

*THE WINNING
ADVANTAGE*



Image Enhancement Program

A clean, bright image attracts customers. Refresh your sites. Apply for funding today.

Energy lives here™

ExxonMobil

Enhance your image

Attract customers with facilities and brand identification that shine!
Boost your Exxon or Mobil brand image using Image Enhancement Program (IEP) funding, available from ExxonMobil.*

Choose from among 12 projects (at existing Exxon-branded and Mobil-branded sites)

1. High-rise assistance – up to \$5,000
2. Major ID sign reface and re-lamp – up to \$2,000
3. LED price sign – up to \$3,000
4. LED canopy down lights – up to \$5,000
5. Pump re-decal – up to \$3,000
6. Canopy logo – \$1,000 per logo
7. Canopy fascia – up to \$2,500
8. Pump island curb replacement – up to \$5,000
9. Bathroom upgrade – up to \$2,000
10. Station driveway sealcoating and/or driveway repair – up to \$2,000
11. Canopy painting – up to \$2,000
12. LED perimeter area lights – up to \$4,000

Secure the required pre-authorization quickly!*

* Program effective January 1, 2015 and subject to the terms and conditions found on page 13.
Please consult your Territory Manager (TM) for specific pre-authorization completion timelines.

Create a customer-winning image

Sites now eligible for more than one project!



Before



After

1. High-rise assistance – up to \$5,000

The ExxonMobil 2015 Image Enhancement Program delivers \$5,000 of support to refresh or install a LED high-rise sign with new flex face, or \$3000 for flex face replacement and re-lamp (non-LED). Qualifying locations may use funds to replace the Exxon or Mobil panels and re-lamp existing signs on poles higher than 30 feet.

Encourage the motoring public to stop at your location, with a sparkling, well-lit highway sign.



Before



After

2. Major ID sign reface and re-lamp – up to \$2,000

The major ID sign is one of the first brand images consumers see driving into your station. Make a positive first impression – one that reflects well on the rest of the site – by using funding available to reface and re-lamp the major ID sign panels. ExxonMobil offers \$2,000 for qualifying sites that do a LED upgrade or \$1,000 for sign face replacement and re-lamp (non-LED).

3. LED price sign – up to \$3,000

The 2015 IEP program continues ExxonMobil's commitment to provide \$3,000 to help replace older manual price signs with the newer LED versions when purchased through an approved ExxonMobil supplier.

Using new sign technology helps station staff easily manage price changes and communicates to customers an up-to-date image.

Create a customer-winning image



Before



After

4. LED canopy down lights – up to \$5,000

Customers appreciate well-lit locations for the sense of security and ease they provide the buying experience. ExxonMobil now offers \$250 per light, up to 20 lights for a total of \$5,000, to assist you with upgrading existing canopy down lights to an approved LED version. All lights on canopy must be upgraded to qualify.

Create a brighter, more environmentally friendly and cost-effective lighting system at your sites.



Before



After

5. Pump re-decal – up to \$3,000

Everyday use places a lot of stress on pumps. Is it time for a pump facelift? ExxonMobil will provide \$500 per pump, up to \$3,000, for re-decaling and upgrading efforts. Must update all decals – face, uprights and fascia.

This is the consumer's focal point – make it shine.

Create a customer-winning image

6. Canopy logo - \$1,000 per logo

Get drivers' attention with the best possible branding.

Add a sharp LED canopy logo to replace an existing Exxon or Mobil legend.
ExxonMobil provides \$1,000 per logo for your choice of an approved LED logo can or channel letters.



Create a customer-winning image



Shown: small 2D-canopy feeder with 3D-canopy



Shown: 3D-Canopy



Shown: 3D-Canopy



Shown: 2D-Canopy

7. Canopy fascia – up to \$2,500

A brighter, whiter canopy fascia creates a modern, “brand new” look – with customer appeal. ExxonMobil funding helps you achieve it.

3D-canopy

Convert the existing fluorescent lighting in the fascia system to an LED retrofit kit currently available through Federal Heath, LSI, Omaha Neon and Universal Sign. Replacing the flex face material is also recommended, since the LED system’s clearer, brighter light reveals marks and discoloration.

Illumination requirements are:

- 3 sides illuminated for 5-island starting gate and 6-island tandem canopy designs.
- 4 sides illuminated for a 1-island canopy. Both canopies on site must be upgraded, or if only 1 exists, then the maximum payout is \$1,500.

2D-canopy

- Replace all ACM panels to receive up to \$2,500 per site.

Create a customer-winning image



Before



After

8. Pump island curb replacement – up to \$5,000

High station traffic means great sales, but also wear and tear on the curbing around the dispensers. Now you can get assistance to replace that curbing – \$2,500 per island up to \$5,000 maximum per site.

We also will reimburse for the “Rugid Guard” system at \$1,000 per island up to 5 islands



Before



After

9. Bathroom upgrade – up to \$2,000

Low scores on the US Retail Site Experience Program (formally called the Mystery Shop Program) often correlate with run-down bathrooms. Upgrade the facilities at your sites. Territory Managers have authority to approve up to \$2,000 per site not to exceed 50% of the Branded Wholesaler’s expenditure.

The bathroom upgrade assistance is not for minor decorative improvements but instead covers toilet and sink replacements, new tile and/or flooring.

Create a customer-winning image



Before



After

10. Station driveway sealcoating and/or driveway repair – up to \$2,000

Sealcoating serves as an important protective barrier against the damage caused to asphalt pavement by winter cracking, summer heat and UV rays, and traffic. Under the 2015 program, Territory Managers have the authority to approve up to \$2,000 per site for sealcoating and/or driveway repair, not to exceed 50% of the Branded Wholesaler's expenditure.

Properly applied, sealcoat can save owners costly repairs. Plus it adds that "new station" look that can attract consumers to your location.



Shown: canopy painting in progress

11. Canopy painting – deck and columns – up to \$2,000

Under the 2015 program, Territory Managers have the authority to approve up to \$2,000 per site for deck and column painting, not to exceed 50% of the Branded Wholesaler's expenditure. Both deck and columns should be painted.

Weather, wind and constant automotive emissions eventually discolor the underside of the station canopy. Brighten up the customer experience with a fresh coat of paint on canopy and columns.

Create a customer-winning image



Area light example



Shown: area light on site

12. LED perimeter area lights – up to \$4,000

Bright perimeter lighting enhances the consumer's buying experience both visually and from a safety perspective. Under the program, you are entitled to \$500 per LED light up to 8 lights or a maximum of \$4000 per site. To qualify, when completed, light, light covers, and poles should meet ExxonMobil's current brand image standards.

Upgraded perimeter lighting illuminates the station entrance for safer access and egress, brightens the surrounding landscaping, and improves visibility for pedestrian traffic. Create a welcoming environment after dark and improve the location's curb appeal with new LED lights.

General guidelines and program eligibility

- Sites purchased from ExxonMobil may not be eligible for certain upgrades. Please consult your Territory Manager for further details.
- Before work begins, Branded Wholesaler must have an approved preauthorization by July 31 via the preauthorization request from from your TM. Area business units may assign a date earlier than July 31, 2015, which would take precedence.
- ExxonMobil approved equipment vendors must be used. Please see list.
- The IEP program is effective January 1, 2015. Please consult your Territory Manager for specific pre-authorization and project completion timelines.

Terms & Conditions




- Branded Wholesaler must be in compliance with the terms of existing contract requirements.
- Branded Wholesaler must meet all criteria as outlined in ExxonMobil's image specifications.
- Branded Wholesaler site must participate in ExxonMobil's POP program and also in ExxonMobil's U.S. Retail Site Experience Program.
- Participation in the IEP program cannot be combined with a new NTI, new Conversion or new D&R project under ExxonMobil's Branded Wholesaler Brand Incentive Program (BIP).
- Branded Wholesaler must have all projects preauthorized as a lump sum amount via a completed electronic IEP preauthorization form prior to beginning work. Branded Wholesaler will receive a letter confirming acceptance into the program. At that point work may begin as per the instructions on page 12 of this brochure.
- In order to receive payment, the electronic IEP form must be completed as per the instructions on page 13 of this brochure.
- ExxonMobil reserves the right to modify or cancel this program at any time for any reason without advance notice.
- Incentive payments shall be made by a credit to Branded Wholesaler's account receivable, or by Electronic Funds Transfer to Branded Wholesaler's account. ExxonMobil shall make such payment within a reasonable time after ExxonMobil's receipt of Branded Wholesaler's Request for Payment and supporting documentation certifying project completion.
- Sites must be in conformance with the latest paint color standards, by component type.
- Branded Wholesaler forfeits all incentive payments, present and future, under the Image Enhancement Program for all locations if Branded Wholesaler is in violation of the terms of its existing contractual requirements, including but not limited to, Branded Wholesaler's ExxonMobil PMPA Motor Fuels Franchise Agreement.

Electronic IEP Preauthorization form

Follow these steps to work with the automated Excel forms

1. The IEP Preauthorization form will be completed initially by the Territory Manager (TM) and emailed to the Branded Wholesaler (BW).
2. At the top of your screen you will find a Security Warning. You will need to "Enable Content" before you can benefit from the automatic features of the form.
3. Since all IEPs are pre-authorized at the BW level instead of site level, the total amount the BW will be authorized to spend for the year will be entered onto the form by the TM.
4. The Branded Wholesaler must review the Participation Terms & Conditions, click on the check-mark field, type their name, and send to the TM by clicking the "email to TM" button for importation into email.
5. The TM reviews the Terms & Conditions and will click on the check-mark field and type their name. This will enable the TM to send to the Investments team mailbox.



2015 ExxonMobil Image Enhancement Program Effective January 1, 2015

IEP PRE-AUTHORIZATION

DETAIL REQUIRED: One form per Branded Wholesaler (Please type)

BW (Sold To #) 6 digits	Name	Address	City	State	Total Payment for Authorization
#N/A		#N/A	#N/A	#N/A	
#N/A		#N/A	#N/A	#N/A	
#N/A		#N/A	#N/A	#N/A	
#N/A		#N/A	#N/A	#N/A	
#N/A		#N/A	#N/A	#N/A	
#N/A		#N/A	#N/A	#N/A	
#N/A		#N/A	#N/A	#N/A	
#N/A		#N/A	#N/A	#N/A	

Project not approved until Branded Wholesaler receives confirming letter from ExxonMobil

Branded Wholesaler Acceptance:

I understand and agree to comply with all the qualifications, dates, terms & conditions as outlined within the current Image Enhancement Program and incorporated herein as a part of this agreement. I understand this Pre-Authorization is not approved until it has been fully executed by ExxonMobil personnel and a pre-authorization letter has been received.

BW Name:

Territory Manager Acceptance

I have reviewed with the Branded Wholesaler the details of the image enhancement program and ExxonMobil's retail imaging standards. I have also discussed the qualifications, terms and conditions of this program.

TM Name: Sales Territory: Submission Date:

Sample form

Have questions?

Please contact your Territory Manager with questions about the IEP program.

For technical questions regarding ExxonMobil design specifications, consult the latest version of the ExxonMobil Retail Image Guidelines located on the Portal.

If you have any questions or need assistance with vendors, drawings or design renderings, call Chuck O'Bryan, Global Advisor, ExxonMobil Fuels Marketing 832-625- 8494.

ExxonMobil network of qualified suppliers

All items are to be directly purchased from the following qualified suppliers.

ID signage (includes LED price signs)

Everbrite

Judy Miller: 800-796-7427 x1612

Federal Heath

Peggy Deheck: 877-312-7446 x228

Architectural Graphics Inc (AGI)

Jeff Christensen: 757-427-1900

Omaha Neon Sign Company

Troy Panagiotis: 402-341-6077 (Sign Face Replacements)

SignResource Identity Group

Jennifer Gordon: 323-562-7643 (covers sites west of the Mississippi River)

Christa Edwards: 323-319-1654 (covers sites east of the Mississippi River)

Price modules - electromagnetic & LED

PWM Price Signs

713-290-0626

sales@p-w-m.com

Perimeter pole/ground mount/windmaster metal price signage aluminum dispenser door overlays

Couch & Philippi

Tim Riordan: 714 484 4211

triordan@primus-group.com

Jennifer Clark: 714 484 4246

jclark@primus-group.com

Canopy signage

Everbrite

Judy Miller: 800-796-7427

Channel Letters, Legend Cans

Federal Heath

Kathy Schilter: 877-312-7446 x229

Exxon RID to GEMINI, Conversion Kit, Legend Cans

SignResource Identity Group

Jennifer Gordon: 323-562-7643 (covers sites west of the Mississippi River)

Christa Edwards: 323-319-1654 (covers sites east of the Mississippi River)

3D illuminated canopy fascia & 2D non-illuminated ACM fascia

Federal Heath

Kathy Schilter: 877-312-7446 x229 (includes LED fascia)

LSI-SGI

Customer Service: 800-688-8843 (includes LED fascia)

Universal Sign & Display

Jeff Walk: 913-787-0377 (LED 3D fascia system)

Omaha Neon Sign Company

Troy Panagiotis: 402-341-6077 (LED 3D fascia system)

SignResource Identity Group

Jennifer Gordon: 323-562-7643 (covers sites west of the Mississippi River)

Christa Edwards: 323-319-1654 (covers sites east of the Mississippi River)

ExxonMobil network of qualified suppliers (continued)

All items are to be directly purchased from the following qualified suppliers.

3D non-illuminated canopy fascia

Stout Manufacturing

Len Ball: 800-325-8530

2D non-illuminated metal cover-up panels

* Stout Manufacturing

Len Ball: 800-325-8530

* LSI-SGI

Customer Service: 800-688-8843

* Federal Heath

Kathy Schilter: 877-312-7446 x229

2D canopy cover-up decals

* LSI-SGI

Customer Service: 800-688-8843

Dispenser imaging and decals

LSI-SGI

Customer Service: 800-688-8843

For Gilbarco dispensers only:

contact local Gilbarco distributor or

http://info.gilbarco.com/xom_dispensergraphics

Dispenser island restoration

Rugid Guard

1-855-464-7659

Under canopy lighting

1 – LED and HID

LSI Industries Customer Service - 800-436-7800 ext 31 66 (Factory Direct Service)

2 - LED fixtures

Cree LED (previously known as Beta LED) – See contact chart below.

Company	Contact Name	Telephone	Email	Territory Covered
Red Leonard Associates	Jayne Leonard	(513)-574-9500	jaymeleonard@me.com	ME, MA, NH, VT, RI, CT, NY, NJ, DE, MD, PA, OH, WV, KY, WI, IL, MN, IA, MO, SD, ND, KS, IN
RJ Sales	Jeff Swonger	(770)-366-0809	jeff@rjsalesonline.com	AL, GA, TN, FL, NC, SC, VA
Jimco Sales	Jim Hendricks	(214)-394-6968	jph@jimcosales.net	AR, LA, MS, NM, OK TX
Dyna-Flow	Sandy Babin	(253)381-9736	sandy@dyna-flow.net	AK, HI, ID, OR, WA, MT WY
Trengove Marketing	Ron Trengove	(530)210-0505	rontrengove@yahoo.com	AZ, CA, CO, NV, UT

* Gemini Light compliant option and supplier.