

MAKE THE CHANGE TO SUNOCO®...
**THE WINNING
TEAM!**



www.sunocodistributors.com



We Set the Standard For Image

See all the latest image standards at www.sunocodistributors.com. This is your online source for Retail Facilities and Standards Guidelines. As a Sunoco-branded distributor/dealer, you'll have all the information you need to re-brand your location with the latest standards including:

- Sunoco Diamond or Goalpost Logo ID Signage
- LED Price Signs with Remote Controls
- Internally Illuminated Price Signs
- Strategy Panels
- Point-of-Sale Systems

Unique Petroleum Equipment Purchasing Program:

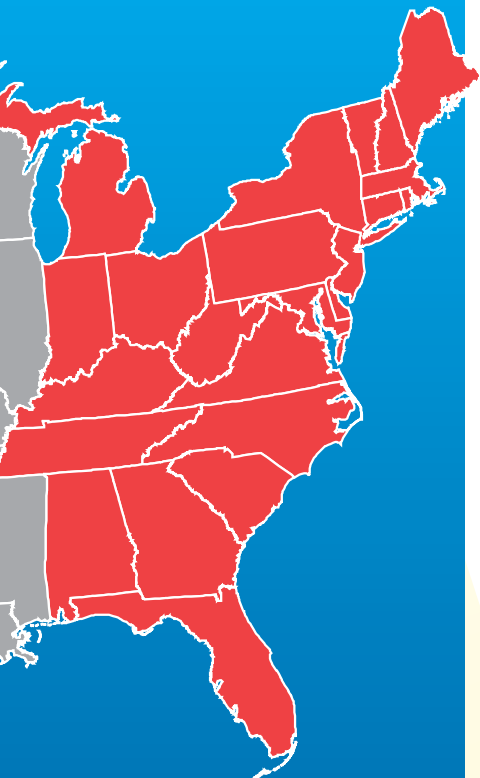
- Sunoco has a unique purchasing program offered exclusively to Sunoco Retailers for their branded locations for Gilbarco and Wayne dispensers.
- Dispensers ordered through Sunoco will come with all proprietary Sunoco Graphics, and software. Special pricing, enhanced warranties and credit terms are offered.
- Ruby Verifone, Sapphire and Topaz, Gilbarco Passport, Wayne Nucleus control systems are all offered to Sunoco-branded accounts.
- Sunoco provides PCI compliant hardware, PCI compliant communication tools and PCI compliant training that comply with current credit card security mandates.



Race Fuel

- Any Sunoco-branded retail location can sell Sunoco® GT™ 260, 100 Octane Unleaded, street legal race-proven fuel through a retail dispenser with Sunoco graphics.





Sunoco® – Ahead of the Pack

**If your contract is expiring soon,
talk to us before you renew!**

**Sunoco's Goal – to be
the premier provider
of transportation fuel
in our markets!**

If you're interested in re-branding with a company that is racing ahead of the competition in branded gasoline marketing, we want to hear from you! Sunoco is committed to improving customers' buying experiences — and they all begin with retailers who care.

Sunoco fuel has been keeping generations of drivers and their cars happy for 125 years — building a well recognized, respected and trusted brand. Founded in 1886, Sunoco has grown to become one of the largest American owned and operated independent marketers in the country. While we are proud of our excellent and long standing reputation, we continue to grow to meet the needs of our consumers in today's fast paced environment. We sell more than 5 billion gallons of high quality Sunoco gasoline every year at over 4,900 retail locations in 25 states.

What can you expect from us?

- High quality motor fuels
- Equipment program
- Technological and marketing expertise
- Support materials
- A proven track record of success and growth

What do we expect from you?

- A desire to expand and grow your business
- Willingness to be part of a growing brand
- A success-oriented philosophy

Join the winning team.

While other petroleum companies have reduced their focus on retail and marketing, Sunoco has continued to grow and expand our retail presence. In fact, we have grown our retail presence by 58% since 1999!



OFFICIAL FUEL 



Find us on:
facebook

<http://www.facebook.com/OfficialFuel>

twitter

<http://twitter.com/#!/OfficialFuel>

Sunoco Has a Focus on Marketing

From national television and radio commercials — to local grass roots marketing and digital media with online advertising and Facebook, Sunoco efforts increase customer awareness and drive traffic to your pumps — no matter where your retail locations are.

Our NASCAR and INDYCAR Series Sponsorships Help Increase Your Exposure and Drive Traffic

Sunoco is the Official Fuel of over 40 race series, the most prominent being NASCAR and the INDYCAR Series. Combined they bring you over 115 million of the most brand-loyal fans in the nation. NASCAR fans purchase 41% more gas than non-fans and shop C-Stores 4 or more times per month. Just like these two high visibility race series, the other sanctions also rely on Sunoco's fuel dependability week after week. More racers win on Sunoco fuel than any other.

REGIONAL MARKETING

Targeted, regional programs with popular sports teams, theme parks and cause-related marketing partnerships are designed to generate brand exposure, build customer loyalty and drive traffic.

LOCAL MARKETING

On an individual station level, retailers can tap into Sunoco's "Pit Shop," an online, customizable marketing program designed to deliver customers to your retail locations. Marketing tools include direct mail, newspaper ads, TV and radio commercials, and online banner ads to help customize your websites.

Sunoco's Customer BEST Program – Building Exceptional Service Together

Customer BEST combines best retail practices, mystery shoppers, monthly performance monitoring and regular online progress reports that track your location's improvements. There are also incentives that will reward you and your employees for exceptional results.

This program provides a valuable training tool for you and your employees, earns you a competitive edge in the marketplace and the opportunity to maximize your return on investment. We encourage participation from all of our retailers to benefit from the improved customer service this program provides.



Sales and Marketing Support

Every account has access to Sunoco's online Business-to-Business Portal. You'll have password-protected access to upcoming promotions, marketing bulletins and financial information including credit card summaries and fees.



Partnership Loyalty Programs

Sunoco continues to grow their exciting Partnership Programs. We have developed the technology, and work with industry leaders, to make it easy for you to build customer loyalty through a partnership with your local grocer.



Digital Initiatives

Sunoco has several digital initiatives, including our brand website [gosunoco.com](http://www.gosunoco.com) where customers can learn about our involvement with NASCAR as well as current promotions and specials. In addition, our social media efforts include Sunoco Official Fuel of NASCAR Facebook and Twitter accounts which help further connect with fans and provide additional venues for digital advertising.



Sunoco's site, www.gosunoco.com, features everything your customers want to know about the Sunoco brand.

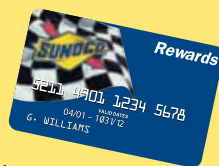
Payment Card Support

Sunoco retailers can depend on a customer base consisting of hundreds of thousands of loyal consumer and commercial credit card customers. Sunoco offers card marketing initiatives that continue to focus on building this loyal customer base. Our Fleet program offers robust rebates, as well as support from Sunoco field reps targeting new customers.

Sunoco Rewards Card

Good for all products and services at every Sunoco location. Customers save 5¢ on every gallon of Sunoco fuel.

- Rewards fully funded by Sunoco, with no retailer fees
- Flexible payment terms
- Unlimited additional cards for family members
- Free online bill payments
- No limit on how much customers can earn



SunTrak® Fleet Card

One of the most robust discounts in the industry fully funded by Sunoco

- Perfect for mid to large fleets and tax exempts
- SunTrak field sales force targeting new customers
- Detailed monthly reports



Sunoco Universal Card

For the customer who prefers to fuel at Sunoco, but needs the flexibility to fuel anywhere.

- Accepted at over 180,000 fuel retailers located across the U.S.
- Volume rebates on Sunoco purchases
- Detailed monthly reports



Corporate Card

- Detailed billing for small or professional businesses
- Revolving terms for greater financial flexibility



Sunoco Gift Cards

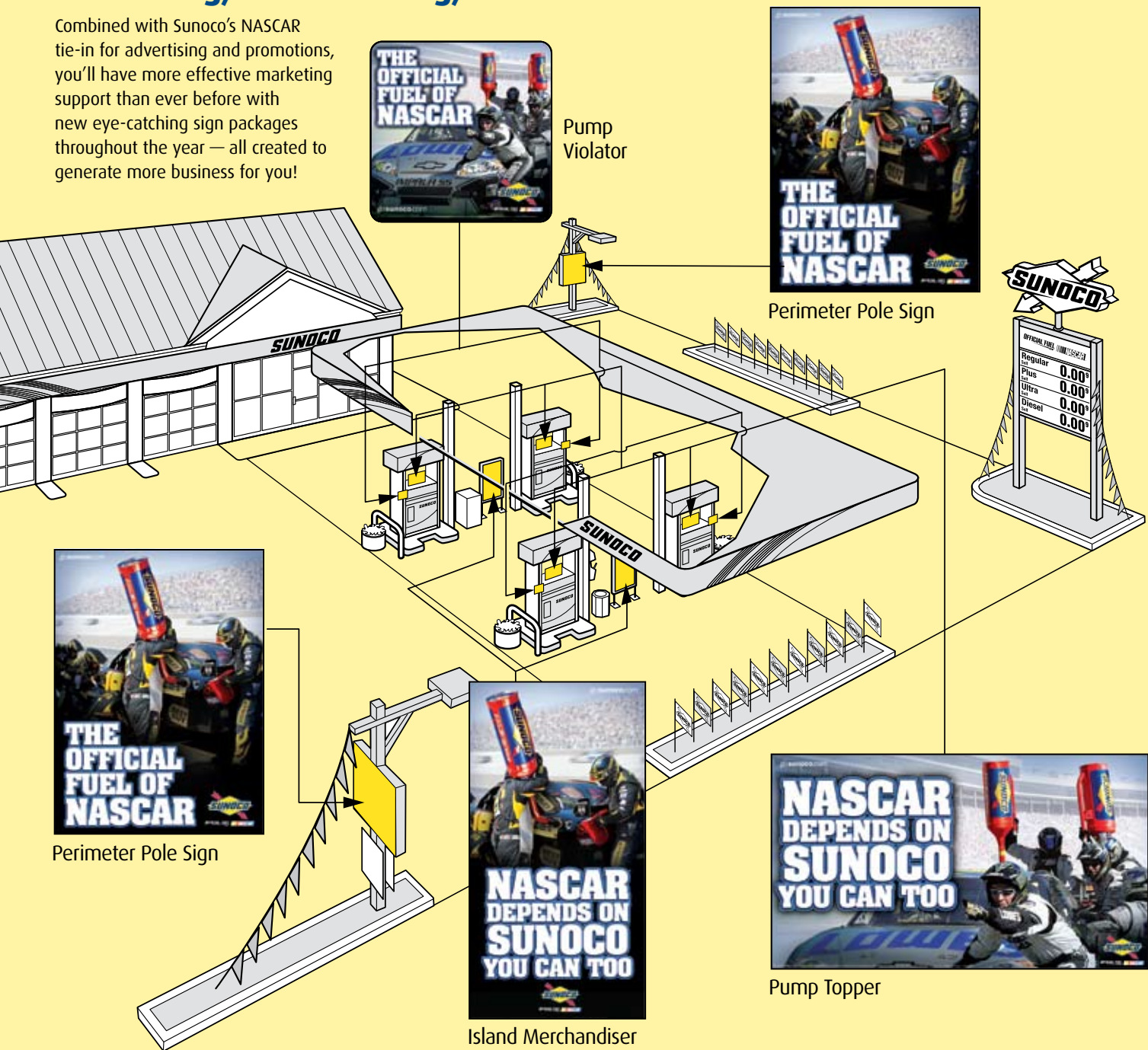
Just like cash... perfect for students, friends or family. Can be used for gas, snacks, car repairs and more at every Sunoco location.



Like None Other

Advertising/Merchandising/Promotions

Combined with Sunoco's NASCAR tie-in for advertising and promotions, you'll have more effective marketing support than ever before with new eye-catching sign packages throughout the year — all created to generate more business for you!



Consumer Promotions

- National TV and radio, internet and print exposure
- Best in class point-of-purchase materials
- Exclusive NASCAR® and INDYCAR promotional tie-ins
- Customized, site specific advertising tools
- In-station support for Grand Openings
- Social media
- Additional regional media support in select markets

Incentive Programs

- Cooperative Advertising
- Location Improvement Programs
- Dispensing Equipment Purchase Advantage
- Incentive Trips

Key Image Elements:

- Sunoco Diamond or Goalpost sign
- Sunoco Canopy Imaging (Official Fuel of NASCAR where permitted)
- LED or Internally Illuminated price sign
- Official Fuel of NASCAR® logo
- Electronic dispensers with card readers
- Perimeter Pole signs
- Island Merchandiser signs



The signage and graphic imaging program is terrific. I think it's an eye-catcher. You ride down the street you can definitely see the difference between Sunoco and other major oil companies.

— **Joe Ocello**
Sunoco Dealer
Brick, NJ

JOIN THE WINNING TEAM... YOU AND THE SUNOCO BRAND

For more information, visit www.sunocodistributors.com

Join the Sunoco Team and Enhance Your Profit Opportunities!

- An invitation to entrepreneurs to join Sunoco, an American-owned, dynamic company founded in 1886.
- Strong brand identity, with vibrant retail image
- Quality products
- Fuel of NASCAR and INDYCAR Series
- Advertising, promotions, strong credit card program and competitive incentive programs
- Customer BEST mystery shop program
- Distributor training available



Sunoco can start you on the way to creating a prosperous business relationship now and in the future.

For more information, call the Sunoco Distributor Team at **(610) 833-3777.**

Offer(s) described are subject to entry into applicable Sunoco Motor Fuel Agreement. Loyalty and Rewards program are not available in all Sunoco marketing areas. Void where prohibited. Incentive Programs are subject to change and/or discontinuance. Credit card rewards subject to terms of card provider(s).

This brochure has been prepared for informational purposes only. Any statements about financial growth or increased sales are based on estimates and Sunoco does not guarantee any such results. Sunoco does not make representations or warranties about the accuracy or completeness of this information.



Sunoco, Inc.
Lester, PA 19029
www.gosunoco.com

©2011 Sunoco, Inc. (R&M)