



# Gulf



## It all starts here.

# The small things drive everything.

With over 120 years of dedicated service to our customers, the road to a more profitable future is right in front of you. With our unmatched tools, technology and flexibility, we'll do everything in our power to keep you moving forward.

With a focus on four key areas, we're committed to your business. Let us keep your journey smooth.



customer service



supply reliability



innovation



consumer experience

# Change starts here.

Orange is more than a color; it's a mindset that reflects quality and distinction. From the canopy to the bollards, the Gulf retail image is fresh, inviting and contemporary while encompassing equities that have kept the brand strong.

"Gulf's striking retail image stands out in a positive way and has quickly become a preferred branding option in our market throughout the West Coast. The first-class image is an attractive option for a growing group of dealers in our trade area and the Gulf team has ensured a seamless branding process from start to finish."

– President, Red Triangle Oil Co.



## Gulf Diesel

Diesel has never looked better. Keep business growing and carry the orange throughout your site.

\*supplemental site elements available upon request



## Gulf Express

Bold and inviting. Even more of a reason for consumers to stop.



## Gulf Car Wash

Taking clean to a whole new level. Designed to complete the consumer experience.

Main ID pulls consumers in from the street.

Forecourt details establish a cohesive site experience.



Dimensional canopy visually sets your site apart.

Gulf wordmark, logo and pump prominently display brand identity.

# Profitable growth starts here.

## Prerequisites

To help protect your investment, all Gulf locations are required to ensure the below areas are well-maintained and meet minimum brand standards.

Building

Canopy

Dispensers/Dispenser Islands

Driveway/Lot

Fences, Signs, Fixtures & Structures

Highway/Trailblazer Sign Conversion\*

Landscaping

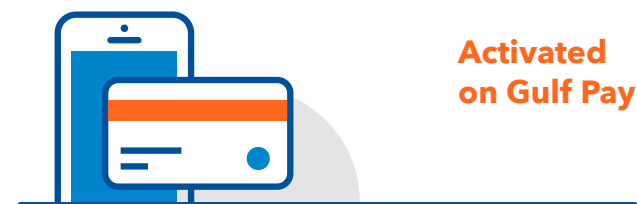
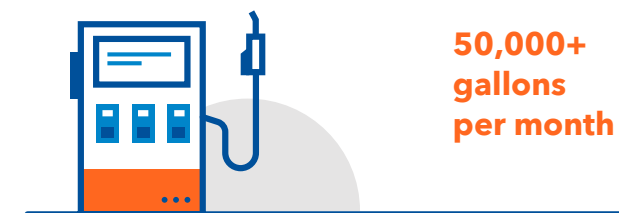
LED Lighting

POS Conversion with Gulf Pay

\*if applicable

## Brand Qualifications

Great partnerships are created when we all share common goals. Here's a short list of qualifications for new-to-portfolio sites:



## Imaging Process

To ensure brand consistency, Big Red Rooster Flow has been exclusively selected to work with Gulf customers and manage the imaging process to protect quality, pace and value. Installation is customer-managed through Gulf's list of approved certified installers as part of the imaging process.



## POS Systems and Requirements

Deliver peace of mind and combat fraud with access to a reliable network and the latest industry standards.

- CRINDS
- EMV
- SPG/Paysafe
- EPOS options:
  - Verifone Commander/Ruby Ci
  - Gilbarco Passport
- Gulf Pay requirements:
  - Verifone Commander/Ruby Ci; OR
  - Gilbarco Passport
    - Loyalty and Mobile modules
    - 2D capable scanner
- Maintain minimum software requirements

# Strong brand loyalty starts here.



The Gulf Pay mobile app integrates speed, ease-of-use and security, all contributing to a seamless and appealing fuel payment experience.

Offering everyday savings, new user incentives and the latest individualized targeting capabilities, Gulf Pay draws in users with a highly personalized and rewarding experience.

Generate new and loyal business from attention-grabbing on-site POP and advertising campaigns that market the message at home, on the road and at your site(s).

**Gulf Pay - the perfect way to ensure consumers come back again and again.**



Ease of use means consumers return.

**14%**

of users complete 2+ transactions per month

Enhanced offers deliver increased loyalty.

**30%**

average annual increase in transactions per site\*

\*2023 vs. 2022

# Great consumer experiences start here.

90%

best in class average

- per overall Gulf Mystery Shop program and results at those individual locations

## The Consumer Journey

Consumer experience is important, so we provide tools like the Mystery Shop Program and Gulf Pay to ensure consumers' interactions are consistent, safe and enjoyable. By utilizing the Mystery Shop Program and Gulf Pay, together we can make the consumer journey worthwhile.

## Mystery Shop Program

The best way to optimize your site experience is to get feedback on a regular basis. Here's what our Mystery Shop Program does for your business:

- Thorough evaluation focused on customer retention (80% minimum score)
- Three rounds of shops per year (includes one night audit)
- 30-day cure appeal process

**"Gulf's dedication to driving traffic to their sites through enhanced rewards, fleet programs and Gulf Pay is a huge part of our customers' decision to go with the Gulf brand."**

**– New Business Development Director,  
Petroleum Marketing Group**

## Payment Options

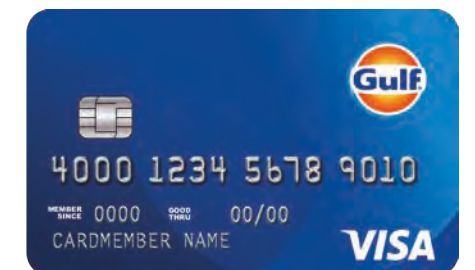
When you have a brand as robust as ours, you expect a payment portfolio to match. This collection of innovative payment methods is designed to gain loyalty and attract today's budget conscious consumer.



- State-of-the-art technology protects against fraud
- Features personalized offers, everyday savings, directions and more
- Accepts popular digital wallets such as Apple Pay and Google Pay

## Gulf Visa Card

- No annual fees
- No processing fees
- Cardholders earn 3 points on Gulf site purchases, and 1 point on all other purchases



## Gulf Fleet Cards

- Business, Commercial and Universal
- Control fleet vehicle fuel costs and coordinate with company drivers
- Enhanced reporting, security, cost control, savings and operating efficiency



## Gulf Gift Cards

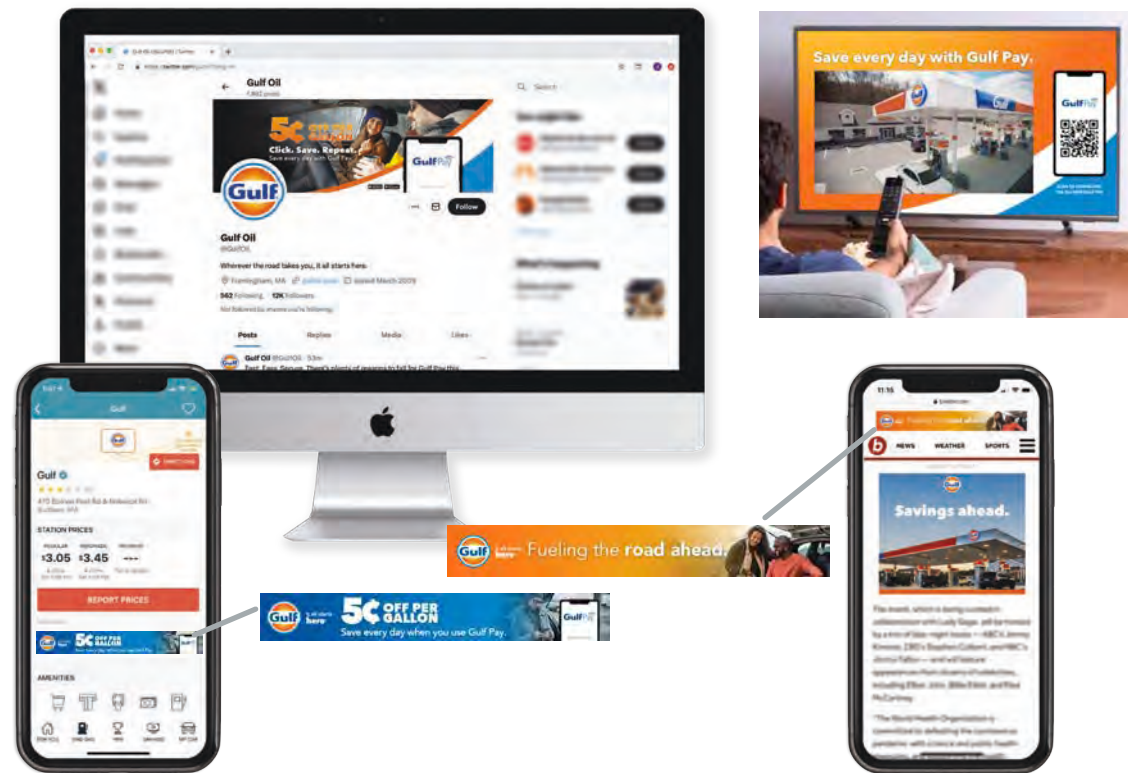
- Shipped inactive and non-denominated
- Marketed through seasonal promotions



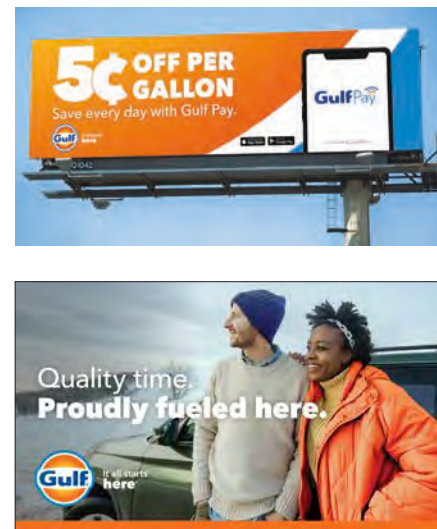
# A superior brand and exceptional support start here.

The stronger the brand behind your business, the more your business can grow.

## Digital & Social Media



## Billboards & POP



## Locally Connected

Easy to work with, always accessible and driven to help you succeed. Our passionate, knowledgeable Gulf team is locally connected and always ready to help in any way possible. You'll quickly discover our support tools are just as accommodating.



### Dedicated Resources

- Territory Sales Manager and regional Field Marketing Advisors
- Customer service support team



### ROADMAP B2B Portal

- Accessible 24 hours a day, 7 days a week
- Account data, marketing and advertising, promotions, DTN Allocation Viewer



### Supply & Allocations Support

- Supply notifications via DTN
- Live loading support line



### Preferred Vendors

- Our dependable, quality partners offer exclusive discounts for you to:
- Boost your revenue and lower your operating costs
  - Expand your offerings and build loyalty

## Fuel the Win

Since launching in 2019, Gulf has expanded its Fuel the Win charitable initiatives with a mission to support health, wellness and youth-oriented organizations in the communities we serve, as well as supporting customers' charitable campaigns. Gulf partners with professional sports teams to amplify the campaigns and drive awareness across multiple platforms.



Gulf is helping Fuel the Win against cancer with its support of the American Cancer Society's Road to Recovery Program.

