’s life-cycle, it helps build loyalty for life.

Most important for you are the reductions in merchant service fees, which means better bottom-line performance.

Shell Gift Card
- Operators earn 3% on sales of gift card
- No transaction fee at Shell-branded retail outlets
- Increase customer sales and loyalty
- Increase your customer base

Shell Saver Card℠ – The e-checking Card Solution
This is a card designed for customers who may not want a credit card, but do want the convenience of using a card right at the pump.
- Tied directly to the customer’s bank account
- Increase customer sales and loyalty
- Decreasing merchant service fees with a set low fee for every transaction
- No application or annual fees
- CPG discounts for consumers on each gallon of Shell fuel

Shell Gasoline Card
- No annual fee
- Offers pay-at-the-pump convenience
- Can be used nationwide at ATMs for cash withdrawals
- No transaction fee at Shell-branded retail outlets

Shell MasterCard® from Citi®
- Consumers earn rebates on all Shell gasoline purchases
- Consumers earn a rebate on all other purchases made everywhere else
- No credit card fees for transactions at Shell-branded retail outlets

Shell Fleet Cards – Fleet Card and Fleet Plus Card
- Offers customers up to 3% discount on fuel, including diesel
- Flexible reporting options
Shell Rewards Reduces Merchant Fees and Drives Consumer Loyalty

The Shell Rewards program provides both instant rewards to the consumer and marketing messages to drive future business.

The marketing messages appear right at the dispenser. Throughout the fill-up process, the messages continue on screen.

If a customer uses a non-Shell branded card, the message informs them about the savings they would have received if they used the Shell MasterCard. It also encourages the customer to apply, using an application located right at the pump.

There is also a function to drive the customer to purchase Shell V-Power, offering an instant discount. The price on the dispenser actually changes to show the customer the reduced price they will get if they try Shell V-Power. In addition to promoting Shell V-Power and selling the benefits of using Shell-branded cards, the system can be used to drive car wash traffic, in-store sales and participation in specific promotions.

Shell Rewards is a blend of technology and marketing savvy that can improve site performance.

The Shell Rewards program is producing results for Jacksons. Through retention of existing customers and attraction of new customers we have been able to leverage the program to outperform the National Average pace of Shell Card transactions by 3%.

Richard Levin, Jacksons Food Stores
One of the things consumers notice most is how we look when they drive onto one of our sites. That’s why we developed the standards for Retail Visual Identity Evolution (RVie).

RVie is more than just a paint job. It is the global image and service standards for Shell outlets in more than 100 countries. RVie creates an entire “retail experience” for your customers, offering a welcoming environment to meet the expectations of quality products, convenience, value and personal service. A network development team works closely with you to ensure timely execution of the appropriate RVie conversion.

**System Compatibility Electronic Point of Sale (EPOS)**

We want our consumers to know they’ve made a smart choice when they choose Shell and we can do this by delivering a consistent, hassle-free experience with each visit to our retail outlets. Having a common EPOS system on similar dispensers means customers recognize and take advantage of the convenience of paying at the pump. This gives you access to more than 15 million customers across the country that are part of our branded credit card programs. Providing the ability to accept credit cards and debit cards at the pump enhances the overall fueling experience and standardizes our payment methods.

**www.shellsource.com**

This password-protected website provides detailed information about marketing and advertising programs, retail standards, pricing information, accounting statements, Sales Associate (cashier) tools, online training and contact lists. Connectivity is available 24 hours a day to provide you with important answers whenever you need them.

**Shell Trading and Retail Zone**

STARZ is a free resource established to lower the operating cost for our Wholesalers and increase their non-fuel revenues. STARZ is a convenience retailing and site management resource that serves as a virtual information headquarters. The website is located online as part of the Shell Source network and provides access to many useful tools including:

- Retailing tips and industry reports
- Information on the collection of STARZ vendors
- Access to the STARZ buying club
- Information on training opportunities
- Online marketing and promotion calendar.

Connectivity is available 24 hours a day to provide you with access to resources you need to run a 24-hour a day business.
With millions of dollars invested annually, Shell has one of the highest brand recognitions in the industry. Brand recognition is important. Getting the Shell name in front of the national buying public has long been a priority for our passionate marketing experts. We know the strength of the brand has been impacted through the messages we have delivered over the years. From the Shell Answer Man to our most current campaign featuring our Shell Passionate Experts, the value of the Shell brand is continually enhanced through innovative and award-winning advertising.

Shell supports its Wholesalers, Joint Ventures and National Accounts with national advertising and additional support in key Shell markets. The Shell Co-op Advertising and Development program allows Wholesalers to create additional marketing and advertising programs to meet specific market needs, while also reducing out-of-pocket advertising and promotion costs. Awareness of the Shell brand, combined with the first-class customer service delivered at your site, can generate repeat business and create brand-loyal customers.

"It is an excellent reminder that you are flying the flag of the oil company that builds its brand better than any other company in this business. That is purely my opinion, but we market 9 brands so I think I speak from a fairly broad perspective. They spend more, pay more attention and execute better than any other company out there when it comes to their fuel campaigns. Selling something that people can't see or touch is difficult — so differentiating your product and building value is the number one thing they can do. Shell does it better than anyone."

Jonathan Shaer
Mutual Oil Co
Why Shell?

Because, we offer a wide range of programs and incentives, the best fuels offering, the most comprehensive credit card program and on-site support unequalled in the industry. And, because we share your passion for excellence.

And here are more reasons...

1. Global Leader in Fuels
   - America's Best Selling Gasoline Brand
   - America's Best Selling Premium Gasoline Brand (Shell V-Power)
   - A respected leader in Fuels Technology and Innovation creating cleaner fuels

2. Industry Leading Credit Card Programs
   - The Shell branded cards program drives repeat business to your stations and cuts your cost of operation

3. Global Leader in Lubricants and Car Care
   - Marketer of the Pennzoil®, Quaker State® and Shell ROTELLA® brands
   - #1 and #4 brands of passenger car motor oil
   - #1 heavy-duty motor oil

4. Proprietary Refinery, Pipeline and Terminal Network

5. Wholesale Centric Organization
   - We recognize the value that America’s best Wholesalers bring to the industry and have adapted our organizational structure to best serve their needs.
   - Business 2 Business Focused Staff

6. Customer Value Proposition (CVP) Program
   - Industry-leading program that helps you manage the image and customer service delivery at each location through 3rd party mystery shopper evaluations throughout the year.

7. Shell Wholesale Council
   - Play a role in shaping the direction of the Shell Brand. The council and its many sub-committees work hand-in-hand with Shell employees to introduce new programs to increase consumer loyalty, decrease cost and improve your network efficiency.
Since the earliest days of auto racing, Shell fuels and oils have been powering and protecting some of the top vehicles in Motorsport.

1920’s
Shell begins its involvement in Motorsport by partnering with some of the earliest teams. Over the next eight decades, teams sponsored by Shell and using Shell fuels and oils win many races and series championships.

1930’s
Shell begins its long relationship with Enzo Ferrari. When Enzo Ferrari started his career as a racing driver, Shell was one of the team’s technical partners, alongside Pirelli, Bosch and Champion.

1950’s to 1970’s
Unique blends of fuel created by Shell scientists and engineers have been powering Ferrari’s Formula One cars since the beginning of this form of racing in the 1950’s. Over the next two decades, Shell helps to build Ferrari onto one of the top teams in the sport.

1992
Shell entered both US and open-wheel and stock car racing. An associate sponsorship with CART’s Team Rahal marked the company’s entry into the US Open-wheel racing, while a partnership with Joe Gibbs Racing brought Shell into NASCAR. Shell first became a primary sponsor in 1995. Shell and Team Rahal became regular winners, including back-to-back victories at Laguna Seca Raceway in 1998 and 1999. Shell won its first NASCAR race as a primary sponsor when Bobby Labonte took the checkered flag at the Busch Series Opryland 320 in 1996.

1995
Shell was one of the first sponsors of the Joe Gibbs Racing-NHRA Division, expanding their successful NASCAR partnership. Gibbs was starting from scratch in NHRA, but the team used specially-formulated Shell engine oil and experienced personnel to finish their first season with second place in the Top Fuel Dragster points and third place in the Funny Car points.

1996
Shell rejoins Team Ferrari in Formula One, a relationship that remains strong today. From 1999 to 2008, Shell powered Ferrari’s Formula One team to eight FIA Constructors’ Championships. Throughout the course of Ferrari racing history, more than 71% of the team’s victories have been with Shell.

1999
Shell enjoys a unique relationship with Ducati Corse, producing tailor-made Shell Advance Motorcycle lubricants and Shell V-Power fuel to suit the exacting requirements of Italian Desmodronic engines. In 1999, Shell joined forces with Ducati Corse to develop special products for the Ducati World Superbike team. In 2003, the partners began competing together with the aim of developing the best bike in the MotoGP World Championship. Since then, Shell Advance lubricants and Shell V-Power fuel achieved significant improvements in horsepower and reduced fuel consumption. The partnership has recently been extended until at least 2008.

2001
Shell had its best Champ season as Kenny Brack won four races and ended the season second in points standings. One year later, Rahal and Shell competed in their final season as partners. Jimmy Vasser piloted the car to victory at Fontana that year, in Shell’s second-to-last race. Shell blended 40 tons of Formula One engine and gearbox lubricant for Ferrari. That’s equivalent to the weight of 27 small road cars. During a single weekend, Shell engineers analyze Ferrari’s fuel and oil more than 40 times at the racetrack.

2006
Shell and Audi Sports made a major breakthrough in the Le Mans Series. Shell V-Power Diesel with GTL racing fuel powered Audi Sport to victory in the legendary 24 Hours of Le Mans race, the first time a diesel-powered car has ever won the race. This was just three months after the Audi R10 became the first diesel-powered vehicle to win the 12 Hours of Le Mans in Sebring, Florida.

Four months after the historic win in the 24 Hours of Le Mans, Shell announced its return to NASCAR as a primary sponsor of the No. 29 Richard Childress Racing car, driven by Kevin Harvick in the Nextel Cup Series.
2007
This year marked the return to the NASCAR Sprint Cup for Shell and it’s impact was felt immediately. Kevin Harvick drove the No. 29 Shell-Pennzoil race car to victory lane in two of the season’s biggest events including the prestigious Daytona 500 and the NASCAR All-Star Challenge. The media equivalency generated by these dramatic victories equaled millions of dollars and continued promotion of the Shell brand to an extremely brand loyal racing fan base.

2008
Working closely with Richard Childress Racing (RCR) throughout the past two seasons has allowed Shell engineers to develop motor oil formulations that maximized horsepower and engine reliability for the No. 29 Shell-Pennzoil car driven by Kevin Harvick and all of the RCR teams. In fact, RCR was the only top-tier NASCAR Sprint Cup organization to get all of its teams into the NASCAR Sprint Cup “Chase for the Championship” in both the 2007 and 2008 seasons.
Why is the Shell passion important to you?

- The technology.
- The marketing programs.
- The brand-building alliances.
- The site-level support.
- The Shell-branded cards.
- The sponsorships.

Shell aims to be the best fuels retailer in the world.

It’s the big things and the little things. It’s the support you get from Shell. It’s our passion to see you succeed – to see US succeed, together.

These industry-leading innovations create differentiation from the competition; differentiation consumers notice and appreciate. It is a differentiation that can improve your bottom-line performance while increasing brand loyalty. By leading the way, Shell is positioned way out front; and the competition can’t come close!
How?
It starts with technology leadership. The Shell global network of fuel scientists, working with leading auto manufacturers and universities, are continually innovating and developing new fuels for the marketplace.

We combine that technology with leadership in marketing bringing the test results to consumers through award-winning national advertising that made GUNK a household word.

This is a gasoline that actually cleans up the gunk left by lower quality gasoline.

How does it work?
The experts at Shell found a way to destroy gunk with all three grades of Shell gasoline by introducing a new formulation that addresses the needs of today’s modern engines and changing consumer behavior.

Every drop of Shell gasoline now contains a Nitrogen Enriched Cleaning System that seeks and destroys engine gunk in both conventional and modern engines. The new formulation contains a unique, patented, improved formula exclusive to Shell. We made a great product even better!

Why is this important to you?
Over the years, Shell has consistently invested heavily in campaigns to inform consumers about gunk and improve engine performance. It’s a campaign that is working successfully according to our research with consumers. The research findings indicate a large number of consumers will use Shell because they believe in the fuel’s ability to get rid of gunk and improve engine performance.
A program designed to take the bite out the costs for site improvements

In the long run, making site improvements will translate into improved performance at your locations. It is a difference your customers will notice. We also know the costs associated with making needed improvements can take a bite out of your operating budgets.

We want you to know you are not alone. That is the reason we have developed S4, the Shell Site Systems Solutions. This another way Shell demonstrates our support to our entire network.

S4 consists of four key elements formulated to enable you to deliver the difference to your customers:

- **TIP: Technology Incentive Program:** Equipment Funding program to support EPOS and pin pad upgrades to assist with PCI requirements and support of the Shell Marketing programs. Prepaid CPG option 1st Year 1.0 CPG x 24 Months.

- **Co-op Funding eligibility for EPOS Software:** $500 per location toward software upgrades.

- **New Software features to support Shell Rewards and Loyalty Alliances and increase consumer satisfaction:** Shell Rewards on a single line display, Security Enhancements.

- **Bundled Operational Enhancements to improve effectiveness:** 7-day per week VSAT Service coverage, Network reduction fees, Fraud prevention programs, EPOS equipment direct purchase programs.
PHYSICAL BRANDING REQUIREMENTS

New To Shell (NTI), Knock Down Rebuilds (KDR), Competitive Conversions and Shell to Shell Locations.

Requirements for NTI’s/KDR’s
1. **Canopy:** Minimum RVI level 2

2. **C-Store or Car Wash or Other Ancillary Businesses.**
   Branding options:
   A. Canopy Perfect Approved – Wholesaler’s Own Brand Identity
   B. RVI Branding. Must comply with all applicable RVI Standards requirements.

3. **Dispensers:** Minimum of 5 multi-product dispensers sourced from Shell approved suppliers and equipped with:
   A. Card readers.
   B. 4x5 display screens or latest approved screen.

4. **Dispenser controller & EPOS:** Sourced from Shell approved suppliers and capable of operating on current Shell EPOS platforms and equipped with latest Shell Rewards Loyalty software.

5. **Prime Sign:** New, fully RVI compliant prime sign from Shell approved suppliers with LED price signs in Single Pricing Format.

6. **Fuels:** 3 grades of Shell branded gasoline and Shell branded diesel (where applicable)

**Additional Requirements for Interstate Locations**
A. **Restrooms:** Accessible from the interior of the store
   Commercial type restrooms
   • Men – 2 urinals, 1 stall, 2 sinks
   • Women – 2 stalls, 2 sinks
B. **Air & Water Unit**
C. 24 hours Operation

**Competitive Conversions**
7. **Canopy:** Minimum RVI level 3A with ACM fascia in lieu of painting.

8. **C-Store or Car Wash or Other Ancillary Businesses.**
   Branding options:
   A. Canopy Perfect Approved - Wholesaler’s Own Brand Identity
   B. RVI Branding. Must comply with all applicable RVI Standards requirements.

9. **Dispensers:** Minimum of 4 multi-product dispensers sourced from Shell approved suppliers and equipped with:
   A. Card readers.
   B. 4x5 display screens or latest approved screen.

10. **Dispenser Controller & EPOS:** Sourced from Shell approved suppliers and capable of operating on current Shell EPOS platforms and equipped with latest Shell Rewards Loyalty software.

11. **Prime Sign:** New, fully RVI compliant prime sign from Shell approved suppliers with LED price signs in Single Pricing Format.

12. **Fuels:** 3 grades of Shell branded gasoline and Shell branded diesel (where applicable)

**Additional Requirements for Interstate Locations**
A. **Restrooms:** Accessible from the interior of the store
   Commercial type restrooms
   • Men – 2 urinals, 1 stall, 2 sinks
   • Women – 2 stalls, 2 sinks
B. **Air & Water Unit**
C. 24 Hrs Operation
SHELL TO SHELL RVI

A region may approve an incentive payment for a Shell to Shell re-fresh on a case-by-case basis with the following guidelines expected:

1. Canopy: Minimum RVI level 3A with the following re-fresh requirements:
   A. Replace fluorescent light bar with new LED light bar
   B. If fascia is currently painted reface with ACM
   C. For existing ACM fascia, pressure wash. No visible dirt or streaks. Install flashing on top of fascia draining back on canopy deck in order to prevent future streaks
   D. Pressure wash and paint if necessary underside of decking; no visible rust, holes or peeling paint
   E. All lights to be functioning properly; lens free of bugs and visible dirt. Lenses to be cleaned or replaced if discolored
   F. Logotypes must be clean and well lit. Lenses cleaned or replaced if damaged
   G. Columns painted and new Health, Safety and ADA decals installed

2. C-Store or Car Wash or Other Ancillary Businesses.
   Branding options:
   A. Canopy Perfect Approved - Wholesale's Own Brand Identity
   B. RVI Branding. Must comply with all applicable RVI Standards requirements.
   C. All buildings exterior to be freshly painted if previously painted and/or power washed if ACM finish
   D. Any building interior visible from the lot (e.g. Car Wash Bays) should be clean. If not, must be power washed and/or freshly painted.

3. Dispensers: Minimum of 4 multi-product dispensers sourced from Shell approved suppliers and equipped with:
   A. Card readers.
   B. 4x5 display screens or latest approved screen.

4. Dispenser Controller & EPOS: Sourced from Shell approved suppliers and capable of operating on current Shell EPOS platforms and equipped with latest Shell Rewards Loyalty software. Additionally:
   A. Replace, install new cover panels or redecal lower door panels
   B. Replace risers if painted/polished if stainless steel
   C. Replace all decals and place in appropriate zones

5. Prime Sign: Fully RVI compliant prime sign from Shell approved suppliers with LED price signs in Single Pricing Format. Additionally:
   A. Re-lamp and clean faces
   B. Poles painted
   C. Replace discolored or faded sign faces
   D. Replace existing plastic price signs with LED Price system

6. Fuels: 3 grades of Shell branded gasoline and Shell branded diesel (where applicable)

7. Forecourt: Replace existing DCI Island Convenience Centers with new Customer Service Units (windshield washing and trash container)

8. Lot/Drive Area
   A. If asphalt, freshly sealed
   B. If concrete pressure washed
   C. All pot holes and large cracks to be repaired
   D. Re-stripe parking spaces
   E. If previously painted, repaint curbs and islands or strip and leave as natural concrete finish
   F. Landscaping beds trimmed, clean and well maintained

Additional Requirements for Interstate Locations

G. Air & Water Unit

Dispenser Decals

Payment Zone
- Cash Decal
- Credit Card Decal

The credit card decal should be placed on the face of the dispenser so close to the credit card reader as possible. The decal must be set vertically and may not be placed on the dispenser column.

- RVI Product Banners
- Credit Card Fraud Decal
- State, Weight & Measure Decal

*If a state or other regulatory requirement is given, the placement of the cash decal is more important than the designated zone for that message. However, the designated zone should always be followed.

Regulatory Zone

- Stage IV Decal
- Biodiesel (B100) Decal
- Health Warning Decal
- Other local regulatory decals

Warning Zone

- Drive-Off Decal
- Credit Card Fraud Decal
- Pre-Pay Decal

Quality Fuels 1
Supply Reliability: It means having it when you need it.

Shell Oil Products US and Motiva Enterprises LLC seek to provide world-class supply reliability to their customers on a daily basis. Together, the two companies operate 6 major refineries with a combined capacity of 1.4 mln bpd. In addition, Motiva is well on its way to completing an expansion at its Port Arthur refinery that will increase capacity by an estimated 300k bpd. This strong refining position provides assurance to Shell-branded wholesalers that they have access to high quality and reliable supply to meet their needs and the needs of their customers. Beyond equity-refined product, Shell and Motiva are supported by a world-class trading organization. Shell-branded wholesalers have access to over 300 equity and outside supply points across the United States, which aids in providing flexibility of supply for approximately 14,000 Shell-branded retail outlets. This robust terminal network is supported 24/7 by the Shell Loading Support Services help desk to assist wholesalers in getting the product they need, when needed.

We understand the importance of having a consistent source of supply of high quality products. As such, we look forward to helping to meet the needs of Shell-branded wholesalers and their customers.

We have to be prepared in the event of a natural disaster, like the hurricanes that have ravaged the Mid-Atlantic and Gulf Coast regions in recent years; or the damage that has occurred throughout “tornado alley.” We have learned from these disasters and have developed plans to ensure minimal supply interruptions. We are prepared to handle the worst case scenarios – from our refining operations to retail outlets. This process involves the participation of all channel partners and the technological and systematic improvements Shell has been committed to making at all levels of our operations.

When a Tropical Depression is identified, tracking systems are used to identify areas at risk and timing of the storms arrival at the terminals.

Possible risks are identified early and inventories are surveyed for both equity owned terminals and third party facilities. The refineries and terminals are equipped with permanent generators, sized to provide adequate power to run the operations and the computer systems.

At the retail level, Shell has implemented new communication processes using the latest technologies to prepare the retail outlets for undisrupted operations. Shell has provided generators in close proximity to strategically identified locations, and trained those locations to handle all hurricanes related issues in the event of a major disaster.

Shell also works diligently with wholesalers and their operators to secure back up generators and have them ready to deploy during such events.

Through the efforts of Shell and its wholesalers, we are committed to providing the consumers the most dependable fuel supply source.
Shell Sponsorships and Alliances

Shell Racing
Talk about passion, race fans have passion. And they are among the most loyal consumers there are. Kevin Harvick, driving the No. 29 Shell–Pennzoil car, streaking across the finish line in a come from behind 7th place to winning at Daytona – talk about a passionate moment!

And for Shell, it was a moment when millions of race fans saw the Shell logo, emblazoned across the hood of Kevin’s car, an integral part of that winning moment.

NASCAR has a fan base of more than 75 million people (nearly a third of the entire US population). For ten months of the year, every week, those fans watch the race on television, with as many as two-hundred thousand showing up at the race track each week. The No. 29 Shell-Pennzoil car is seen by those fans every week.

According to research conducted with our current Shell branded Wholesalers, 69% consider that the NASCAR sponsorship has been either effective to very effective in generating incremental sales for their business.

Shell and Harley-Davidson®
Harley-Davidson riders and enthusiasts represent another passionate group of consumers who are brand loyal and demand quality products. To reach this audience, Shell and Harley-Davidson aligned to bring together two long-standing American brands committed to giving these consumers the best possible experience on the road. As part of this alliance, Shell is excited to engage with this audience to drive awareness and purchase frequency of Shell gasolines.

Shell has unprecedented brand exposure on the Harley-Davidson website. That access links Harley enthusiasts to Shell web pages so they can learn more about our quality gasolines for their motorcycles and personal vehicles. And the Harley-Davidson Ride Planner mapping tool on HD.com now includes more than 14,000 Shell-branded stations for riders’ convenience and awareness. This makes it easy for riders nationwide to fill up with a premium gasoline, such as Shell V-Power®, which is recommended for Harley-Davidson motorcycles. There are also opportunities available for Wholesalers to leverage the Shell and Harley-Davidson alliance to create excitement and increase loyalty with consumers at a local level.
Consistent delivery of the Customer Value Proposition (CVP) is not only a key driver for increased customer satisfaction, enhanced brand loyalty and improved overall business performance, it also reinforces to customers your commitment to providing Shell high-quality fuels and services.

Customers who go to Shell-branded locations and who purchase Shell products continue to tell us how important the basics are to having an excellent fueling experience. To keep these customers happy and coming back to Shell-branded sites every time they need a fill-up is the goal of the CVP Brand Standards. The CVP Brand Standards program is a tool to evaluate the consistent delivery of excellent customer service and station cleanliness in order to delight the customer and make the difference REAL, for every customer, every site, every day.

Research has clearly demonstrated a correlation between higher-performing locations (based on CVP Mystery Shopper Scores) and higher revenues. It’s clear that customers not only pay attention, but they base their decision to return (and to return again and again) on these same criteria.

The CVP program will provide you with data to monitor your image and customer service delivery at each of your sites and provide tools to help build on that momentum.
Co-op is a tool to help eligible Shell Wholesalers achieve their marketing goals. Co-op dollars are accrued for reimbursement of authorized expenditures. The co-op management firm for Shell is Shared Marketing Services (SMS).

The Co-op Advertising and Development Program is designed to help you fund your local advertising and business development efforts by providing a selection of Shell produced materials as well as guidelines for Co-op Participant created materials. In addition, the program funds may be utilized for other areas of retail execution, such as: the Point-of-Purchase materials, promotions, uniforms, lighting and Shell V-Power® dispenser decals. Using this program is a tremendous way to increase brand awareness in your marketing area.

Co-op Advertising and Development Program

Program Eligibility
Approved Shell Co-op Participants who have purchased directly from Shell within the current calendar year are eligible to participate in the program. However, please check with your Shell Area Manager to confirm eligibility. Wholesalers are responsible for providing program benefits to their retailers.

Co-op Fund Accrual/Timing
Co-op funds are earned based on the net, qualified purchases of Shell branded gasoline purchased directly from Shell in the prior year at a rate of $0.0015 cents per gallon. For example, if you purchased 1.5 million gallons of Shell gasoline last year, your co-op fund for the current year would be $2,250.
Welcome to Shell Conversion Program

The Welcome to Shell Conversion Program communicates the benefits of both Shell Branded Consumer cards and offers approved accounts a $25 incentive to take action.

How it works:
- Enroll in the program on the LSM website. Enrollment details are coming soon!
- Post the Welcome to Shell Conversion POP
- Replace the current Shell Branded card applications outside at the dispenser with the new conversion brochures
- Customers pick up the conversion brochure and call the special telephone number listed on the conversion brochure
- Customers that apply and are approved, for a Shell Card OR a Shell Platinum MasterCard® will receive a $25 statement credit after making 3 purchases within 60 days of account open date
- To receive the $25 incentive, the customer MUST call the telephone number and enter the promo code that is shown on the brochure

New Features:
- Conversion brochures that provide a telephone application for both Shell Card and the Shell Platinum MasterCard®
- $25 incentive for the customer
- Executed outside at the dispenser
- Updated POP
- Direct mail support via LSM
- Eliminates cashier involvement
- Applications tracked back to your location

Welcome to Shell POP Kits Include:
- Pole Signs (Per Store profile)
- Super Pump Toppers
- Register Toppers
- Greeter Brochures (300 per site)
- Graphic Card for application holder

Encourage Prospects to Apply:
Target your best prospects with a conversion direct mail postcard. Promote the new Shell brand, offer new customers a $25 incentive to acquire a NEW Shell Branded Card, and drive new customers to your location to Increase Loyalty and Decrease Costs!
Whether converting an existing location to Shell or upgrading an existing Shell location, Shell is committed to making the conversion to the new Retail Visual Identity Evolution (RVIE) as simple as possible. The Facility Development Incentive Program offers financial incentives based on branded gasoline volumes that will offset a portion of the project costs.

The incentive amount is based on:

- Economic market conditions
- Competitive practices
- Type of facility developed
- Total investment amount
- Branded gasoline volume purchased and sold through the retail outlet

To maintain this incentive, the retail outlet must meet and continue to maintain the current facility design standards after construction is completed, meet our customer value proposition requirements and continue branded gasoline sales as the primary retail site focus.
To receive more detailed information or JOIN OUR TEAM, GIVE ME A CALL.
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