



***For Immediate Release***

## **GULF TURNS UP THE HEAT THIS SUMMER WITH INCREASED REWARDS OFFER FOR NEW VISA® CARD APPLICANTS**

*Gulf Launches Summer Campaign to Drive New Customers to Gulf Locations Nationwide*

**Wellesley Hills, Massachusetts – August 8, 2016** – [Gulf Oil](#), one of the fastest growing branded fuels marketers in the U.S., today announced the launch of a summer campaign to incent consumers to apply for the [Gulf Visa® Card](#). Newly approved Gulf Visa Card applicants will receive increased rewards points every time they use their card at participating Gulf stations during their first two billing cycles.

The program works this way:

- Newly approved card holders who submit their application by October 15, 2016, receive 5 points per \$1 spent on purchases at participating Gulf stations during the first two billing cycles, up from the usual 3 points. One point is still earned per \$1 spent everywhere else.
- The Gulf Visa Card, issued through Gulf's partnership with First Bankcard®, a division of First National Bank of Omaha and a leading issuer of credit cards, has no limit on loyalty points that can be earned.
- Points are redeemed in 2,000 point increments. Each 2,000 points equate to a \$20 Gulf Gift Card. Gulf Gift Cards will be sent automatically to customers in increments of \$20, \$40, \$60, \$80 and \$100.
- Customers can use their Gulf Gift Cards to purchase gas, services or other items at any Gulf branded station.

The Gulf Rewards program gives customers added incentive to apply for the Gulf Visa Card – and keep shopping at Gulf stations, which encourages new customers to make Gulf their preferred brand. The program is supported with promotional materials for dealers, which were rolled out to stations in July and will run through October 15th. In addition, there is no fee charged to Gulf stations for processing this card, making this a competitive way to encourage loyalty at Gulf stations.

Customers have sought out Gulf branded stations, with the iconic orange disc logo, ever since the company pioneered the concept of branded product sales in the early 20th century. The quality and consistency of the brand remain the hallmarks of the company today.

### **About Gulf Oil**

Gulf Oil is a diverse refined products terminaling, storage and logistics business and is a leading distributor of motor fuels in the United States. Gulf owns and operates a network of 17

terminals with over 14 million barrels of refined product storage capacity in the northeastern U.S. As a premier terminaling and logistics platform, Gulf is accessible to the Mid-Continent, Gulf Coast and the New York Harbor supply hubs, which translates into competitive and diverse supply options for customers. More information about Gulf Oil can be found at [www.gulfoil.com](http://www.gulfoil.com).

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