



marketing bulletin

new offer to market Techron Advantage™ Cards

earn rewards when you market a new
Techron Advantage™ Card to your customers

New promotion

Share the Station Reward** details with your team. Each submitted valid and complete application with a facility number earns the station \$2. Earn additional rewards for apps submitted in Q2.

Rewards	Apps submitted between 4/1 – 6/30
\$50	10-24 apps
\$150	25-39 apps
\$300	40 or more apps

Starting 4/1/2017, market the Techron Advantage™ Card promotion to help acquire new cardholders at your station.

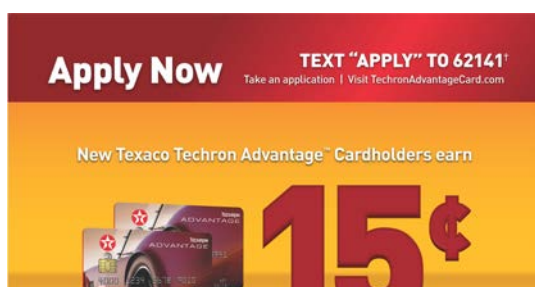
- New cardholders who are approved starting 4/1/2017, will earn 15¢/gal* in Fuel Credits for the first 60 days from account open date.

What do you need to do?

- Check that all applications you receive have your facility #, add an Employee ID, and start a competition at your station (s) to offer every customer an app!
- On March 28th, post the new applications in your application holders.
- On April 1st, post ALL the POP from your POP kit.

Help make your station a **SUCCESS** with loyal customers that bring opportunities for:

- Increased fuel sales
- Increased in-store sales
- Lower station expenses



Purchase(s) subject to credit approval and account must be in good standing to earn and receive Fuel Credits. Valid at participating Chevron or Texaco branded U.S. retail stations. Fuel Credits accrue during your billing period and will be applied as a statement credit to the balance on your Card Account at the end of that same billing period. See the Credit Application for "How Fuel Credits Work."

*Valid at participating Chevron or Texaco branded U. S. retail stations.

**Rewards distributed via EFT.

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