

# 2025

STREET SMARTS

# GOOD TO GROW



WHAT'S NEW IN 2025

# LEVELING UP *WITH CLUB CITGO*

## ➤ CITGO PAY™ WILL BE INCORPORATED INTO THE CLUB CITGO® APP

We're making things more seamless by combining the two apps and creating a single source for loyalty and mobile payments. Customers will be able to see current discounts, participate in promotions and pay for transactions right from the Club CITGO app. Learn more on page 19.

## ➤ PREMIER STATUS INTRODUCED TO ALL LOCATIONS FOR THE MOST LOYAL CLUB CITGO MEMBERS

App users who fill up 12 times within the qualifying time period will obtain the new Premier Status receiving everyday savings of 6¢, triple savings of 18¢ (once per month) on Tuesdays or 8¢ (once per month) on Fridays on each gallon of TOPTIER™ TriCLEAN® gasoline. Learn more on page 18.

## ➤ WEX DRIVERDASH APP – A NEW SOLUTION FOR FLEET ACCOUNTS AND THEIR DRIVERS

The app allows drivers to easily pay at participating CITGO stations from inside their vehicles using one of three CITGO Fleet cards: Fleet, Fleet Select or Fleet Universal. With current skimming issues, mobile payment is a more secure transaction that reduces the risk of stolen information, or physical cards being lost.

## ➤ CLUB CITGO SWEEPSTAKES ARE BACK

Win gas for a year! Consumers simply download the Club CITGO app and follow the instructions to enter. Once registered, consumers check in on the app and follow instructions to receive another chance to win gas for a year. Visit [www.CITGO.com/Motorists/ClubCITGO](http://www.CITGO.com/Motorists/ClubCITGO) for current offer and rules.

## ➤ CLUB CITGO NOW OFFERS TOBACCO LOYALTY THROUGH SKUPOS

Club CITGO now offers Tobacco Loyalty through Skupos with turnkey reporting services that unlock tobacco rebates and discounts for your local customers.



## 1

**BRAND IMAGE**

CITGO Brand Image Overview	5
Lighting	6
Dispensers	7
TriCLEAN® Gasoline	8
Trimark of Excellence Mystery Shop Program	10
C-Store ELEVATE Image	12
C-Store Equipment, Design & Offering	13
Equipment Financing	14
fuelService App - Disability Fueling Assistance	15

## 2

**LOYALTY & PAYMENTS**

Club CITGO	17
Premier Status	18
Mobile Pay	19
CITGO Proprietary Cards	23
FIS Premium Payback	28
Upside™	29
Loyalty Reporting	30
Programs Dashboard	31

## 3

**PAYMENT TECHNOLOGY**

Minimum Point-of-Sale (POS) Standards	33
Certified POS Systems and Fuel Dispensers	34
Outdoor Payment Terminals	34
POS Help Desk Support	35
EBT/Snap Benefits	35
Skimming, Data Security and Data Breaches	37
Payment Card Industry (PCI) Data Security Standards (DSS)	38

## 4

**PROMOTIONS & ADVERTISING**

Brand Advertising Campaign	41
Your High-Potential Customers	42
Reaching Consumers	43
Spirit Pump	45
Muscular Dystrophy Association® (MDA®)	46
Bess the Book Bus	47
Local Events	48
Local Involvement	48
Business Milestone Kits	49

## 5

**RUNNING YOUR STORE**

myCITGOstore.com	51
Retail Location Webpages	52
Amazon® Hub Locker	52
CITGO Lubricants	53
CITGO Buying Group	53
Uniforms & Name Tags	54
Education	55
Vendor Contacts	57





# 1

## BRAND IMAGE

We're dedicated to solving your operational and retail challenges. From the curb appeal of our CITGO brand image and TOP TIER™ TriCLEAN® gasoline to our unique educational programs and solutions-focused customer support, we're fueled up and ready to help you grow!

### IN THIS SECTION

- ▶ Brand Image Overview
- ▶ Lighting
- ▶ Dispensers
- ▶ TriCLEAN Gasoline
- ▶ Trimark of Excellence Mystery Shop Program
- ▶ C-Store ELEVATE Image
- ▶ C-Store Equipment, Design & Remodel
- ▶ Equipment Financing
- ▶ fuelService App - Disability Fueling Assistance

## FUELED UP AND READY TO GROW







"[It's] fresh, impactful, consumers are responding to it, and it's really helping drive sales."

Adam  
CITGO Maine Marketer



## CITGO *ILLUMINATE* Brand Image

### CITGO Illuminate Brand Image

- A** LED Price Sign
- B** White Channel Letters
- C** Triform
- D** Eyebrow Lighting
- E** Trimark
- F** Blue Channel Letters

### Dispenser

- G** Pump Valance
- H** Riser
- I** Pump Skirt

**Cost:** For existing CITGO locations, materials are provided by CITGO and amortized over 60 months. Estimated costs vary significantly by location due to local labor and other factors. Installation costs range from \$5,000 to \$20,000, excluding the price sign.

**Requirements:** CITGO-certified installers should be used for surveying, branding and/or reimaging retail locations.



# 30%

**Volume Increases**  
for some locations that  
have converted to the  
CITGO brand image\*

► Learn more at  
[www.myCITGOstore.com/  
CITGObranding](http://www.myCITGOstore.com/CITGObranding)



\*Source: Internal CITGO data January - August 2024

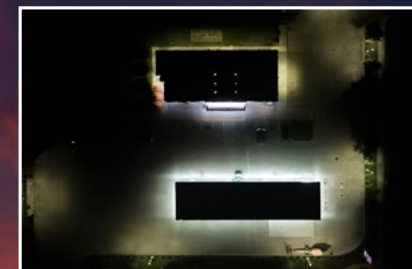


CONSUMERS WANT TO FEEL

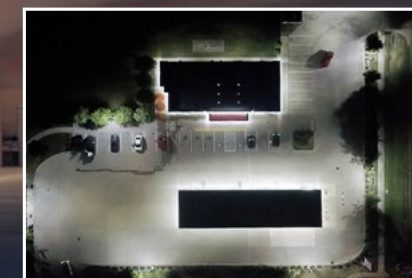
SAFE

## Lighting

CITGO provides you with special pricing for all of your LED lighting. LSI Petroleum Lighting® and SloanLED® offer some of the most energy-efficient LED products in the market today and provide turnkey solutions for your building, canopy and store interior—new and retrofit.



LIGHTING BEFORE



LIGHTING AFTER

### Benefits

- ▶ Reduced energy consumption
- ▶ Decreased electrical and maintenance costs
- ▶ Improved aesthetics
- ▶ LEDs stay brighter longer
- ▶ Energy rebates

### information



- ▶ **LSI Petroleum Lighting**  
Ken Siegert  
810-348-6563  
kenneth.siegert@lsicorp.com  
www.lsicorp.com



- ▶ **SloanLED**  
Jamie Hampshire  
972-469-2997  
jhampshire@sloanled.com  
www.sloanled.com



## Dispensers

Meet customer expectations and mitigate fraud at the pump while continuing your outdoor EMV mitigation path. Just like your POS hardware and software in-store, making these upgrades at the pump is a win/win.

We've teamed up with some of the best vendors in the industry to offer you a variety of fueling dispensers at special prices to meet your specific business needs.

### Special Pricing

- ▶ Various offers throughout the year available on [myCITGOstore.com](http://myCITGOstore.com)
- ▶ All orders must be placed through an authorized distributor
- ▶ All dispensers must feature CITGO branding

### EMV Acceptance

For information on EMV acceptance at the pump, see section 3 – pg. 33.

#### ▶ Wayne Fueling Systems, LLC

Ross McCloskey  
517-375-1643  
[ross.mccloskey@doverfs.com](mailto:ross.mccloskey@doverfs.com)  
[www.doverfuelingsolutions.com](http://www.doverfuelingsolutions.com)



#### ▶ Gilbarco Veeder-Root

Dan Yienger  
813-230-8762  
[dan.yienger@gilbarco.com](mailto:dan.yienger@gilbarco.com)  
[www.gilbarco.com](http://www.gilbarco.com)



#### ▶ Bennett Pump Company

Mike Carter  
205-601-2737  
[mcarter@bennettpump.com](mailto:mcarter@bennettpump.com)  
[www.bennettpump.com](http://www.bennettpump.com)



### 2025 Dispenser Program

A great deal for those looking to replace their dispensers or just retrofit their hardware. Incentives available on first 3,000 dispenser claim forms submitted. Learn more at [www.CITGOmarketnet.com/LightOils/FuelDispensers](http://www.CITGOmarketnet.com/LightOils/FuelDispensers).







CONSUMERS CARE ABOUT FUEL

# QUALITY

Research shows consumer perceptions about the quality of CITGO fuel and the reputation of CITGO are ranked two of the top three reasons for purchase.\*

Section 4 – pg. 44 | Learn how we're sharing our quality gas message with consumers.

Newly reformulated TOP TIER CITGO TriCLEAN gasoline has **50%** more cleaning agents for restored power, performance and Improved engine life.\*\*

\*\*New CITGO TriCLEAN additive package contains three detergent components vs. the previous version which contained two detergent components. Actual results are based on continuous use and may vary depending on vehicle type and age, personal driving habits, and gasoline previously used.



**CLEANS FUEL  
INJECTORS**



**CLEANS INTAKE  
VALVES**



**CLEANS  
CYLINDERS**



► Learn more about  
TriCLEAN gasoline

\*Source: Bovitz CITGO Brand Health Monitor 2024

## TriCLEAN Marketing Elements

At CITGO, we not only pride ourselves on having one of the industry's most attractive station designs, but our dispenser branding features our TOP TIER CITGO TriCLEAN gasoline.

The updated design is currently available to all new-to-CITGO locations and current locations looking to refresh their image.

- ▶ Pump skirt design with pre-printed TriCLEAN elements and CITGO wordmark
- ▶ Reflective materials—brushed aluminum on valance, stainless steel risers, satin aluminum vinyl on doors



TOP TIER is the premier standard for gasoline performance set by eight of the world's top automakers. It surpasses the existing standards set by the EPA.

Both **TriCLEAN** and **TOP TIER** decals appear on valance front.



## Updated Product ID Panels

### information

- ▶ Contact your CITGO gasoline supplier
- ▶ Visit [www.myCITGOstore.com](http://www.myCITGOstore.com)
- ▶ Visit [TopTierGas.com](http://TopTierGas.com)

**TriCLEAN sign** panel available for standard sign systems and as a replacement for the Rewards Card panel.



# Trimark of Excellence Mystery Shop Program

The Trimark of Excellence Mystery Shop Program is uniquely designed to protect the integrity of the CITGO brand and reward you for your day-to-day efforts to maintain it. It creates consistency across the brand and allows for tracking accomplishments as well as areas of improvement, both in the store and at the pump.

CONSUMERS SHOP STATIONS THAT ARE

CLEAN



"The program holds everybody accountable and has helped improve our appearance and in turn offers the best possible experience to the public."

Jim  
CITGO Michigan Marketer

## Mystery Shop Frequency

Quarterly shops are conducted by a third party.

Shop 1	Jan. 1 - March 31
Shop 2	April 1 - June 30
Shop 3	July 1 - Sept. 30
Shop 4	Oct. 1 - Dec. 31

## Grading System

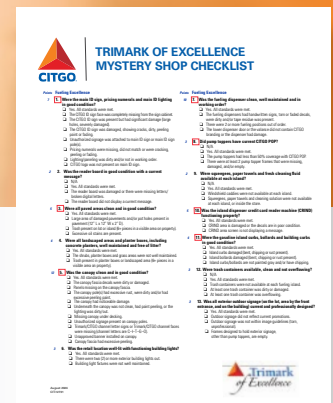
The grading system pinpoints your performance based on a possible score of 100% plus up to four bonus points, with all questions allowing for partial credit. A pass/fail score will be given on select brand image questions. Locations that score 97% or higher on any given shop will receive a reward.

Locations scoring 80% or lower on any given shop are considered failing and penalties will be applied.



### Bonus Questions worth 3 Additional Points:

1. Did the CSR or station personnel suggest using the Club CITGO app for discounts, paying with a CITGO Rewards Card or offer a credit card application? (2 Points)
2. Does the location carry CITGO brand motor oil? (1 Point)



## Questionnaire

The questionnaire emphasizes consistency and is divided into three sections that encompass the overall retail experience of your customers—fueling excellence, shopping excellence and customer service excellence.



## SCORE AT LEAST

# 97%

### Quarterly Rewards

If your location scores 97% or higher on a quarterly shop, you will receive the following from your gasoline supplier:

- ▶ \$250 in CITGO Gift Cards
- ▶ Letter of commendation
- ▶ Performance certificate to display in the store



### Results

If you've registered your location on myCITGOstore.com, you will receive your results via email within seven to 10 days of each mystery shop, allowing you to review scores/results sooner and take necessary action, if needed. You can also contact your CITGO gasoline supplier for your quarterly results.

### Penalties

Your gasoline supplier will receive the following penalties for each location scoring less than 80% on consecutive shops. They will decide whether or not to pass them on to you.

1 <sup>st</sup> failure	Warning letter
2 <sup>nd</sup> consecutive failure	\$500 charge
3 <sup>rd</sup> consecutive failure	\$1,000 charge and subject to debrand
4 <sup>th</sup> consecutive failure	\$2,000 charge and subject to debrand
5 or more failures	\$2,500 charge and subject to debrand

### Appeals

To receive points back on your survey for corrections made to select branding issues, or if you feel a scoring error was made, you can submit an Appeal by clicking the "Appeal" button at the top of your survey or at the question level in the Intouch Insight reporting portal. All correction photos should be taken from the same spot as the original mystery shop photo. Appeals must be submitted within 30 days of the original mystery shop or up to 10 after close of the quarter, whichever comes first. Brand auto failures resulting from a 50-point deduction due to major sign and canopy image issues must have appeals submitted before the end of the following quarter and include photos showing image resolution. Visit MarketNet® for instructions on how to submit an Appeal.

### Tips & Tricks

Helpful tips and tricks automatically populate under select questions on your quarterly mystery shop reports and more are located at [www.myCITGOstore.com/trimarkofexcellence](http://www.myCITGOstore.com/trimarkofexcellence). They provide you with solutions to fix existing issues in order to avoid penalties on future shops, but do not offer points back.

## BE IN THE TOP

# 500

### Annual Rewards

If you are among the top 500 retail locations for the year, you will receive the following from your gasoline supplier:

- ▶ \$500 in Visa® gift cards
- ▶ Recognition plaque
- ▶ Letter of commendation

## information

- ▶ Contact your CITGO gasoline supplier
- ▶ Visit [www.myCITGOstore.com/trimarkofexcellence](http://www.myCITGOstore.com/trimarkofexcellence)

## C-Store **ELEVATE** Image

CITGO has developed cost effective c-store exterior and interior design options. This program helps Retailers create a branded c-store look, while using their own c-store name. The program offers several paint color schemes with a menu of optional materials to enhance the store even more. We can help you enhance the interior of your store with graphics for placement above your cashiers, coolers, and food and beverage centers.

5%

**Fuel Volume  
Increases**  
for Elevate  
updates.\*

22%

**Merchandise Sales  
Volume Increases**  
for Elevate updates.\*

Make some budget-friendly investments in your store and see how curb appeal can help drive foot traffic.

- ▶ Paint & ACM
- ▶ Paint, ACM & Stone
- ▶ Interior Graphics

Note: Paint only option is available as-needed.

### information

- ▶ Visit [www.myCITGOstore.com/brand-image/c-store.jsp](http://www.myCITGOstore.com/brand-image/c-store.jsp)
- ▶ Contact your CITGO Brand Manager

\*Preliminary results based on Retailer conversions in 2022.







## C-Store Equipment, Design & Offering

Food Concepts has a skilled team offering best-in-class, turnkey brand image solutions for convenience stores, food retailers and food manufacturers. They excel in building brand experiences. Plan. Design. Build. Print. Stock. Ship. Sell.

Food Concepts is a one-stop shop with experts in:

- ▶ Interior Graphics
- ▶ Branding / Name and Logo Design
- ▶ Cabinets and Racks



### information

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- ▶ Visit [www.myCITGOstore.com/brand-image/c-store.jsp](http://www.myCITGOstore.com/brand-image/c-store.jsp)

#### Interior Graphics

- ▶ Contact your CITGO Brand Manager
- ▶ **Food Concepts**  
Customer Service  
800-419-9324  
[customerservice@foodpros.com](mailto:customerservice@foodpros.com)
- ▶ Ordering Equipment? Visit [www.foodpros.com](http://www.foodpros.com), complete order and enter discount code **CITGO10** at checkout



C7 Works specializes in convenience store design, equipment procurement, and project management. Whether you are remodeling, upgrading, or building from the ground up, C7 Works can help.

- ▶ Store Design and Layout
- ▶ Interior Graphics
- ▶ Equipment Procurement
- ▶ Cabinets and More

### information

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- ▶ Visit [c7works.com](http://c7works.com)
- ▶ Marshall Hare
- ▶ 804-332-3810
- ▶ [marshall@c7works.com](mailto:marshall@c7works.com)



## Fuel & C-Store Equipment Financing

We are committed to providing you the best financing rates available for the equipment you need to keep you competitive.

We've negotiated with some of the leading equipment financing vendors in the industry to offer you financing solutions to meet your specific business needs.

### information

► **Ascentium Capital**

Tony Ziegler  
281-883-5055  
tonyziegler@ascentiumcapital.com  
ascentium.info/214g (apply online)  
www.ascentiumcapital.com

► **Patriot Capital**

Mike Borelli  
404-955-8706  
mike.borelli@patcapfinance.com  
pccapply.com/CITGOBestRate (apply online)  
www.patriotcapitalfinance.com



## fuelService App – Disability Fueling Assistance Program

The fuelService app allows customers needing assistance at the pump to quickly identify participating gas stations and request assistance in advance of arrival.



- ▶ Provides efficient solution for drivers with disabilities while increasing brand loyalty with disabled drivers
- ▶ Reduces extended periods of cars at fueling positions waiting for assistance
- ▶ Allows Retailers to provide service when it is convenient
- ▶ On-demand Full Service model complies with ADA guidelines

### How does it work?



- ▶ The disabled driver opens the app to find a station on their route, chooses a station with availability and submits a request for assistance.



- ▶ The app calls the location and an automated voice asks the attendant if they are available to assist the consumer in the next 30 minutes. The attendant either selects “1” for yes, or “2” for no. The response is sent to the driver via the app to confirm the location is able to assist.



- ▶ Once the driver arrives, they open the app to let the attendant know they've arrived and enter their pump number. The attendant receives another automated call and using the telephone keypad, enters the number of minutes it will be before they can assist.



- ▶ The driver is notified and waits for the attendant. The attendant goes out and fuels the car.



- ▶ Once the transaction is complete, the driver can leave a rating in the app and any feedback.

### How is it promoted?

- ▶ On-site POP (dispenser decal, pole sign and front door decal)
- ▶ Social media assets given to Retailers to promote on their social channels
- ▶ Customer brochures are provided for Retailers to use in local outreach. Retailers are encouraged to work with independent living centers and key organizations in the disability community.



### information

- ▶ Visit [www.myCITGOstore.com/disabilityassistance](http://www.myCITGOstore.com/disabilityassistance)
- ▶ Contact your CITGO gasoline supplier to enroll

### Training

There is minimal training needed since the app handles most of the communication. However, we will provide your locations with a POS Staff Training Guide and video.





## LOYALTY & PAYMENTS

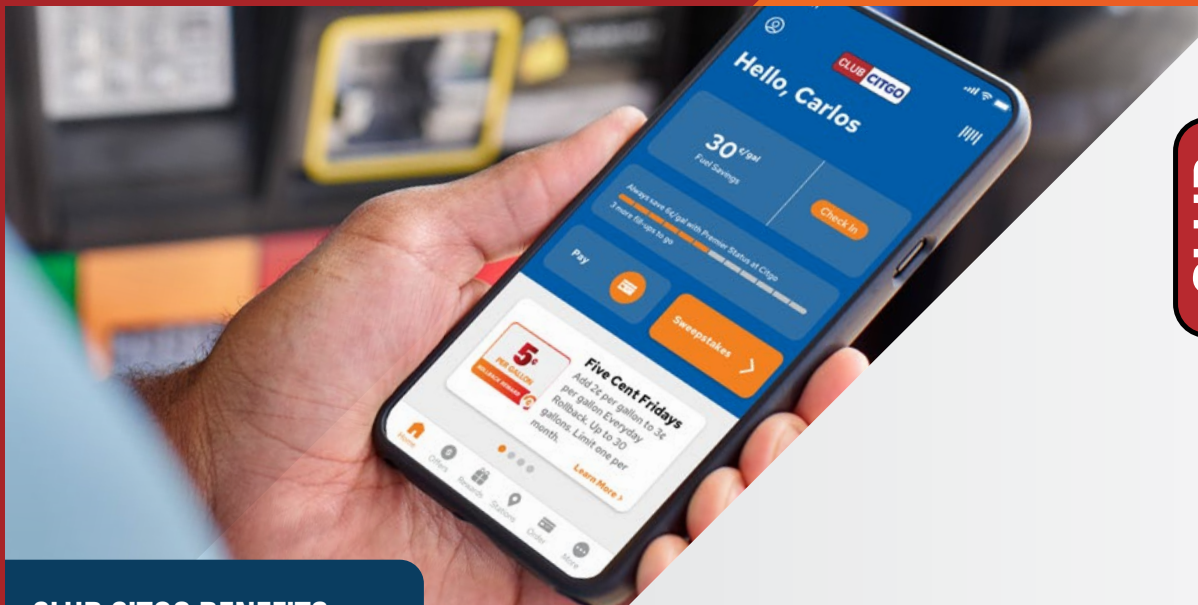
The competition for consumers continues to force c-store operators to embrace the power of data and technology. Loyalty programs are still one of the most effective tools for engaging and retaining consumers. According to internal CITGO data, members purchase 78% more fuel than non-members. And while loyalty programs continue to increase in importance to consumers, so does use of mobile payments - providing consumers with frictionless payment options. In 2025 Club CITGO will add the feature for mobile payments - providing consumers with an even more frictionless loyalty experience.

### IN THIS SECTION

- ▶ Club CITGO
- ▶ Premier Status
- ▶ Mobile Pay
- ▶ CITGO Proprietary Cards
- ▶ FIS Premium Payback
- ▶ Upside™
- ▶ Loyalty Reporting
- ▶ Programs Dashboard







# SALES DRIVEN THROUGH CONSUMER LOYALTY



## CLUB CITGO BENEFITS

- ▶ Rollback at the Pump with 3 cents per Gallon Every Day
- ▶ New Premier Status Offering More Savings for Frequent Customers\*
- ▶ Alt ID Feature for Automatic Savings
- ▶ Mobile Payment Option
- ▶ Fully-Funded Retail Offers to Drive C-Store Traffic
- ▶ POP to Promote In-App Offers and National Promotions
- ▶ Long-Term Customer Loyalty
- ▶ Email Marketing Campaigns
- ▶ Social Media Campaigns (e.g., Facebook, Twitter)



# 5%

Avg. Fuel Volume Growth at participating locations YOY from October 2023 to October 2024.



# \$9,500

Annual incremental margin per location for Club CITGO Retailer participants based on October 2024 same store results.

CITGO has made a commitment to help grow your business by providing consumers with exciting loyalty offerings. In order to offer consumers a consistent shopping experience and ensure program success, Retailer participation is critical and required. Club CITGO is an easy-to-implement loyalty and rewards program that can help you grow a dependable customer base and increase profit margins.

We provide our full support, including special marketing information, training videos and documents, a dedicated call center and fully funded deals and rewards. Your customers automatically get a 3¢ rollback reward on fuel purchases in addition to monthly rewards such as Triple Tuesdays (9¢), 5¢ Fridays, and everyday savings on popular product brands at the register right in the palm of their hands. For Premier Status, members get double rewards. All available rewards will be applied when customers enter their Alt ID to encourage repeat visits.\*\*

To elevate your offering further, you can incorporate your own deals/rewards specific to your location to build a fully integrated loyalty solution. Additional agreement and fees may apply. Send a note to [ClubCITGO@CITGO.com](mailto:ClubCITGO@CITGO.com) to get started.

\* Status Qualifications for Club CITGO Members: Premier Status requires 12 fuel purchases of 8 gallons or more during the promotional cycle at participating CITGO locations. Once achieved, Premier Status is valid until the end of the following promotional cycle.

\*\* Fuel rollback rewards are limited to Club CITGO members, up to 30 gallons per visit. See app for details.

 **COMING APRIL 1<sup>st</sup>** 

## Leveling up with New Premier Status

More fill-ups earn consumers more Club CITGO savings. Our most loyal customers will now enjoy everyday rewards of 6¢ per gallon when they become a Premier Status\* member. That's double the everyday savings! To achieve Premier Status, Club CITGO members must fill up 12 times with 8 gallons or more of fuel during a qualification period.



### Premier Status Savings

**CLUB STATUS SAVINGS**

**3¢**  
PER GALLON  
EVERY DAY

**5¢**  
PER GALLON  
ONCE PER MONTH ON  
FRIDAY

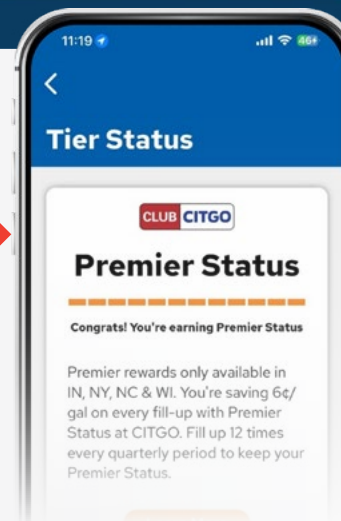
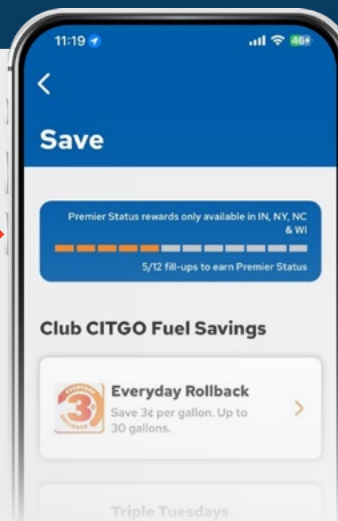
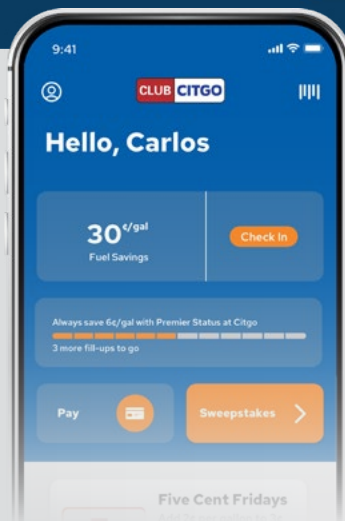
**9¢**  
PER GALLON  
ONCE PER MONTH ON  
TUESDAY

**PREMIER STATUS SAVINGS**

**6¢**  
PER GALLON  
EVERY DAY

**8¢**  
PER GALLON  
ONCE PER MONTH ON  
FRIDAY

**18¢**  
PER GALLON  
ONCE PER MONTH ON  
TUESDAY



Tracking purchases toward eligibility is easily done on the Club CITGO app on the SAVE page. Every time a member fills up with their Club CITGO app, the tracker will automatically update to show another purchase made towards earning Premier Status.

Once 12 fuel purchases are made in one quarterly period, the consumer will qualify for Premier Status. Club CITGO's 3¢ everyday savings will be bumped up to 6¢ everyday savings for the remaining quarterly period - and the next, achieving double the rewards!

\* Status Qualifications for Club CITGO Members: Premier Status requires 12 fuel purchases of 8 gallons or more during the promotional cycle at participating CITGO locations. Once achieved, Premier Status is valid until the end of the following promotional cycle. Promotion can be changed, modified or cancelled at any time.



## Mobile Pay

### Leveraging Technology for Frictionless Payment Options

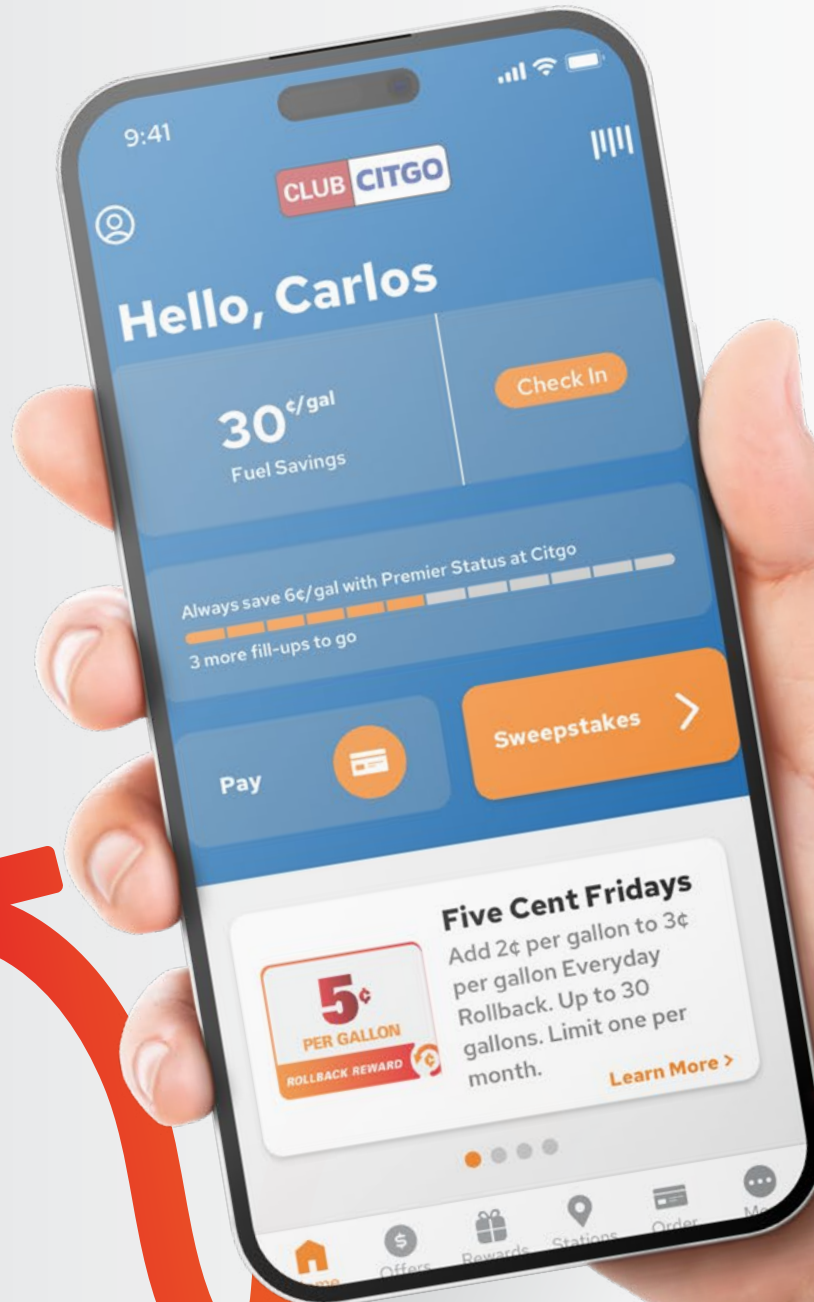
CITGO Pay™ will be incorporated into the Club CITGO app making mobile payments at the pump even more seamless. No longer will customers need to download two apps or link their two accounts together; everything will be in one location.

#### The benefits of mobile payment include:

- ▶ Consumers receive automatic savings
- ▶ As part of the Club CITGO app, members can stack loyalty rewards
- ▶ Savings of at least 50¢ on consumer's first fill up!\*

Loyalty integration is the key driver to make the use of our app successful and create a rewarding brand experience for your customers. Locations are **required to configure their POS** to accept mobile payments. To enroll your location for Mobile Pay, contact your gasoline supplier.

\*up to 30 gallons per visit.



### information

- ▶ Contact your CITGO gasoline supplier
- ▶ CITGO POS Help Desk  
800-533-3421, option 2, option 2
- ▶ Email ClubCITGO@CITGO.com
- ▶ Configuration Installation Guides are available on [www.myCITGOstore.com/resource-library/cashier-aids-installation-guides.jsp](http://www.myCITGOstore.com/resource-library/cashier-aids-installation-guides.jsp)



## Unlock Tobacco Rebates and Discounts with Club CITGO

CITGO has partnered with PDI C-Store Essentials to bring turnkey reporting services that unlock tobacco rebates and tobacco discounts for your loyal customers through Tobacco Manufacturer Programs.

### How It Works

1

At checkout, when tobacco purchases are being scanned, data is being collected.



2

A report is created from the tobacco scan data including product description, regular sell price, and discount applied.



3

The tobacco scan data report is submitted to the tobacco manufacturer for review.



4

In exchange for the scan data report, the tobacco manufacturer disperses rebates back to the store operator.



# 10%

On average, c-stores that participate in Tobacco Loyalty see a 10% increase in tobacco sales and 6% increase in in-store sales.



\*Source: PDI Loyalty Marketing Solutions 2023. Results not indicative of a guaranteed increase of business.



## PDI Tobacco Services



Altria and RJ Reynolds designed their tobacco discounting programs with the following packages. Exact scan data amounts and discounts available for consumers should be validated with the tobacco manufacturer representatives to account for state-by-state restrictions. Additional tobacco deals may be available from other vendors.



### Scan Data\*\*

Retailers share their tobacco scan data in exchange for a buy-price rebate on cigarettes and tobacco.



### Multipack Discounts\*\*

Available funds to allow customers an everyday discount for buying multiple tobacco products with Altria and RJ Reynolds.



### Loyalty Fund Discounts\*\*

This is the most lucrative offer, specifically for Club CITGO loyalty members. Retailers offer an additional stackable discount giving members the best price on tobacco products.



### CSE Back Office

Provides the tools to stay in the know and better control daily operations, while increasing value and profitability.

### Tobacco Loyalty



Scan Data



Multipack Discounts



Loyalty Fund Discounts



Bring Your Own Back Office

**\$49**

**per site  
per month**

### Tobacco Loyalty Plus Back Office



Scan Data



Multipack Discounts



Loyalty Fund Discounts



CSE Back Office

**\$89**

**per site  
per month**

## Steps to Enroll

1. Test Club CITGO Loyalty connection.
2. Sign agreement(s) with tobacco manufacturer(s).
3. Scan the below QR Code or visit [www.myCITGOstore.com](http://www.myCITGOstore.com) to sign up for PDI Tobacco Scan Data Services. Make sure to have your 10-digit Club CITGO ID (ends in 77).



## Program Cost:

1. Club CITGO Tobacco Loyalty \$49/mo
2. Includes Scan Data, Multipack Discounts and Loyalty Fund discounts.
3. Add C-Store Essentials Back Office System (CSE) for an additional \$40/mo.

\*\*Participation in tobacco programs requires a signed agreement with Altria and RJ Reynolds.



## Keep All Programs Working All the Time



### Resources:

- ▶ Training materials are available at [www.myCITGOstore.com/programs](http://www.myCITGOstore.com/programs)
- ▶ CITGO will provide and install POP once everything is configured to help drive consumer use and loyalty
- ▶ Installation Guides are available on MarketNet >> Retail Operations >> Loyalty Programs >> Club CITGO and [www.myCITGOstore.com/clubCITGO/trainingresources](http://www.myCITGOstore.com/clubCITGO/trainingresources)

### information

- ▶ Contact your gasoline supplier
- ▶ Visit [www.myCITGOstore.com/clubCITGO](http://www.myCITGOstore.com/clubCITGO)
- ▶ **Club CITGO Customer Service Center**  
888-2-GO-CLUB (1-888-246-2582)  
[ClubCITGO@CITGO.com](mailto:ClubCITGO@CITGO.com)
- ▶ **PDI Marketing Cloud Solutions**  
Matthew Yates  
972-349-0014  
[matthew.yates@pditechnologies.com](mailto:matthew.yates@pditechnologies.com)  
[www.pdisoftware.com](http://www.pdisoftware.com)



## Proprietary Payment Cards

A portfolio of payment cards works to fit the unique needs of your customers. A loyalty credit card, a variety of business fleet cards and a convenient gift card round out the offering.



## CITGO Gift Card

The CITGO Gift Card has fraud-detering security features to help keep your stores and the consumers better protected.

The card is perfect for people on the go, so be sure to keep these in stock! They work just like cash and customers are able to set the value of their card in whole dollar increments, ranging from \$5 to \$300.



**Note:** Marketers can order new gifts cards by calling 800-533-3421, option 1, option 2.

## information

- ▶ Contact your CITGO gasoline supplier
- ▶ Visit [www.myCITGOstore.com/brandedcards](http://www.myCITGOstore.com/brandedcards)
- ▶ If offering cash/credit pricing to cardholders, the POS must be configured to support discounts

## Cost Savings Tip

Reduce the number of activation fees (10¢ for all first-time activations) and help the environment by encouraging your customers to reuse their CITGO Gift Cards.



## CITGO Rewards® Card

As a business owner, you're always looking for ways to maximize profits and drive customer loyalty. Here are five reasons why the CITGO Rewards Card is the perfect tool for your business.

# 30%

**MORE PER TRANSACTION SPENT**

# 13%

**MORE GALLONS OF FUEL PUMPED**

### Zero Credit Card Processing Fees:

This means more profit stays in your pocket.

### Drive Customer Loyalty:

Price incentives on gas keep customers returning to your station.

### Increased Spending:

CITGO Rewards cardholders spend 30% more per transaction<sup>1</sup> and pump 13% more gallons than average fuel customers<sup>2</sup>.

### Synchrony Car Care™ Acceptance:

Customers can use the CITGO Rewards card at more than 1,000,000 auto merchant locations nationwide for parts, repair, services, and more! This opens your station to more potential customers! Check how many Synchrony Car Care™ cardholders are near you at [www.synchronybusiness.com/reach](http://www.synchronybusiness.com/reach).

### Instant CITGO Savings

CITGO Rewards Cardholders get Instant CITGO Savings at the pump when using their card at POS-configured locations that accept FIS Premium Payback.

Remember, only properly configured fuel dispensers will allow for these immediate discounts, so make sure your stations are correctly updated today! Visit [www.CITGOmarketnet.com/MarketNetWebOther/LightOils/FAQ\\_MarketersRetailers.pdf](http://www.CITGOmarketnet.com/MarketNetWebOther/LightOils/FAQ_MarketersRetailers.pdf) for more information.

\*2019 Argus US Gasoline Credit Purchase Trends for Synchrony Financial

1-2019 March Synchrony monthly reporting package; 2-2019 Argus U.S. Gasoline Credit Purchase Trends for Synchrony Financial; 3-Valid everywhere Synchrony Car Care™ is accepted in the U.S., including Puerto Rico. Click here for merchant locations. Acceptance of the Synchrony Car Care™ credit card is also determined by the merchant category code (the "MCC") associated with the merchant. An MCC is a four-digit classification code that is assigned to a merchant by the merchant's payment card network or merchant processor based on the predominant business activity of the merchant. Synchrony Bank does not assign nor has responsibility for the assignment of MCCs or evaluates what MCC should be assigned to a particular merchant. Purchases subject to credit approval. See [www.mysynchrony.com/cardholder.html](http://www.mysynchrony.com/cardholder.html) for details; Subject to credit approval. Valid everywhere Synchrony Car Care™ is accepted in the U.S., including Puerto Rico; Subject to credit approval. Minimum monthly payments required. To find merchant locations, visit [www.mysynchrony.com/carcare](http://www.mysynchrony.com/carcare)





NEW CARDHOLDERS SAVE

30¢ /GAL\*

of CITGO fuel for the first 60 days from the date your account is opened.



SEE IF YOU PREQUALIFY

or go to [Synchrony.com/CITGOprequalify](https://Synchrony.com/CITGOprequalify)

\*Subject to credit approval. Terms and conditions apply. See application in store for details.

## Growing the Portfolio

We give you 100% support and a marketing team dedicated to help bring more Rewards Card business to your locations through:

- ▶ Permanent POP complete with our “always on” messaging — 30¢ in fuel statement credits on every gallon of fuel purchased for the first 60 days the account is open and 5¢ per gallon after that; current cardholders continue to receive 5¢ in Instant CITGO Savings when they use their Rewards Card to purchase fuel at participating locations or fuel statement credits on every gallon purchased, with no minimums or maximums
- ▶ Direct mail and email campaigns throughout the year that promote the card and offer special incentives
- ▶ Opportunities to host marketing events at your locations to gain new Rewards Card business

## Zero Fees

### Tips for Success

- ▶ Display POP materials clearly
- ▶ Offer an additional cents-off-per-gallon or special in-store incentive for cardholders
- ▶ **NOTE: If offering cash/credit pricing to cardholders, the POS must be configured to support discounts**
- ▶ Host special events and station training
- ▶ Engage customers by asking, “Will you be paying with a CITGO Rewards Card today?”
- ▶ Keep applications well stocked and available at the counter

## How Much Can You Save in Credit Card Fees?

Make sure you ask every customer to pay with their CITGO Rewards® Card and help your savings increase.

### Fee Savings Calculator

Enter total monthly non-CITGO credit card sales:

\$ 0

Select average rate for your credit card fees each month:

1.75 %

Estimated monthly credit card fees:

\$0

Enter the percentage of sales you could shift to CITGO Rewards® Card:

10 %

### YOUR ESTIMATED SAVINGS

Monthly:

\$0

Annual:

\$0

## Calculate Your Savings

Calculate your estimated monthly credit card fees as well as monthly and yearly savings using the fee savings calculator at [www.myCITGOstore.com/rewardscard](https://www.myCITGOstore.com/rewardscard). There's even a calculation that determines what percent of sales you could shift to the Rewards Card to save even more!



## information

- ▶ Contact your CITGO gasoline supplier
- ▶ Contact your Synchrony Account Manager Susan Westendorf 937-272-3902 [susan.westendorf@syf.com](mailto:susan.westendorf@syf.com)
- ▶ Visit [www.myCITGOstore.com/rewardscard](https://www.myCITGOstore.com/rewardscard)
- ▶ Need Applications? Visit MarketNet or [myCITGOstore.com](https://myCITGOstore.com) and click the Order POP and Credit Card Forms icon.
- ▶ If you need assistance, contact the Marketing Support Manager at [brndmktg@CITGO.com](mailto:brndmktg@CITGO.com)

# CITGO Fleet Cards

The benefits of the CITGO Fleet Card program are many. Not only do fleet customers purchase 25 times more than the average consumer (about 960 gallons a month), but they are also loyal. Add to that lower transaction fees than other third-party fleet cards, and you save a bundle while growing your volume! With four card types and fuel rebates of up to 7¢ per gallon, there are options to offer your area fleet managers and small business owners.\*

30-50%

LESS COST PER TRANSACTION\*\*



## CITGO Fleet Card

Ideal for small- to mid-size fleets purchasing at CITGO locations and includes flexible payment options.

## CITGO Fleet Select Card

Ideal for mid-size fleets that may qualify for the tiered rebates offered with larger volume accounts. See Tiered Volume Rebate chart below.

## CITGO Fleet Universal Card

Ideal for mid to large fleets that may need to travel outside the CITGO network of locations on occasion. Eligible for tiered rebates; see Tiered Volume Rebate chart below.

## CITGO In-Store Card

Features the same benefits as the CITGO Fleet Card, but promotes loyalty by ensuring ALL purchases are made at a specific CITGO location.

## Tiered Volume Rebate

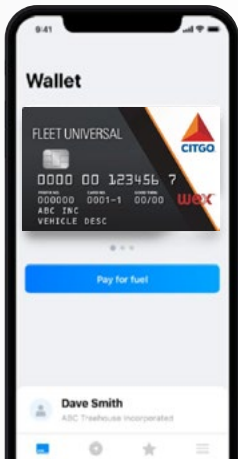
CITGO Fleet Select and Fleet Universal cardholders are eligible for a volume rebate on purchases made at CITGO locations.

Gallons Per Month (CPG Rebate)	Cents Per Gallon
0 – 2,499	1¢
2,500 – 4,999	2¢
5,000 – 6,999	3¢
7,000 – 9,999	5¢
10,000+	7¢



## Releasing in 2025

to CITGO Fleet cardholders - WEX DriverDash, an app that allows drivers to easily pay at participating CITGO stations from inside their vehicles as well as access to reports for on-the-road tracking and management of spending and mileage.



\*WEX personnel will navigate fleets to the card product that matches their fleet size. \*\*Based on fueling behavior analysis, 2022 CITGO portfolio, performed by WEX



## Growing the Portfolio

Our Fleet program is backed by a team to help you engage current fleet customers and bring in new accounts through location or area-specific campaigns. You can help by sending account referrals to [www.CITGOfleetcard.com/referral](http://www.CITGOfleetcard.com/referral).

A referral is better than a lead. A referral is a person or company that knows you, the Marketer or Retailer, and trusts your way of doing business but doesn't have a CITGO Fleet account. Possible referrals include businesses:

- ▶ With two or more company-owned vehicles
- ▶ Paying with cash
- ▶ Paying with other fleet cards (e.g., Voyager, Fuelman or MasterCard Comdata)
- ▶ Paying with a credit card

\$50

You'll receive a \$50 CITGO Gift Card for every referral you submit that results in a qualified CITGO Fleet application!

- ▶ Submit referrals to [www.CITGOfleetcard.com/referral](http://www.CITGOfleetcard.com/referral)



- ▶ Submit a Referral

## information

- ▶ Contact your CITGO gasoline supplier
- ▶ Contact WEX Client Account Representative
  - ▶ Scott Wentzell  
207-807-3428  
[scott.wentzell@wexinc.com](mailto:scott.wentzell@wexinc.com)
- ▶ **CITGO Fleet HelpDesk**  
866-926-5615
- ▶ **CITGO VIP Hotline**  
(application fast track, sale closings and questions)  
855-804-1455
- ▶ Visit [www.myCITGOstore.com/fleetcard](http://www.myCITGOstore.com/fleetcard)

## Selling Your Customers

Share these six key CITGO Fleet cardholder benefits with your customers and watch your volume grow!

1. Accepted at all CITGO locations
2. Detailed driver and mileage reports for fuel cost analysis
3. Enhanced security and purchase alerts
4. 24/7 online account access and customer service
5. Volume rebates up to 7¢ per gallon (Fleet Select and Fleet Universal cards only)
6. Nationwide acceptance (Fleet Universal Card Only)



## FIS Premium Payback

CITGO is a member of the Premium Payback program, a select loyalty solution that connects financial institution reward programs to your locations and enables real-time redemptions when your consumers purchase fuel. And the best part? It's free for CITGO-branded locations.

### How Does It Work?

When a consumer swipes a participating debit/credit card, they are prompted with a fuel redemption offer. (e.g., redeem 2,000 points to save 50¢ per gallon, up to 20 gallons). The discount is paid by a participating financial institution and the consumer receives an automatic savings at the pump. You receive the discounted amount in a settlement and do not pay fees on this portion.

### Benefits

This program could lower interchange costs and bring incremental transactions to your locations. Instant gratification of real-time redemption at the pump:

- ▶ Drives consumers to your locations
- ▶ Improves consumer engagement
- ▶ Increases spending power
- ▶ Increases brand awareness
- ▶ Facilitates Instant CITGO Savings on Reward cards

### information

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- ▶ Contact your CITGO gasoline supplier
- ▶ Call to schedule a technician to enable your POS
- ▶ Configuration Installation Guides are available on MarketNet >> Retail Operations >> Loyalty Programs >> FIS Premium Payback





## Upside™ – Loyalty Program

Upside is a loyalty program to help you maximize incremental profits at both the pump and c-store. It reaches more than 30 million consumers and gives you a competitive advantage by creating exclusivity zones around your location to prevent nearby competitors from participating. It is a great way to reach new consumers for your location through personalized offers promoted in the Upside app.

- ▶ Personalized offers to consumers
- ▶ Exclusivity zones
- ▶ Every transaction is shown in your dashboard
- ▶ No software downloads or POS integrations
- ▶ No ongoing maintenance
- ▶ No additional signage

No software downloads or POS integrations



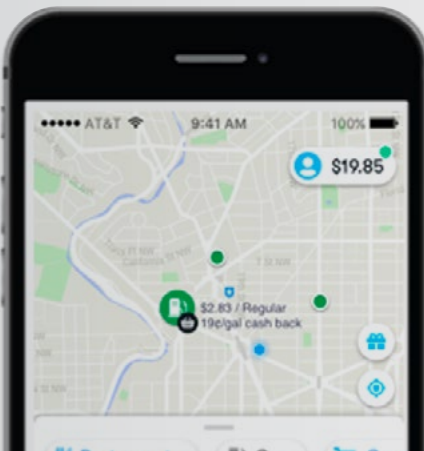
▶ Upside for fuel

### information

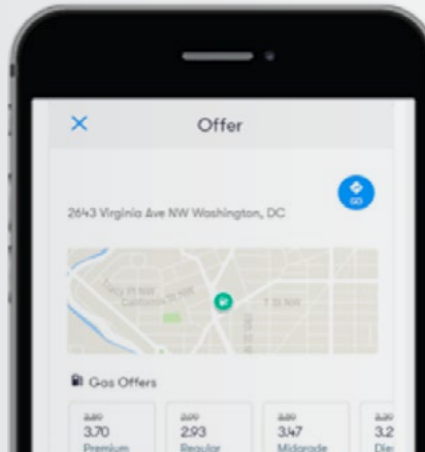
- ▶ Contact your CITGO gasoline supplier
- ▶ Contact Upside Strategic Account Manager and include your name, CITGO location number and your contact information  
John Rodriguez | 904-613-1379 | john.rodriguez@upside.com
- ▶ Visit MarketNet >> Retail Operations >> Upside



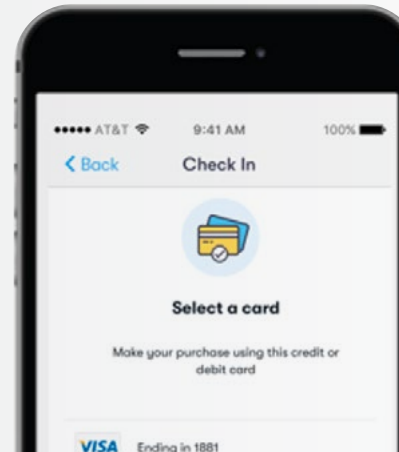
### Open the App



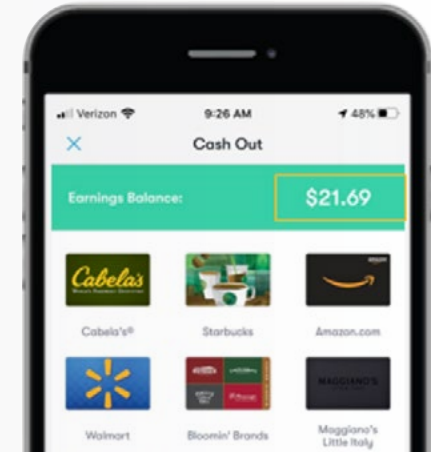
### Claim an Offer



### Purchase with a Card



### Earn Cash Back!



## Loyalty Reporting MarketNet >> Payment Card >> Payment Card Reports >> Loyalty Discounts Report

All CITGO loyalty program fuel discounts are paid back to the Marketer. The Loyalty Discount Report available on MarketNet lays out each individual program and separates fuel from regular merchandise. The report includes gallon amounts, loyalty redemptions and fees, percentage of gallons and overall impact of the loyalty programs.

Marketer	Number	Club Citgo Gal	FIS Premium Payback Gal	Mobile Pay Gal	Rewards Card Gal	Total Loyalty Gal	POS Gallons	Loyalty % of POS Gallons	Club Citgo Merch \$	Club Citgo Fuel \$	FIS Premium Payback \$	Mobile Pay \$	Rewards Card \$	Total Loyalty Reward \$	Total Fuel Loyalty Reward \$	Fuel Rollback CPG	PTS
CITGO	12340001	4,472	0	0	229	4,701	63,921	7.36%	\$0.00	\$272.89	\$0.00	\$0.00	\$13.95	\$286.84	\$286.84	\$0.0045	45
CITGO	12340002	6,685	0	74	252	7,011	97,336	7.20%	\$0.60	\$405.73	\$0.00	\$30.73	\$15.38	\$452.44	\$451.84	\$0.0046	46
CITGO	12340003	3,940	23	0	84	4,048	79,124	5.12%	\$0.00	\$230.23	\$11.66	\$0.00	\$4.22	\$246.11	\$246.11	\$0.0031	31
CITGO	12340004	8,398	0	319	1,179	9,897	59,198	16.72%	\$3.00	\$573.27	\$0.00	\$26.92	\$60.90	\$664.09	\$661.09	\$0.0112	112
CITGO	12340005	2,939	9	0	306	3,254	59,343	5.48%	\$0.00	\$182.54	\$4.60	\$0.00	\$15.27	\$202.41	\$202.41	\$0.0034	34
CITGO	12340006	6,414	0	40	0	6,453	82,123	7.86%	\$0.60	\$393.73	\$0.00	\$0.80	\$0.00	\$395.13	\$394.53	\$0.0048	48
CITGO	12340007	2,448	70	7	137	2,661	82,278	3.23%	\$0.00	\$155.46	\$34.95	\$0.14	\$6.84	\$197.39	\$197.39	\$0.0024	24
<b>Marketer Total</b>		<b>35,296</b>	<b>102</b>	<b>440</b>	<b>2,187</b>	<b>38,026</b>	<b>523,324</b>	<b>7.27%</b>	<b>\$4.20</b>	<b>\$2,213.85</b>	<b>\$51.21</b>	<b>\$58.59</b>	<b>\$116.56</b>	<b>\$2,444.41</b>	<b>\$2,440.21</b>	<b>0.0047</b>	<b>47</b>





# Programs Dashboard

MarketNet >> Payment Card >> Payment Card Reports  
>> POS Program Report

The POS Program Reports is a dashboard created to help monitor the program status at locations and can be found by logging in to MarketNet. The report shows two important metrics for each CITGO Program, the heartbeat and last transaction time. The heartbeat identifies the last time the POS at a location communicated to the program host. The last transaction is the last recorded customer transaction sent to the program host.

- Red – No activity for 14 days or longer. Immediate action required to restore program functionality.
- Orange – No activity for more than seven days. Action is likely required to restore program functionality.
- Yellow – No activity for more than 48 hours. Monitor status.
- Green – Activity within 48 hours. No action required!

## information

- ▶ To resolve a heartbeat or transaction issue, or to schedule your compliance upgrade:
  - ▶ CITGO POS Product Manager:  
800-423-8434, ext. 5415
  - ▶ [posprod@CITGO.com](mailto:posprod@CITGO.com)

Location	POS Type	Network Provider	Club CITGO Heartbeat	Club CITGO Transaction	CITGO Pay Heartbeat	CITGO Pay Transaction	FIS Heartbeat	FIS Transaction
12345678	VERIFONE COMMANDER	PaySafe	<span style="color: green;">●</span> 9/3/2024 12:04:57 PM CDT	<span style="color: green;">●</span> 09/01/2024	<span style="color: green;">●</span> 9/3/2024 12:06:27 PM CDT	<span style="color: red;">●</span> 07/18/2024	<span style="color: red;">●</span> —	<span style="color: red;">●</span> 02/05/2024
01234567	VERIFONE COMMANDER	Cybera	<span style="color: green;">●</span> 9/3/2024 12:05:49 PM CDT	<span style="color: green;">●</span> 09/01/2024	<span style="color: green;">●</span> 9/3/2024 12:05:53 PM CDT	<span style="color: yellow;">●</span> 08/29/2024	<span style="color: green;">●</span> 9/3/2024 12:03:59 PM CDT	<span style="color: green;">●</span> 09/01/2024
87654321	VERIFONE COMMANDER	Cybera	<span style="color: green;">●</span> 9/3/2024 12:05:33 PM CDT	<span style="color: green;">●</span> 09/01/2024	<span style="color: green;">●</span> 9/3/2024 12:06:26 PM CDT	<span style="color: red;">●</span> 05/11/2023	<span style="color: green;">●</span> 9/3/2024 12:06:29 PM CDT	<span style="color: green;">●</span> 09/02/2024
7654321	VERIFONE COMMANDER	Cybera	<span style="color: green;">●</span> 9/3/2024 12:04:41 PM CDT	<span style="color: green;">●</span> 09/01/2024	<span style="color: green;">●</span> 9/3/2024 12:05:59 PM CDT	<span style="color: red;">●</span> 07/12/2024	<span style="color: green;">●</span> 9/3/2024 12:03:58 PM CDT	<span style="color: green;">●</span> 09/02/2024
45670123	VERIFONE COMMANDER	Cybera	<span style="color: green;">●</span> 9/3/2024 12:05:42 PM CDT	<span style="color: green;">●</span> 09/01/2024	<span style="color: green;">●</span> 9/3/2024 12:06:26 PM CDT	<span style="color: yellow;">●</span> 08/27/2024	<span style="color: green;">●</span> 9/3/2024 12:05:43 PM CDT	<span style="color: yellow;">●</span> 08/29/2024



## PAYMENT TECHNOLOGY

Payment card acceptance is fundamental, with the Point-of-Sale (POS) system being the main component and back-bone of your location. Let's face it, a properly functioning POS system is critical to your operations.

Keeping your POS system up to date is more critical than ever to meet the latest compliance and security requirements while offering a variety of consumer friendly digital payment methods. The CITGO payment card strategy is to allow consumers to pay the way that they want to pay.

CITGO has exciting new digital payment methods in store for you to offer consumers. Updating and maintaining your POS system hardware and software is key to your digital payment success!

### IN THIS SECTION

- ▶ Minimum Point-of-Sale (POS) Standards
- ▶ Certified POS Systems and Fuel Dispensers
- ▶ Outdoor Payment Terminals
- ▶ POS Help Desk Support
- ▶ EBT/Snap Benefits
- ▶ Skimming, Data Security and Data Breaches
- ▶ Payment Card Industry (PCI) Data Security Standards (DSS)





# Minimum Point-of-Sale (POS) Standards

In addition to meeting PCI DSS requirements, your location must also meet these minimum POS standards.

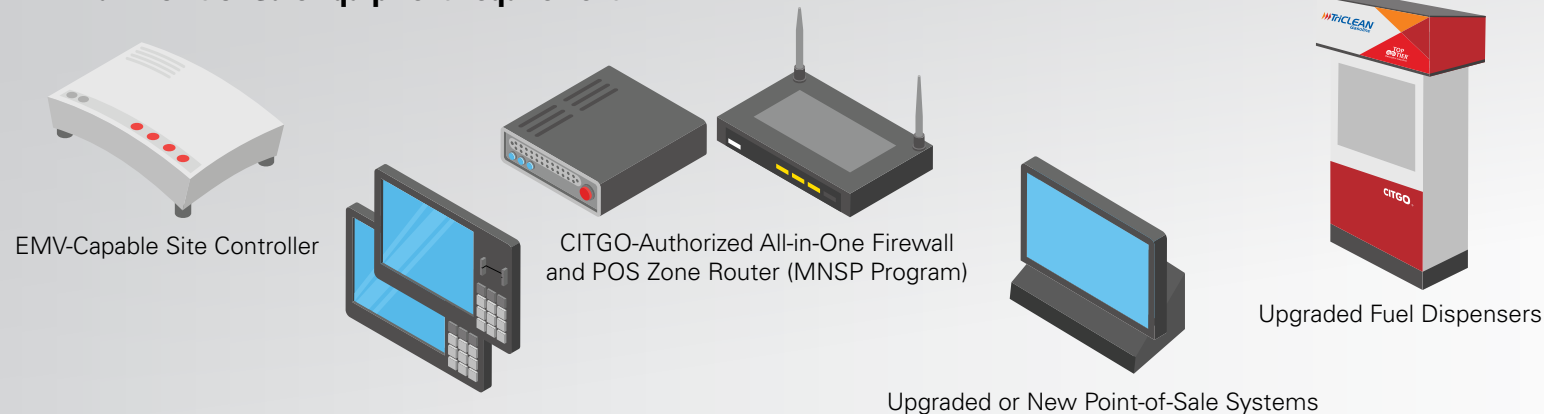
## Requirements\*

The following are required for all CITGO locations:

- ▶ EMV (chip) card acceptance inside
- ▶ EMV (chip) card acceptance PIN Pads outside (fuel dispensers)
- ▶ Most current version of POS software available
- ▶ POS is configured for Club CITGO, CITGO Pay and FIS Premium Payback
- ▶ Internet/broadband for payment card processing
- ▶ Installation and use of an all-in-one firewall and POS Zone Router from a CITGO-authorized firewall provider ("MNSP") for payment cards, loyalty and mobile programs
- ▶ POS and Dispenser software must be on the current version, or one prior, posted to MarketNet and POS Vendor Portals
- ▶ All new locations must meet indoor and outdoor EMV requirements when on-boarding with CITGO
- ▶ EMV Contactless (tap to pay) card acceptance inside and outside
- ▶ PIN Pads must be properly maintained to prevent "Fallback to swipe" transactions
  - ▷ Chip reader must be functional
  - ▷ Contactless feature must be enabled
  - ▷ Card brands may impose fines for non-compliance
- ▶ If offering cash/credit pricing to CITGO-branded cardholders, the POS must be configured to support discounts

\*Subject to change. For current listing, visit [www.citgomarketnet.com/LightOils/POSTerminals](http://www.citgomarketnet.com/LightOils/POSTerminals) and click on the POS Approved Systems button on the right-hand side of the page

## Minimum Point-of-Sale Equipment Requirement



## information

- ▶ Contact your CITGO gasoline supplier
- ▶ Contact your local POS distributor
- ▶ CITGO POS Product Managers  
800-423-8434, ext. 5415  
[posprod@CITGO.com](mailto:posprod@CITGO.com)

## Certified POS Systems and Fuel Dispensers

### Certified POS Systems\*

The POS systems listed below are CITGO-certified and meet minimum POS standards.

- ▶ Verifone Commander with supported PIN Pads
  - ▷ CITGO recommends the C18 POS terminal and M400 PIN Pad
- ▶ Gilbarco Passport PX60 and PX68 with EDH2, Windows 10 and Mx915 or M400 PIN Pads
- ▶ NCR Radiant POS with supported Windows 10 hardware
- ▶ Ingenico Desk 3500

\*Subject to change. For current listing, visit CITGO MarketNet >> Payment Card >> Point of Sale >> Point of Sale Terminals and click on the POS Approved Systems button on the right-hand side of the page.

### Certified Fuel Dispensers\*\*

The fuel dispenser systems below are approved and certified for the CITGO EPOS Network:

- ▶ Gilbarco Encore 700s with FlexPay IV and FlexPay VI
- ▶ Wayne Ovation and Anthem with iXPay 1 and iXPay 2
- ▶ Bennett (Verifone POS only)

\*\*Subject to change. For current listing, visit CITGO MarketNet >> Payment Card >> Point of Sale >> Fuel Dispensers. Gilbarco FlexPay II only available for Verifone and Gilbarco POS systems.

## Outdoor Payment Terminals

Consumer expectations to make secure, contactless payments have only increased over the years. And while most locations want to deploy outdoor EMV, the cost to upgrade impedes the installation\*.

CITGO has partnered with suppliers to offer an alternative solution to buying new dispensers. The EMV retrofit kits are Outdoor Payment Terminals (OPT) that allow CITGO locations to keep their existing pumps while upgrading their payment systems to EMV compliance.

Installing EMV- and NFC-capable pay-at-pump terminal systems provides your customers with the ability to use contactless Tap & Pay mobile payment. Another reason to move to EMV comes with MasterCard's announcement in August 2021 that the end of life for magnetic stripes start as early as 2024 with full elimination by 2033. We expect other card brands will follow suit.

Gilbarco and Wayne offer affordable retrofit kits that may be eligible for the 2025 Dispenser Rebate Program. See the 2025 CITGO Dispenser Program on [myCITGOstore.com](http://myCITGOstore.com) for more details.

### information

- ▶ [www.myCITGOstore.com/CITGObranding](http://www.myCITGOstore.com/CITGObranding)



## POS Help Desk Support

Keep your customers happy. Make sure your POS system is always up to date to accept EMV cards, mobile payments and provide consumer savings with the assistance of your POS vendor Help Desk Support.

CITGO requires all locations with integrated POS to subscribe to their respective POS vendor's Help Desk in order to receive support and remote software downloads. To enroll locations, visit <https://www.CITGOmarketnet.com/LightOils/PointOfSale/VerifoneHelpDeskAgreementForms.jsp>.

These subscriptions provide you with remote support and the latest software updates to help prevent new data security threats, meet PCI software requirements and provide enhanced features.

### information

- ▶ Contact your CITGO gasoline supplier
- ▶ POS Help Desk Support
  - ▶ Gilbarco Passport: 800-800-7498
  - ▶ NCR: Contact your NCR reseller directly
  - ▶ Verifone: 888-889-7829
  - ▶ CITGO POS Help Desk  
800-533-3421, option 2, option 2
  - ▶ CITGO POS Product Managers  
800-423-8434, ext. 5415  
[posprod@CITGO.com](mailto:posprod@CITGO.com)



▶ Scan to enroll locations

## CITGO accepts EBT on all Point of Sale Systems!

CITGO accepts Electronic Benefit Transfer (EBT) payments for SNAP eligible products

Prior to accepting EBT, locations must first register with the U.S. Department of Agriculture (USDA).

Once registered, to enable EBT, email [poshelp@CITGO.com](mailto:poshelp@CITGO.com) and provide the following:

- ▶ CITGO Location Number
- ▶ Food Nutrition Service (FNS) Number
- ▶ Copy of USDA certificate

**IMPORTANT: The business name on the USDA certificate must match the business name as listed with CITGO.**

**Contact your CITGO gasoline supplier to make a change if needed.**



### information

- ▶ Contact your CITGO gasoline supplier
- ▶ To accept EBT cards at your location:  
CITGO POS HelpDesk  
[POSHelp@CITGO.com](mailto:POSHelp@CITGO.com)

## Your POS Equipment Listing

Get up to date information about each location on the CITGO network:

- ▶ POS Software Version
- ▶ Loyalty and Merchant IDs
- ▶ Transaction activity inside, outside
- ▶ EMV Acceptance



### Payment Card > Payment Card Reports > Your POS Equipment Listing

You requested a POS Equipment Listing for:

Customer/Sold To #: 224049

Report By: Terminal Type & Location List

11111

[Change Report Criteria](#)

Click [here](#) for a list of PCI Compliant software Versions by POS type.

Entry Method [Legend](#).



#### Your POS Equipment Listing Report

\*Service IDs are subject to change and should be verified with the POS vendors

Marketer: 0000224049

Terminal Type: VERIFONE COMMANDER 0000999999

Location	Status	Location Name	Sales Group	Sales Group #	Version #	Vendor Software Version	Vendor Service ID*	Firewall Reported	Terminal ID	Chip Inside	Chip Outside	EMV Contactless Inside	EMV Contactless Outside	RFID Contactless Outside	MPPAID	ClubCITGOID	FISID	Install Sheet
11686001	C	PICKARD STREET CITGO	Lauren Becker	142	094	1.12.40(53.40)	1385804	Cybera	08	09/03/2024	09/03/2024	09/03/2024	09/03/2024	09/05/2023	0311-0223	1168600177	CIT00011686001	
11686002	C	KC'S LAKE THIRTEEN PARTY STORE INC.	Lauren Becker	142	094	1.12.40(53.40)	6560672	PaySafe	10	09/03/2024	09/03/2024	09/03/2024	0000-00-00	11/16/2021	0311-0235	1168600277	CIT00011686002	
11686007	C	NORTHERN HEIGHTS CITGO	Lauren Becker	142	094	1.12.40(53.40)	2437607	Cybera	08	09/03/2024	09/03/2024	09/03/2024	09/03/2024	03/15/2023	0311-0224	1168600777	CIT00011686007	
11686008	C	ONE STOP MART	Lauren Becker	142	094	1.12.40(53.40)	1504890	Cybera	08	09/03/2024	09/03/2024	09/03/2024	09/03/2024	12/01/2023	0311-0222	1168600877	CIT00011686008	
11686009	C	MORLEY CITGO	Lauren Becker	142	094	1.12.40(53.40)	1445645	Cybera	08	09/03/2024	09/03/2024	09/03/2024	09/03/2024	03/15/2023	0311-0220	1168600977	CIT00011686009	

\*\*Dates for Chip Inside and Chip Outside should be previous day to ensure compliance\*\*



## Best Practices to Prevent Skimming

- ▶ Be familiar with the inside of dispensers and POS equipment inside the store
- ▶ Conduct daily inspections of all POS equipment
- ▶ Lock and secure POS terminals and server boxes
- ▶ Utilize security tape over the CRIND doors on all dispensers
- ▶ Control access to all POS terminals
- ▶ Use video surveillance cameras
- ▶ If you detect a skimming device at your location:
  - ▷ Contact your CITGO gasoline supplier and the CITGO payment card operations manager (cardoperations@CITGO.com) and provide your 8-digit CITGO location number, address, city, state and ZIP code
  - ▷ Shut down the dispenser or POS device and place an "Out of Service" sign on it
  - ▷ Save all security video and take pictures of the device dispenser
  - ▷ Contact your local law enforcement and provide them with a copy of the receipt from the last transaction



### information

- ▶ Email: [cardoperations@CITGO.com](mailto:cardoperations@CITGO.com)
- ▶ Order pump security seals at [www.myCITGOstore.com/paymenttechnologysecurity](http://www.myCITGOstore.com/paymenttechnologysecurity)
- ▶ Order pump locks from CompX at 864-297-6655 or [www.compx.com](http://www.compx.com)
- ▶ Download Incident Response Forms and Daily Security Seal Trackers at MarketNet >> Payment Card >> Payment Card Operations >> Fraud

# Payment Card Industry (PCI) Data Security Standard (DSS)

## All CITGO locations transmitting on the CITGO Payment Card Network must have:

- ▶ POS software and hardware components that meet the most current PCI PA-DSS (Payment Application Data Security Standards) or PCI SSF (Software Security Framework)
- ▶ Policies and procedures in place to pass current PCI DSS for merchants
- ▶ Installation and current use of a PCI DSS compliant firewall/MNSP device and service from a CITGO-authorized firewall service provider as listed in MarketNet
- ▶ Segment cardholder data and sensitive data from other systems - including the main office or remote access to the POS and/or fuel dispensers
- ▶ Logging and tracking of all internet traffic connected to POS equipment and using the same internet connection as the POS. Consider enhanced or "smart" logging to identify threats to multiple systems from multiple sources. Contact your firewall provider for more details
  - ▶ Protect corporate data as if it was payment card data to avoid a security attack and paying ransomware in digital currency to decrypt your files. Enable Multi-Factor Authentication (MFA)
  - ▶ Physically secure all devices and hide access to plugs/ports with payment card information to avoid physical attacks through POS and PIN Pad fraudulent overlays and skimmers
  - ▶ Use strong passwords and change system default passwords in the POS, PIN Pads, Fuel/Site Controller, Electronic Payment Server, etc.
  - ▶ Only use/allow remote access when absolutely needed and require multi-factor authentication for access. Disable when not in use
- ▶ Passing quarterly external scans by a PCI Authorized Scanning Vendor (ASV)
- ▶ PIN Pads that meet current PCI PTS (Payment Card Industry PIN Transaction Security) requirements as indicated in the POS Approved Systems matrix in MarketNet. All inside PIN Pads must accept PIN debit cards and be contactless capable for EMV contactless (tap & pay) transactions.
  - ▶ Monthly tracking of all equipment, by serial number, that contains cardholder data to ensure equipment has not been compromised (e.g., PIN Pads, POS, Electronic Payment Server (Gilbarco EDH, NCR EPC5), Fuel Controller, Fuel Dispensers, etc.)
  - ▶ Monthly tracking of anti-virus software to ensure it is in place and set up for proper monitoring and mitigation of viruses and malware on all systems, including back office PC's, tank monitoring, etc.

### ▶ Suspected or Confirmed Data Breach?

1. Email [PCIBreach@CITGO.com](mailto:PCIBreach@CITGO.com)
2. Contact CITGO IT Support Center: 832-486-HELP (4357)  
Staffed 24/7
3. Indicate that you've had a data breach

"If you are a merchant that accepts payment cards, or a vendor or entity that could affect the security of the cardholder data environment, then you are required to be compliant with PCI DSS."

- ▶ **Must achieve compliance annually**
- ▶ **Must validate and provide proof of compliance**
- ▶ **Must use a QIR-certified technician to install POS systems and work with equipment**

Source: [www.pcisecuritystandards.org](http://www.pcisecuritystandards.org)

**PCI DSS compliance is mandatory.**

80%

of hacking attacks could be prevented by strengthening passwords and installing software patches\*

81%

of hacking-related breaches leveraged either stolen and/or weak passwords\*

\*Source: <https://blog.pcisecuritystandards.org/topic/smb-series>





## Proof of PCI Compliance

CITGO Retailers are required to validate and be able to show proof of annual PCI DSS compliance. Here's how:

- ▶ Complete and pass a Self-Assessment Questionnaire (SAQ) and submit to pci@CITGO.com

SAQ D - Merchant	SAQ B-IP
Integrated POS System	Internet-Connected Ingenico or Vx520 Terminals

- ▶ Pass quarterly external scans conducted by PCI-Certified ASVs

### information

- ▶ Contact your CITGO gasoline supplier
- ▶ **CITGO POS Product Managers**  
800-423-8434, ext. 5415  
posprod@CITGO.com
- ▶ CITGO-Authorized Firewall Providers
  - ▶ **Acumera**  
512-687-7412  
CITGO@acumera.net
  - ▶ **ControlScan EchoSat PaySafe**  
800-393-3246  
CITGO@controlscan.com
  - ▶ **Cybera**  
866-4CYBERA (866-429-2372)  
sales@cybera.net
  - ▶ **Mako Networks**  
844-66-CITGO (844-662-4846)  
CITGOsales@makonetworks.com  
CITGO.makonetworks.com
- ▶ PCI-DSS Compliance Help
  - ▶ **PCI 1-2-3 Program**  
800-825-3301, ext. 2  
www.controlscan.com/petropci
  - ▶ SAQ Documents, ASVs and PCI-Qualified Security Assessors
  - ▶ **PCI Security Standards**  
www.pcisecuritystandards.org



Special pricing available  
for CITGO locations!

4

## PROMOTIONS & ADVERTISING

You can count on CITGO to bring you engaging advertising, loyalty promotions, local events and community relations designed to catch a customer's attention and drive them into your location. Once there, informative Point of Purchase (POP) signage at the pump and inside the store reminds your customers why they should keep coming back.

### IN THIS SECTION

- ▶ Brand Advertising Campaign
- ▶ Your High-Potential Customers
- ▶ Reaching Consumers
- ▶ Spirit Pump
- ▶ Muscular Dystrophy Association® (MDA®)
- ▶ Bess the Book Bus
- ▶ Local Events
- ▶ Local Involvement
- ▶ Business Milestone Kits

**GOOD  
TO GO**





# GOOD TO GO



## ***GOOD to GO* – 2025 Brand Advertising Campaign**

Wherever you're headed, it feels good when you've got everything you need to get you there. It's that feeling of being ready for action that lets you put everything else in the rearview. *Good to Go* plays off the CITGO name and captures that sense of spontaneity and road-ready exhilaration. With CITGO, you're *Good to Go*!

By growing brand loyalty through participation in the Club CITGO instant rollback program, consumers can get quality TriCLEAN gasoline for a great value – never paying full-price again. Loyalty doesn't stop there. Consumers also benefit by using mobile pay, the CITGO Rewards® card and third-party loyalty integrations for even more discounts.

Once at your stores, four waves of POP will showcase distinct, brand-building messages designed to reinforce our key messages in your consumer's minds:

- ▶ Benefits of our quality TriCLEAN gasoline
- ▶ Everyday savings with Club CITGO
- ▶ CITGO Rewards cardholder benefits
- ▶ Mobile payment and savings with Club CITGO

As always, POP installation will be conveniently handled for you by CITGO.



# GEN Z

## Age 18-26

Value openness and inclusivity. Seek new shiny things that set them apart. Environmentally and societally-conscious. Desire control and personalization.



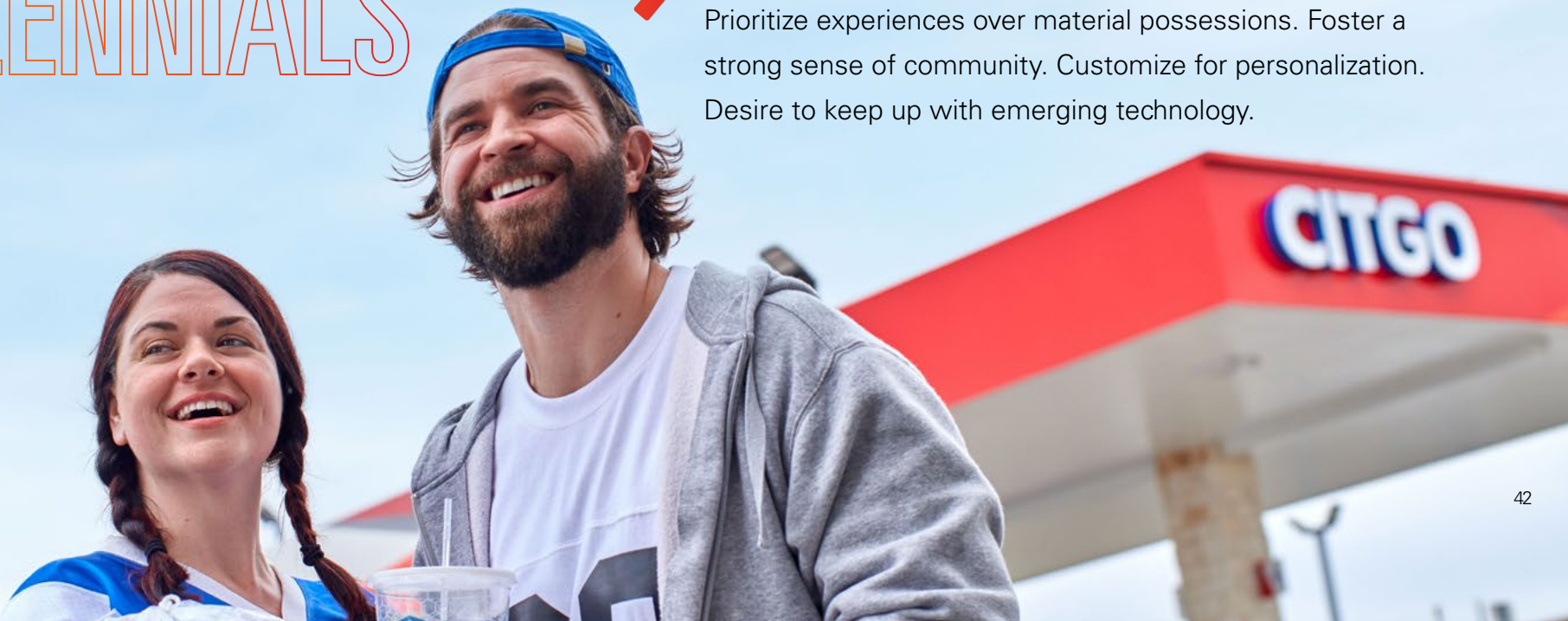
### A Look at Your High-Potential Customers

Popular programming genres among these customers include: *sports, animation, technology and gaming, comedy, music and entertainment.*

# MILLENNIALS

## Age 27-44

Prioritize experiences over material possessions. Foster a strong sense of community. Customize for personalization. Desire to keep up with emerging technology.





# Reaching Consumers

We'll push our key messages out to consumers via a strategic mix of advertising channels—POP, digital and streaming video, outdoor boards, gas apps, steaming radio—as well as through special regional promotions and a heavy social media presence.

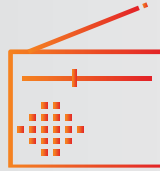


## 2025 Media Plan

Channel	Q1		Q2			Q3			Q4
	Feb	March	Apr	May	June	July	Aug	Sept	Oct
Connected TV (Fox Sports, Apple TV, Roku, ESPN, etc.)									
Billboards									
Streaming Audio (Spotify, Pandora, SiriusXM)									
Digital Display & Video									
Gas & Nav. Apps (GasBuddy, Google Maps)									
Social Media (TikTok, Instagram, Facebook, YouTube)									
App Store Search									



# Media Channel Roles & Approach



## Streaming Audio

- ▶ Leverage mass reach and intercept audiences when they are most likely on the go
- ▶ Align messaging during key drive seasons and times of day when audiences may be most receptive; Podcasts to align with target interests



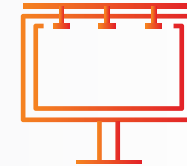
## Streaming Video/Digital Display

- ▶ Engage with audiences as they are consuming digital video content and incorporate data targeting to maximize media efficiencies and reach a more targeted audience



## Gas/Nav. Apps

- ▶ Engage with drivers as they are planning drives and actively seeking fuel options during key time periods



## Outdoor Advertising

- ▶ Reinforces video and audio messaging in areas within close proximity to CITGO locations



## Social Media

We continue to use social media as a catalyst to bring the CITGO brand to life and fully express our “Fueling Good” philosophy through a unique set of content categories that you and your consumers can relate to and rally around.

To see all the creative videos CITGO has posted go to [www.youtube/@CITGOFuelingGood.com](http://www.youtube/@CITGOFuelingGood.com).

Our social media calendar will be full of original posts, including those supporting all our key messages. We’ll engage with consumers, build excitement around our TOP TIER CITGO TriCLEAN gasoline, feature great deals, offer rewards and sweepstakes through the Club CITGO app and promote all the ways we’re fueling good and giving back in our local communities.

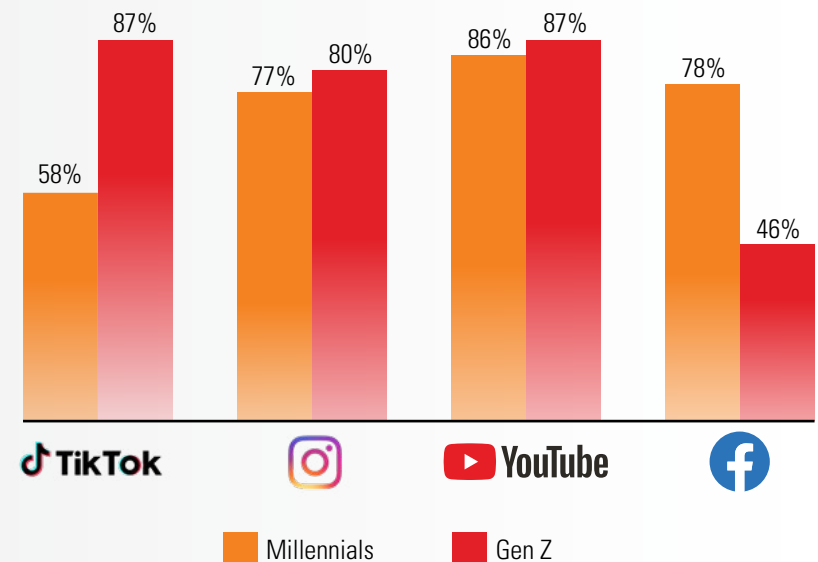
## Engage with CITGO

Tag us in your posts with @FuelingGood any time you keep the good going in your communities. And use these hashtags to make sure we see—and help spread—your messages!

- ▶ #CITGO #ClubCITGO #fuelinggood #TriCLEAN

## Social Media Network Usage

Summary of once a week or more often



\*Source: 2022 Kantar U.S. Monitor

# Fueling Good

Making a difference in your local community sets you apart from your competitors. Let CITGO help you with these charitable giving initiatives.

## Spirit Pump

The CITGO Spirit Pump program is a fundraising alternative that provides you with the opportunity to “pump up” support for local schools and charitable organizations.

### What’s Included

- ▶ Free marketing materials, including pump skirt and valance decals, pump topper inserts, posters, postcard handouts, cooler decals, wobblers and vinyl banners for the location and school/charity
- ▶ Optional marketing materials, customization, extra vinyl banners and pump toppers, are available for an additional fee

### Reminder!

There is a four-week minimum lead time from when an order is placed until materials are received.

### How It Works

- ▶ Partner with a local school/charity to raise funds
- ▶ Designate a pump at your location for no less than 8 weeks (16-week maximum)
- ▶ Set a cents-per-gallon commitment on all purchases made at the Spirit Pump during the program period (minimum guaranteed donation of \$1,000 required)

### information

- ▶ Contact your CITGO gasoline supplier
- ▶ Visit [www.myCITGOstore.com/communityinvolvement](http://www.myCITGOstore.com/communityinvolvement)

Note: The use of any proprietary logos or names (such as colleges or professional teams) is conditioned on the permission of use and licensing where applicable.



“CITGO provides everything you need and makes it simple to implement. It’s just another way CITGO makes it easy to give back to the communities that we serve”

Tim

CITGO North Carolina Marketer





## Muscular Dystrophy Association® (MDA®)

Thanks to your extraordinary efforts and generosity, CITGO remains the top corporate sponsor of the MDA, having raised more than \$280 million since 1986.



Here is a small sampling of the many ways you can partner with MDA to make a difference:

- ▶ **Shamrocks Against Dystrophy** – sell \$1 and \$5 shamrocks at your locations during the weeks leading up to St. Patrick's Day.
- ▶ **Pin-up programs** – these can be customized throughout the year
- ▶ **Golf tournaments**
- ▶ **Bowl-a-thons**
- ▶ **Social events**
- ▶ **Muscle walks/runs**

The funds raised at the year-round events, such as Shamrocks and Golf Tournaments, help send kids to summer camp, support clinics and aid in valuable research.

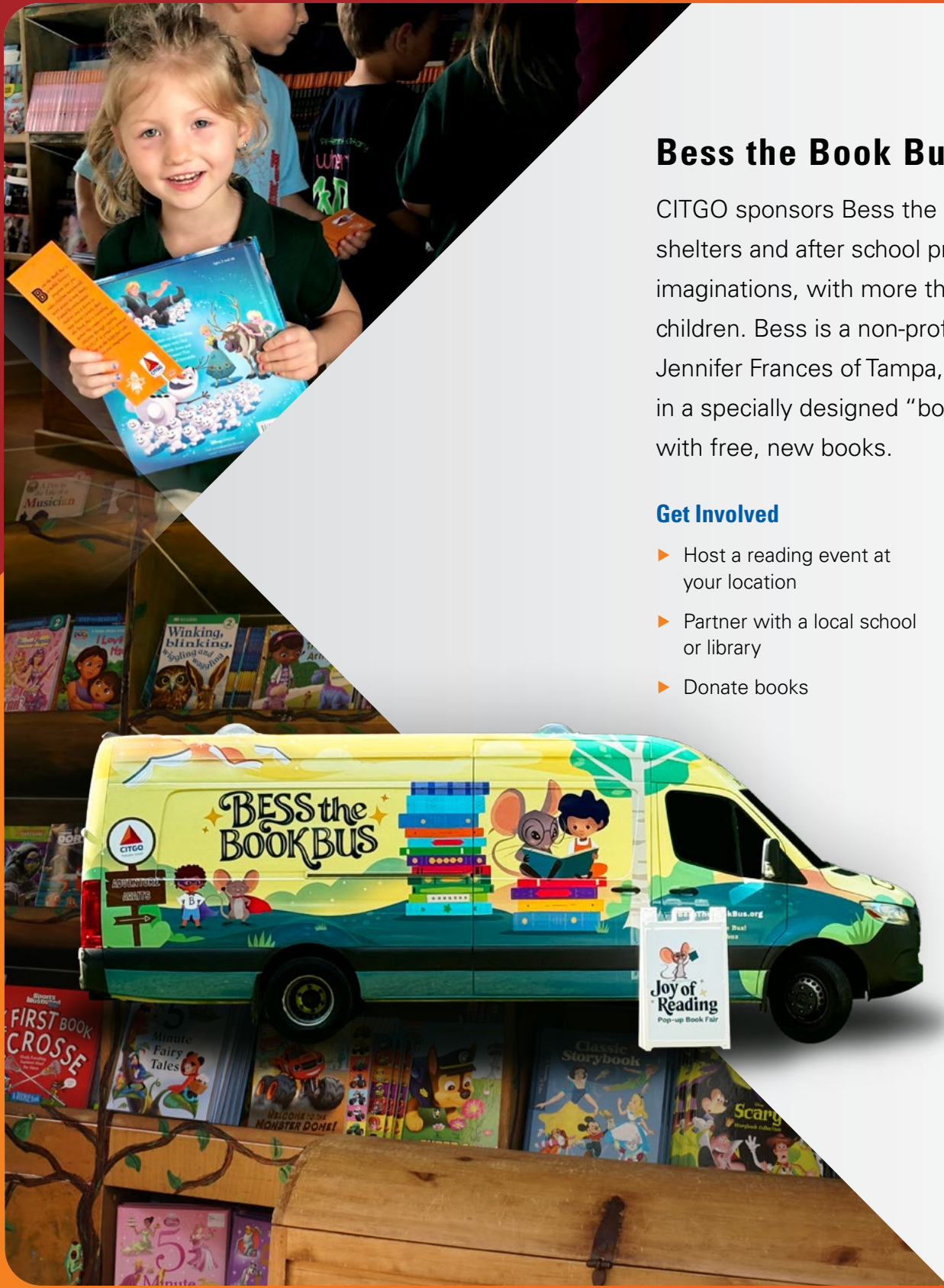
### information

- ▶ Contact your CITGO gasoline supplier
- ▶ CITGO  
Billie Vitasovic  
800-322-4846, ext. 4889  
bgrusch@CITGO.com

**MORE THAN**  
**\$280**  
**MILLION RAISED SINCE 1986**







## Bess the Book Bus

CITGO sponsors Bess the Book Bus as it travels to schools, community centers, shelters and after school programs across the country. Bess and CITGO fuel imaginations, with more than one million books given away - and a million smiles to children. Bess is a non-profit 501(c)(3) mobile literacy outreach organization. Run by Jennifer Frances of Tampa, Fla., the organization visits local communities nationwide in a specially designed "book bus," coordinating reading events and providing children with free, new books.

### Get Involved

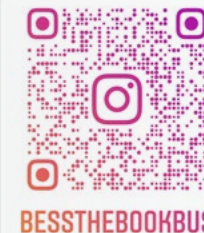
- ▶ Host a reading event at your location
- ▶ Partner with a local school or library
- ▶ Donate books

### Did You Know

As a pillar of our corporate social responsibility, we support local education with 11 CITGO Innovation Academies; grants and scholarships through the CITGO STEM Talent Pipeline.

### information

- ▶ Contact your CITGO gasoline supplier
- ▶ Email CITGO at [brndmktg@CITGO.com](mailto:brndmktg@CITGO.com)
- ▶ Visit: [www.bessthebookbus.org](http://www.bessthebookbus.org)



- ▶ Follow Bess the Book Bus on Instagram

## Local Events

We're here to help you promote your business in many ways, including customized marketing and promotional materials—in store and at the pump—such as banners, buttons, coupons, flyers/posters, outdoor billboards, print ads, pump toppers, and more!



### Customer Appreciation

Let your customers know how much you appreciate their business with a special event

#### What's Included

These kits ship upon request from CITGO and include POP materials, customizable flyers, t-shirts and various giveaways.

### Grand Opening

Celebrate the start of something good in the neighborhood—your business!

#### Cost

All customer appreciation and grand opening materials are available at no cost, excluding special event giveaways.

### information

- ▶ To receive a kit, visit [www.myCITGOstore.com/promotionalkits](http://www.myCITGOstore.com/promotionalkits) and complete the sign up form.

To order additional novelty items and giveaways:

- ▶ iCoStore  
Sandy Powell  
888-839-7366, ext. 2202  
[sandy@icostore.com](mailto:sandy@icostore.com)  
[www.CITGOgear.com](http://www.CITGOgear.com)

## Local Involvement

Investing in your local community can organically promote your brand, and could give you free publicity. Your impact on local organizations could drive new customers and even help you attract top talent. Supporting those around you will earn customer trust and loyalty - differentiating your business from the competition.

Consider hosting events with Bess the Book Bus or supporting a local charity through Spirit Pumps.

Give back and watch your community - and hopefully - business grow.

“It's important for us to give back to our communities because these are the same people who have supported us over the past four decades we've been in business”

Stu  
CITGO Virginia Marketer

### Share a Good Story!

- ▶ Contact your CITGO gasoline supplier or email [brndmktg@CITGO.com](mailto:brndmktg@CITGO.com)





## Business Milestone Kits

We celebrate our new CITGO family members with several “Welcome to CITGO!” touch points that deliver targeted information at the exact time you need it.

### Branded (B) Status – Conversion Kit

When a location reaches B status, a Conversion Kit ships with:

- ▶ Street Smarts
- ▶ Retailer Programs-at-a-Glance
- ▶ Company Profile
- ▶ “We’re Going CITGO!” banner
- ▶ CITGO Rewards® Card POP
- ▶ Informational program flyers featuring myCITGOstore.com, the Trimark of Excellence Mystery Shop Program, our proprietary payment cards and more
- ▶ Credit card materials such as the regulations manual and quick reference guide

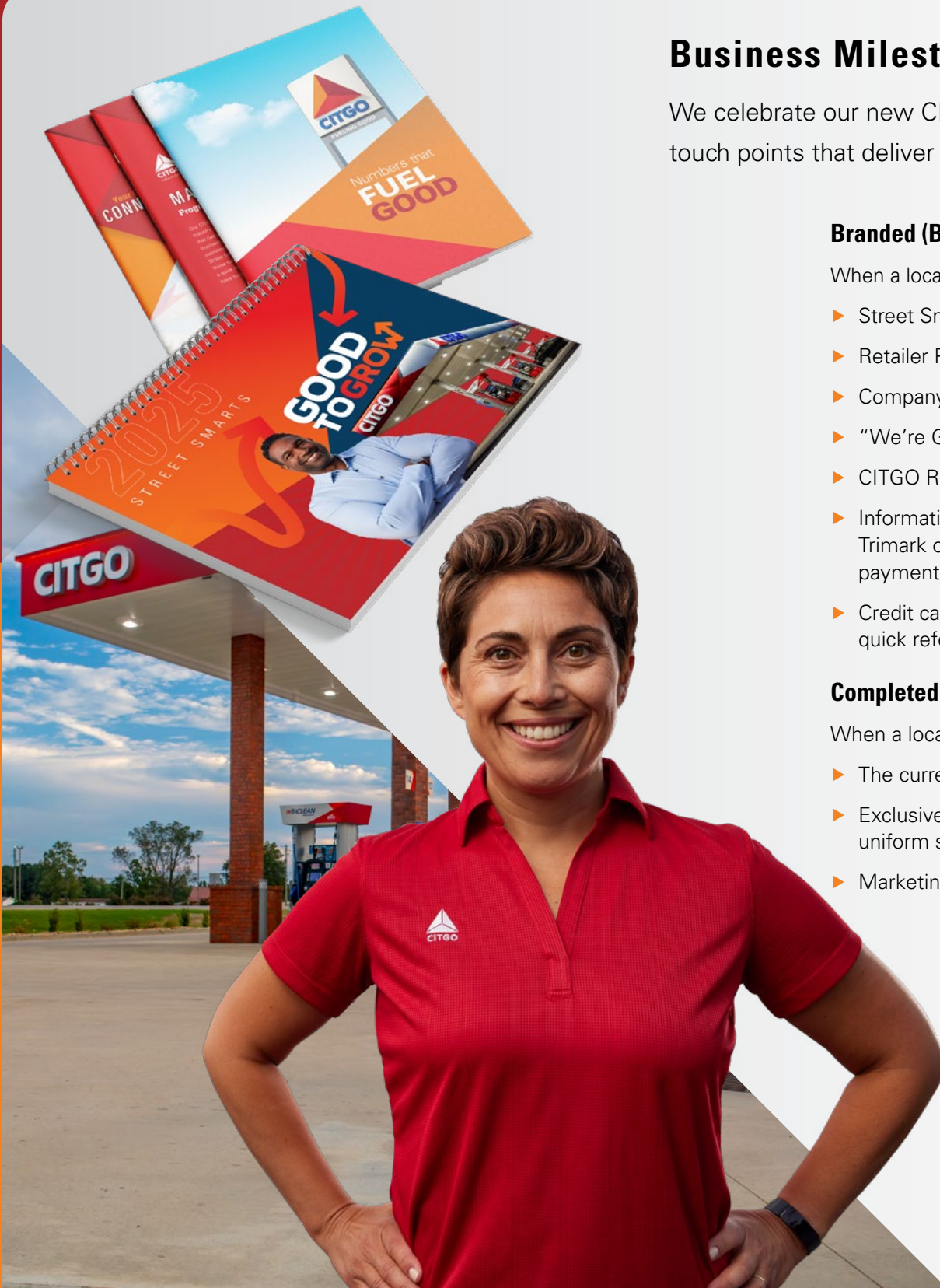
### Completed (C) Status – Opening Kit

When a location reaches C status, an Opening Kit is received with:

- ▶ The current wave of POP
- ▶ Exclusive offers, including a **\$200** uniform voucher to the CITGO uniform store
- ▶ Marketing information center to hold applications at the register

### information

- ▶ Contact your CITGO gasoline supplier





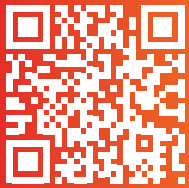
# 5

## RUNNING YOUR STORE

A smooth operation is a successful operation. That's why we back up the bricks and mortar of your retail location with a wide range of resources to enhance processes and procedures, increase sales and lower overhead costs.

- ▶ myCITGOstore.com
- ▶ Retail Location Webpages
- ▶ Amazon® Hub Locker
- ▶ CITGO Lubricants
- ▶ CITGO Buying Group
- ▶ Uniforms & Name Tags
- ▶ Education
- ▶ CITGO Sales Advantage
- ▶ Retailing Institute
- ▶ Ready Training Online





## myCITGOstore.com

myCITGOstore.com is your single resource for important brand news, program offerings, learning tools and other primary business services. Having direct access to this key information gives you a competitive advantage in the c-store marketplace and a greater knowledge of all that the CITGO brand has to offer. With last year's updates, the site is now easier to navigate with enhanced search capabilities and a mobile-friendly interface.

### myCITGOStore.com features:

- ▶ **Brand Image** – Spotlights our Illuminate brand image, TriCLEAN® quality gasoline, Trimark of Excellence Mystery Shop program, c-store support including the Elevate program, and equipment vendor information on special programs and pricing.
- ▶ **Promotions & Advertising** – Focuses on the Club CITGO loyalty program, acceptance of mobile payments, our portfolio of payments cards, advertising campaigns, customized promotional kits for grand openings or customer appreciation events, and community involvement opportunities like the Spirit Pump program.
- ▶ **Payment Technology** – CITGO minimum POS standards, certified POS systems, certified dispensers and the required PCI Self-Assessment Questionnaire (SAQ), POS maintenance tips, best practices to prevent skimming, and PCI-DSS requirements.
- ▶ **Running Your Store** – Details on our flexible programs, buying power and educational opportunities to help increase sales and lower overhead costs.
- ▶ **Resource Library** – Compilation of flyers, brochures, job aids, installation guides, videos, approved graphics and digital content.
- ▶ **Store Registration** – When you register your store on myCITGOstore.com, it provides access to Mystery Shop results, the ability to update your hours of operations, store amenities and additional fuels, and enables real-time updates on CITGO.com.

### Benefits

- ▶ Mystery shop scores
- ▶ No out-of-pocket expense to Retailers
- ▶ Free training access
- ▶ Real-time access to important CITGO brand news

### To Register Your Location

1. Visit myCITGOstore.com
2. Click "Log In/New User"
3. Click "Register Your Store"
4. Complete the short registration form
5. Click "Submit"



## Store Locator Webpages

All CITGO locations have a webpage through the Store Locator section on CITGO.com. Each page includes information like your store name, address, phone number and directions. The optimized pages ensure that when consumers search for the “closest gas station near me,” your location is one of the first they see!

### Benefits

- ▶ Mobile-friendly design
- ▶ Features store hours of operation
- ▶ Ability for consumers to view store amenities
- ▶ Ability to edit store profile on myCITGOstore.com

## Amazon Hub Locker

This fully automated package kiosk is designed as a convenient way for Amazon customers to receive and return Amazon orders.

By hosting an Amazon Hub Locker, you may benefit from an increase in foot traffic, which could potentially lead to increased sales and new customers. This contactless option is advertised to Amazon customers as a secure, local pick up location at no cost to you.

Visit myCITGOstore.com for more information and to register to confirm if your location is qualified to host a locker. Amazon will contact you directly to assist with locker placement.

### information

- ▶ Check to see if your location qualifies by visiting [www.myCITGOstore.com/programs](http://www.myCITGOstore.com/programs)







## CITGO Lubricants & Station Equipment/Supplies

Help build more equity in the CITGO brand by offering your customers CITGO Lubricant products on your shelves. You're now able to order CITGO automotive engine oils on [myCITGOsupplies.com](http://myCITGOsupplies.com), where the latest specials are posted. Lubricants available to purchase include: SUPERGARD® 10W-30, 5W-20 Synthetic Blend, 5W-30 Synthetic Blend, 5W-30 UltraLife®, 5W-30 Full Synthetic and CITGO TRANSGARD® Multi-Purpose Automatic Transmission Fluid.

Our online lubricants supplier offers service station and c-store equipment and supplies at competitive prices. When you need a new nozzle or ice maker, check out the options and great prices.

### information

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- **Parts and Service Solutions**  
Justin Dwyer  
865-244-0626  
[jdwyer@partsandservicesolutions.com](mailto:jdwyer@partsandservicesolutions.com)

## CITGO Buying Group

As a member of the CITGO Buying Group, you can leverage our buying power to gain access to a huge selection of business services and supplies, wholesale distributors and in-store products. You get the best deals and support for your business.

### information


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- Visit [www.myCITGOstore.com/programs](http://www.myCITGOstore.com/programs)
- **CITGO Buying Group (C Square)**  
866-90-CITGO (866-902-4846)  
[www.mycsquare.com/programs.aspx](http://www.mycsquare.com/programs.aspx)

## Uniforms & Name Tags

Make a great first impression with a CITGO uniform and name tag. You can choose from a wide variety of apparel at competitive prices—aprons, blouses, camp shirts, caps, name tags, pants, polos, outerwear, shorts and more!

[www.CITGOgear.com](http://www.CITGOgear.com)

A  **\$200** online uniform voucher to iCoStore is included in the Conversion Kit (shipped out when a new to CITGO location reaches Completed (C) status).



### information

► **iCoStore**  
Sandy Powell  
888-839-7366, ext. 2202  
[sandy@icostore.com](mailto:sandy@icostore.com)  
[www.CITGOgear.com](http://www.CITGOgear.com)





## Education

Because we understand your business, we provide educational opportunities based on industry best practices to help you deal with operational and marketing issues.

“The webinars have provided best practices and great ideas that I could implement in my store immediately, increasing sales and margin”

Scott  
CITGO Texas Marketer



▶ Learn more about training

We are proud to be one of the only gasoline brands that offer a full training suite, including:

**CITGO Sales Advantage**  
Exclusive sales training, in conjunction with Dale Carnegie Training®, dedicated to overcoming the sales challenges.

**CITGO Retailing Institute**  
State-of-the-art educational program focusing on industry best practices.

**Ready Training Online**  
Online training opportunities centered around CITGO brand programs.

## CITGO Sales Advantage

The Sales Advantage training program—in partnership with Dale Carnegie Training®—was created to coach salespeople on how to have the greatest impact on improving sales behaviors through sharing specific account management strategies and tactics. There are also course options available to enhance management skills.

### Seminars

The program includes several virtual course options:

#### Management Course Options:

- ▶ Trusted Advisor – Position yourself as a trusted advisor with clients. Learn how to ask consultative questions, present yourself as unique and handle objections
- ▶ Negotiations and Closing – Take the sales experience to the next level, by learning to adjust to different personality styles, and handle negotiations, objections and close the sale like a pro
- ▶ Leadership: Leadership Training for Managers – Dive into time management principles, planning and motivating your team to success in this course
- ▶ Team Building: Creating Positive Work Environments – Replace workplace negativity with enthusiasm by finding root causes. Learn to create an atmosphere of success that spreads throughout the team
- ▶ Service: Creating a WOW C-Store Experience for Customers – This class will help you understand the importance of understanding customer needs and what 5-star customer service looks like



## information

- ▶ Contact your CITGO gasoline supplier





## CITGO Retailing Institute

With a gas station on nearly every corner, competition is fierce and margins are tight. That's why we brought together successful c-store operators to give you direct access to practical, business-building solutions through our Retailing Institute.

### Seminars

Flexible, half-day seminars help you find solutions and opportunities to improve profitability while gaining practical tools to tackle top priority needs (e.g., sales, inventory management, training, customer service, etc.).

### Webinars

Monthly webinars are geared to help you with several important aspects of your business such as brand image, grab 'n go, social media, staffing and more. Webinar dates, times and topics are subject to change.

### Benefits

- ▶ Tailored, hands-on learning
- ▶ Industry data and best practices
- ▶ Lessons learned from tests conducted at CITGO retail locations
- ▶ Online resources

### For More Information

- ▶ Contact your CITGO gasoline supplier
- ▶ Angela Swan  
800-322-4846, ext. 4944  
brndmktg@CITGO.com
- ▶ Register for webinars at  
[www.myCITGOstore.com/webinars](http://www.myCITGOstore.com/webinars)



## Club CITGO® Loyalty in Review Training

### CITGO now offers Club CITGO RTO Training which includes:

- ▶ Navigation of the Club CITGO app: A crash course on how to get around the app, and where to find valuable information!
- ▶ How to use the app and available offers: A walk-through of registration, how the Club CITGO app works, tobacco loyalty and in-store merchandise savings.
- ▶ Promoting the app and increasing customer usage:
  - ▷ Tips and suggestions on engaging with your customers, and best practices to grow usage.

To register, you will need your CITGO 8-digit location #.



## Ready Training Online

Through our partnership with RTO, a full-service learning management organization, we provide exclusive computer-based training at no cost to you!

### Training Modules

We've developed modules centered around two of our most beneficial brand programs.

- ▶ The **Retail Advantage** module is our standard offering and a good fit for locations wanting to focus on key business areas
- ▶ The **Trimark of Excellence** module dives a bit deeper and is an excellent choice if you're looking to improve your location's Mystery Shop scores



### To Register or For More Information

- ▶ Register at [www.myCITGOstore.com/RTOregistration](http://www.myCITGOstore.com/RTOregistration)  
(website and access code will be emailed once you register).
- ▶ Steve Main  
800-322-4846, ext. 4096  
smain1@CITGO.com  
[www.readytrainingonline.com](http://www.readytrainingonline.com)

# Vendor Contacts

## CANOPIES AND LIGHTING

### Lane Supply

(New Canopies, ACM Repair and Canopy Installation)  
Lawrence Prater  
817-261-9116  
lprater@lanesupplyinc.com

### LSI Petroleum Lighting

(Under Canopy, Fascia – Illuminated and Store Lighting)  
Brian Daley  
513-372-3295  
brian.daley@lsicorp.com  
www.lsicorp.com

### SloanLED

Jamie Hampshire  
972-469-2997  
jhampshire@sloanled.com  
www.sloanled.com

## C-STORE INTERIOR GRAPHICS

### Food Concepts

800-419-9324  
customerservice@foodpros.com

## CITGO BUYING GROUP (C SQUARE)

866-90-CITGO (866-902-4846)  
www.mycsquare.com/programs.aspx

## DISPENSERS

### Wayne Fueling Systems, LLC

Ross McCloskey  
517-375-1643  
ross.mccloskey@doverfs.com  
www.doverfuelingsolutions.com

### Gilbarco Veeder-Root

Dan Yienger  
813-230-8762  
dan.yienger@gilbarco.com  
www.gilbarco.com

### Bennett Pump Company

Mike Carter  
205-601-2737  
mcarter@bennettpump.com  
www.bennettpump.com

## EMPLOYEE SUPPORT

### Schedule Base

(Employee Scheduling Tool)  
Sales: schedulebase@tcpsoftware.com

## FINANCING

### Patriot Capital

Mike Borelli  
404-955-8706  
mike.borelli@patcapfinance.com  
www.patriotcapitalfinance.com

### Ascentium Capital

Tony Ziegler  
281-883-5005  
tonyziegler@ascentiumcapital.com  
www.ascentiumcapital.com

## GRAND OPENING/ PROMOTIONAL MATERIALS

Angela Swan  
800-322-4846, ext. 4944  
brndmktg@CITGO.com  
www.myCITGOstore.com/  
promotionalkits

## CITGO BRAND MATERIALS VENDORS

### SignResource Identity Group

(LED Price Signs, Valances and Eyebrow Lighting)  
Kelly Arnold  
323-560-7143  
CITGO@signresource.com  
www.signresource.com

### Federal Heath

(ACM)  
Nicole Girard  
903-589-2152  
ngirard@federalheath.com  
federalheath.com

## Mountain Commercial Graphics

(Vinyl)  
Jamie Tarver  
713-996-6635  
jamiet@mountain-cg.com  
mountain-cg.com

## LOYALTY

### Club CITGO/CITGO Pay

Technical Support  
CITGO POS Help Desk  
800-533-3421, opt. 2, opt. 2

Customer Service Center  
888-246-2582  
ClubCITGO@CITGO.com

### FIS Premium Payback

Contact: Marketing Support Manager  
Amanda Rackliff  
800-322-4846, ext. 4809  
arackli@CITGO.com

### Upside™

John Rodriguez  
904-613-1379  
john.rodriguez@upside.com

## LOYALTY TECHNOLOGY PROVIDERS

### PDI Marketing Cloud Solutions

(Club CITGO)  
Matthew Yates  
972-349-0014  
matthew.yates@pditechnologies.com  
www.pdisoftware.com

## MYSTERY SHOP PROGRAM

### Intouch Insight

Stephanie Light  
419-535-5757, ext. 145  
stephanie.light@intouchinsight.com

## PAYMENT CARD PROGRAMS

### CITGO Rewards Card

Susan Westendorf  
937-272-3902  
susan.westendorf@syf.com

### CITGO Fleet Cards

Scott Wentzell  
207-807-3428  
scott.wentzell@wexinc.com

### CITGO Gift Card

To order additional cards: 800-533-3421,  
option 1, option 2

## PCI COMPLIANCE

### Acumera

(CITGO-Authorized Firewall Provider)  
512-687-7412  
CITGO@acumera.net

### Cybera

(CITGO-Authorized Firewall Provider)  
866-4CYBERA (866-429-2372)  
sales@cybera.net

### Mako Networks

(CITGO-Authorized Firewall Provider)  
844-66-CITGO (844-662-4846)  
CITGOsales@makonetworks.com  
CITGO.makonetworks.com

## POS PROGRAM SUPPORT

prgrmspos@CITGO.com

## SERVICE STATION/C-STORE SUPPLIES

### Concept Communications Company

(C-Store Products)  
800-323-3524  
www.cstore1.com

### FlexRoller and AD Handle

(Cooler Shelving Systems)  
888-745-9229  
www.flexroller.com

### Food Concepts

800-419-9324  
customerservice@foodpros.com

### GSP Retail

(Store Front Spanner Frames)  
www.gspretail.com/contact-us/

Complete the contact us form, adding your order  
request in the "How can we help you?" text box.

### HiCorp

(Building Signs, Snap Lock Frames)  
John Benzinger  
800-652-6051, ext. 109  
john@hicorp.com  
www.hicorpinc.com

### Infinitidecor

(Rolling Gondolas)  
Dan Cooper  
817-309-2700  
dan.cooper@marcocompany.com  
www.infinitidecor.com

### TechQuidation

678-213-4094  
sales@techquidation.com  
www.TechQuidation.com

### fuelService

Niall El-Assaad  
support@fuelservice.org

## C-STORE EQUIPMENT & REMODEL ASSISTANCE

### C7 Works

Marshall Hare  
804-332-3810  
marshall@c7works.com  
www.c7works.com

### Parts and Service Solutions

(Station and C-Store Supplies & Equipment)  
Justin Dwyer  
865-244-0626  
jdwyer@partsandservicesolutions.com  
www.myCITGOsupplies.com

## SITE EVALUATION

### IMST

Tracy Heiser  
281-398-0321  
tracyh@imstcorp.com  
www.imstcorp.com

### Kalibrate

Marianne Hillhouse  
539-444-8922  
marianne.hillhouse@kalibrate.com  
www.kalibrate.com

## TRAINING

### Ready Training Online

Angela Swan  
800-322-4846, ext. 4944  
brndmktg@CITGO.com

## UNIFORMS AND NAME TAGS

### iCoStore

Sandy Powell  
888-839-7366, ext. 2202  
sandy@icostore.com  
www.CITGOgear.com







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