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IS YOUR FUEL BRAND HOLDING YOU BACK?

Here's How to Find One That Works Harder for You.

A practical look at what retailers should evaluate when choosing a fuel partner - from fuel quality and branding to loyalty, support and conversion incentives.



A MORE COMPLEX LANDSCAPE

Today's fuel retailers are navigating a more complex landscape than ever. Margins are tight, competition is increasing, and consumer expectations - from fuel quality to overall site experience - continue to rise. At the same time, many operators are asking a critical question: Is my current fuel brand helping me grow, or simply helping me maintain?

Evaluating fuel partners isn't just about supply - it's about identifying opportunities to drive traffic, improve loyalty, and unlock new revenue potential. For retailers considering a change, choosing the right brand can have a meaningful impact on both customer perception and long-term performance.



50%

more cleaning agents
in TOP TIER™+
TriCLEAN® fuel

15%

surge in fuel-quality
perceptions in recent
years

RELIABLE, CLEAN GASOLINE

First and foremost, when choosing a gasoline brand, retailers should consider the quality of the product being offered. CITGO® gasoline - specifically TOP TIER™+ TriCLEAN® fuel - has 50% more cleaning agents, which means better restored power and performance and improved engine life. This cleaner gasoline also contributes to improved fuel economy, which is something that's always top of mind for consumers. And these enhancements are being recognized by consumers. Perceptions of CITGO fuel quality continue to surge, increasing by 15% in recent years, according to an independent study commissioned by the fuel supplier.



Why it matters

Cleaner gasoline and a stronger retail image can help operators meet rising consumer expectations for both performance and site experience.



Growth opportunities are built from visibility, brand trust and reliable partner support.

GROWTH POTENTIAL AND RECOGNIZABLE BRANDING

When evaluating brands of gasoline, the quality of the fuel is, of course, paramount. But beyond that, the brand's ability to draw in and keep customers is also crucial. CITGO is committed to empowering retailers and offering the help they need to attract and retain consumers. Switching to CITGO gasoline can have a big impact on a store's bottom line. In fact, some locations have reported sales volume increases of up to 30% after converting to CITGO Illuminate retail branding. Its bold look makes CITGO stations stand out while conveying an image of safety, cleanliness, and comfort.

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COMPREHENSIVE PARTNER SUPPORT

A reliable fuel partner should also offer retailers the hands-on support they need to succeed. That support might include seminars, hands-on training, one-on-one site visits, prompt customer support, and more. A top-tier fuel partner should also be able to adapt to customer needs and change offerings as needed.



Retailer takeaway: When a fuel brand offers strong consumer recognition, a modern site image, responsive training and hands-on support, it can become a growth lever - not just a supply relationship.



LOYALTY PROGRAMS THAT DRIVE REPEAT VISITS

An ideal partner should also be able to offer a quality loyalty program for consumers. According to the independent research conducted by CITGO, in 2025, 62% of shoppers reported participating in a gasoline loyalty program. When retailers partner with CITGO, they'll be connected with one of the fastest-growing loyalty programs, Club CITGO®. In this loyalty program, members automatically get a minimum 3-cent rollback reward on fuel purchases, plus being able to stack multiple offers and unique monthly rewards. Club CITGO members fuel up 3 more times per month compared to non-members, and participating locations can anticipate an annual incremental margin of over \$20,000 just by having one loyalty transaction per day. A quality loyalty program such as this has the enhanced ability to build a customer base while increasing profits - a big win for retailers.



MAKING THE SWITCH

Switching to CITGO means getting the flexibility and support necessary for success. For retailers currently evaluating brands and considering a switch, CITGO is proud to offer myriad benefits, and not just in the fuel itself. Retailers who switch to CITGO can get up to \$70,000 in incentives, including \$50,000 in free Illuminate branding updates and up to \$20,000 of free gasoline with your first load.

In addition to these benefits, retailers and stations that make the switch will gain access to a nationally recognized B2B program and marketing program, all while still maintaining full autonomy over the operation of their locations.

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Ready to make the switch?

Learn more about the benefits CITGO has to offer at:

www.GoingCITGO.com

