

NOTICE

Not upgrading your fuel dispensers could cost you an estimated \$230,000!*
Never too late to upgrade.

Why Upgrade Fuel Dispensers for EMV Card Acceptance?

Because all lost, stolen and counterfeit chargebacks are now absorbed by Petroleum retail merchants.

- 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.
- In addition to the full amount of the chargeback, a \$5.00 administrative fee will be added to each chargeback for EMV non-compliant dispensers.

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. 2021 to take advantage of up to \$3,000 off per dispenser.
3. **INSTALL!** Don't wait 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 04/17/2021



EMV WORKS
96% reduction
in indoor fraud
since Dec. 2016



See MyCITGOStore.com or [MarketNet®](https://MarketNet.com) to learn more about the 2021 CITGO Dispenser Program



Your Fuel Dispenser Upgrade Resources

Equipment Manufacturers for Equipment Information and Pricing:

Gilbarco

Dan Yienger
813-230-8762
dan.yienger@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
281-883-5005
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 April 17, 2021.

* Source: As reported by all card brands.