

GOOD TO GO

TriCLEAN
Gasoline

TOP
TIER
Approved Gasoline

TOP TIER™ TriCLEAN® Gasoline

Quality Fuel Matters

CITGOTOPTIER™ TriCLEAN® gasoline is an enhanced, **custom-blended fuel** that includes nitrogen-cleaning agents to keep **vital engine parts** clean for a smoother running engine. Research shows quality fuels resonate with consumers with 47% of fuel customers basing their choice of gas station on the quality of its gasoline. Consumers can have the assurance of knowing all three grades of CITGO TriCLEAN gasoline are TOP TIER.



Proprietary Payment Cards

Cards for Every Lifestyle

Our suite of Proprietary Payment Cards offers a card for every lifestyle, including our popular CITGO Rewards® Card. The CITGO Rewards Card is great for everything automotive, from gas to repairs! Consumers earn 30¢ on every gallon for the first 60 days then 5¢ on every gallon. Rewards cardholders typically spend **30% more per transaction** and pump **13% more gallons than non-cardholders**. What's more, you enjoy **zero transaction fees**. It's a win-win!



ILLUMINATE ELEVATE

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GOOD TO GROW



Club CITGO *Drive more business!*

If an easy-to-implement Loyalty & Rewards Program is what you're looking for to build a customer base and increase profit margins, look no further than the Club CITGO app. Club CITGO locations enjoy our full support, with **100%-funded deals** on gas and in-store products, training, and a dedicated call center to provide solutions.

We offer full integrated loyalty solutions such as **tobacco loyalty and retailer customized offers** to complement the app and differentiate your offering.

Most importantly, Club CITGO locations average an overall **5% volume lift** versus non-Club CITGO locations and members purchase **78% more fuel** than non-members.

To learn more about how CITGO gives you a competitive brand advantage, visit myCITGOstore.com or scan below.



Illuminate Brand Image *Stunning Street Image*

Some locations have reported volume increases of up to **30% after converting** to our stunning street image. Research also shows 68% of consumers believe image reflects the quality of a business and its products. A **beacon of great service**, our low cost, easy-to-install image is a great choice compared to other brands. To increase traffic even more, elevate your c-store image using your c-store name and our low-cost branded image solution.

