

# GOOD TOGETHER



## Top Tier™ TriCLEAN® Gasoline *Quality Fuel Matters*

CITGO TOP TIER™ 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, and they 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 PROGRAM

# 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 fully 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.



To learn more about how CITGO gives you a competitive brand advantage, visit [myCITGOstore.com](http://myCITGOstore.com) or scan below.



# GOOD TO GROW

## Illuminate Brand Image *Stunning Street Image*

Some locations have reported volume increases of up to **30%** after converting to our stunning street image.

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.

