

NOTICE

Not upgrading your fuel dispensers could cost you an estimated \$230,000!*

Upgrade before October 1, 2020.

Why Upgrade Fuel Dispensers for EMV Card Acceptance?

Because all lost, stolen and counterfeit chargebacks will be absorbed by Petroleum retail merchants starting Oct. 1, 2020.

- Estimated outdoor EMV counterfeit card chargebacks per location, per year, starting Oct. 1, 2020 is **\$230,000***
- Counterfeit card chargebacks account for approximately 90% of all chargebacks. Petroleum retail merchants will incur chargebacks. (See the orange box below for costs currently absorbed by banks.)
- Lost and stolen card chargebacks currently absorbed by merchants, account for approximately 10% of all chargebacks.

Steps to Completing Your Fuel Dispenser EMV Upgrades

1. **PLAN!** Meet with your fuel dispenser manufacturer to create site specific upgrades. May include: dispenser options and cabling. (See below right for financing resources.)
2. **ORDER!** Retrofit or replace your fuel dispensers by Dec. 2019 to take advantage of up to \$3,000 off per dispenser.
3. **INSTALL!** Don't wait for outdoor EMV POS software because some installations can take up to 4 – 6 months.
5. **UPGRADE!** Stay current with software releases. Expect 2 – 3 releases per year.

THE COST* OF NOT UPGRADING

| | |
|-----------------|-----------|
| Location 1 (FL) | \$143,470 |
| Location 2 (GA) | \$70,670 |
| Location 3 (FL) | \$59,255 |
| Location 4 (NY) | \$53,980 |
| Location 5 (FL) | \$47,615 |

*Real costs absorbed that banks are passing on to you as of 10/1/2020



EMV WORKS

96% reduction in indoor fraud since Dec. 2016

See MyCITGOStore.com or [MarketNet®](http://MarketNet.com) to learn more about the 2019 CITGO Dispenser Program



Your Fuel Dispenser Upgrade Resources

Equipment Manufacturers for Equipment Information and Pricing:

Gilbarco

Don Murashima
949-246-4809
don.murashima@gilbarco.com

Wayne

Steve Van Vlack
512-238-3657
steve.vanvlack@doverfs.com

Financing Contact Information:

Patriot Capital

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

Ascentium Capital

Tony Ziegler
281-833-5005
tonyziegler@ascentiumcapital.com

Contact your CITGO gasoline supplier for assistance.

CITGO POS Product Managers

800-423-5434 EXT 5415
posprod@citgo.com



* Prior twelve-month average CITGO location counterfeit card chargebacks is \$23,000†. Payment card industry experts predict this could be multiplied by ten after October 1, 2020.

† Source: As reported by all card brands.