



Chevron National POP Posting Instructions:

Stations Participating in Safeway, Vons, Albertsons, Albertsons/Tom Thumb and Randalls Reward Points Program: California, Florida, Hawaii, Louisiana, Reno, NV and Texas

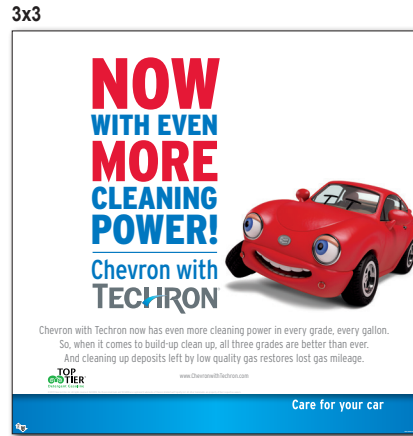
July - September 2017

There's big news at Chevron and our new July through September POS proclaims that news in a big way. The POS announces that now Chevron with Techron has even more cleaning power. That's big. So, when it comes to build-up clean up, all three grades are better than ever. And cleaning up deposits left by low quality gas restores lost gas mileage. This news is so big in fact, beyond our standard kit of 3x3s, pump toppers and perimeter signs, we've also included bollard signs and yard flags to reinforce the message.

On July 1st please remove and discard your Q2 National Credit Card POP and replace with the contents of this kit. Do not post the "The one and only Techron still can't be topped" message on the back of the Q2 '17 National Credit Card.



Application Holder Sticker

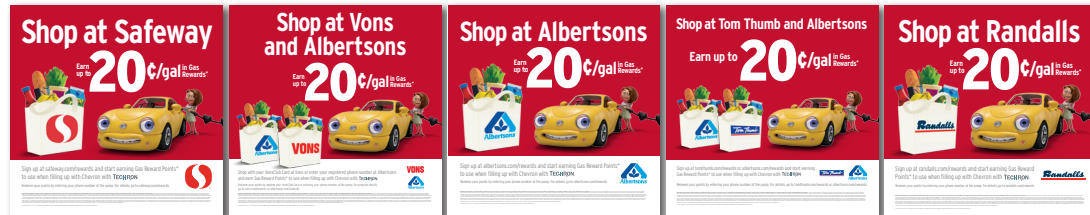


NoCal, Florida, Hawaii, Louisiana, Reno, NV and Texas
3x3, Pump Topper, Trash Valet Topper = 75% National Brand Perimeter (refer to reverse side) = 100% National Brand Application Holders = 100% National Credit Card - Carryover
SoCal
3x3, Pump Topper, Trash Valet Topper = 50% National Brand Perimeter (refer to reverse side) = 100% National Brand Application Holders = 100% National Credit Card - Carryover

As a way to reach both English-and Spanish-speaking customers, a Dual Language version of the POP materials has been created. Stations in areas with high-density Hispanic population, as indicated by the ProComm profile in Business Point, received the following: 3x3, Pump Topper, Trash Valet Topper

NoCal, Florida, Hawaii, Louisiana, Reno, NV and Texas
3x3, Pump Topper, Trash Valet Topper = 25% Reward Points Program

SoCal
3x3, Pump Topper, Trash Valet Topper = 50% Reward Points Program



Northern California, Florida, Hawaii, Reno, NV

Southern California

Louisiana

Dallas, TX

Austin & Houston, TX

CARRYOVER

ProComm Information:

The POP package you received contains various POP elements based on your site profile(s) maintained in ProComm Business Point. Distribution is based on your ProComm mail preferences. To view and update your POP profile and/or mail preferences, please log on to: Chevron Business Point>Account Profile>ProComm>POP Profiles, or Chevron Business Point>Account Profile>ProComm>Company Information>Mail Preferences

To request additional POP or to replace damaged POP, contact the Retail Marketing Center by going to the Support>RMC Online Inquiry page on Chevron Business Point, or call 1-877-243-8457, option 1.

1013-Q3NB-L20-PG



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PERIMETER SIGNAGE

Temporary Pole Sign

4x5

3x4

Curb Sleeve

Reader Board

Permanent streetlight or pole sign

Yard Flag

Reader Board within approved frame

Curb Sleeve on approved frame

NoCal, Florida, Hawaii, Louisiana, Reno, NV and Texas
3x3, Pump Topper, Trash Valet Topper = 25% Rewards Points Program
3x3, Pump Topper, Trash Valet Topper = 75% National Brand

SoCal
3x3, Pump Topper, Trash Valet Topper = 50% Rewards Points Program
3x3, Pump Topper, Trash Valet Topper = 50% National Brand

PUMP ISLAND SIGNAGE

Pump Topper

Trash Valet Topper

Application Holder

3X3

Bollard Sign



Chevron National POP Yard Flag Installation Instructions:

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DO NOT INSTALL yard flag if there are city restrictions or in areas that have concrete, asphalt or bricks. If no soft surface is present, do not install. Install yard flag signs in areas that have dirt, grass or mulch. Please place near the corner or visible to oncoming traffic. Refer to example below. Watch for existing landscape water lines..

Yard Flag - Install Instructions

ESTIMATED ASSEMBLY/INSTALL TIME: 15 MINUTES
ONE PERSON REQUIRED TO ASSEMBLE/INSTALL

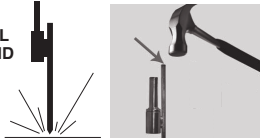
STEP 1

- DO NOT INSTALL NEAR TREES, WIRES, POLES OR BUILDINGS
- ALLOW A MINIMUM OF 5ft. BETWEEN BANNER POLE AND NEAREST OBJECT



STEP 2

INSTALL GROUND STAKE



HAMMER ON THE TOP OF THE MAIN PART OF THE STEEL ROD TO INSTALL THE GROUND SPIKE.

*HAMMERING WRONG AREA ON GROUND SPIKE WILL DAMAGE THE GROUND SPIKE!!

ALWAYS USE GLOVES AND SAFETY GLASSES AND EXERCISE CAUTION WHEN USING TOOLS

STEP 3

CONNECT (4) POLES Large
ARRANGE ALL POLES IN ORDER FROM SMALLEST TO LARGEST BEFORE ASSEMBLY.



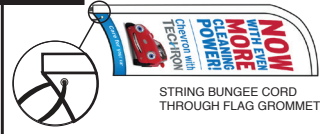
CONNECT (3) POLES - Medium



CONNECT (2) POLES - Small



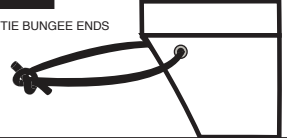
STEP 4



STRING BUNGEE CORD THROUGH FLAG GROMMET

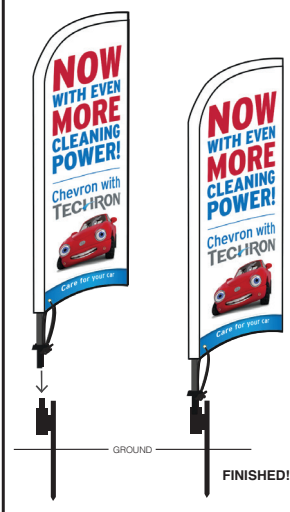
STEP 5

TIE BUNGEE ENDS



STEP 8

INSTALL POLE ONTO GROUND SPIKE



INCLEMENT WEATHER
TAKE YOUR FLAG DOWN DURING INCLEMENT WEATHER OR HIGH WINDS

FLAGS CAN WITHSTAND A SUSTAINED WIND OF UP TO 25MPH.

DO NOT FLY YOUR BLADE FLAG IN EXTREME WINDS (24-31MPH OR 6BT AND HIGHER) AND/OR THUNDERSTORMS. DO NOT USE NEAR OVERHEAD WIRES.

EXERCISE CAUTION TO PREVENT INJURY

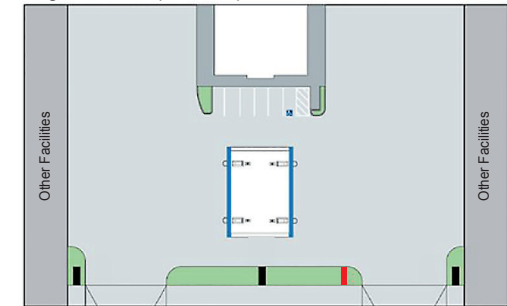
REQUIRED TOOLS

YOU WILL NEED A HAMMER TO INSTALL THE GROUND SPIKE.



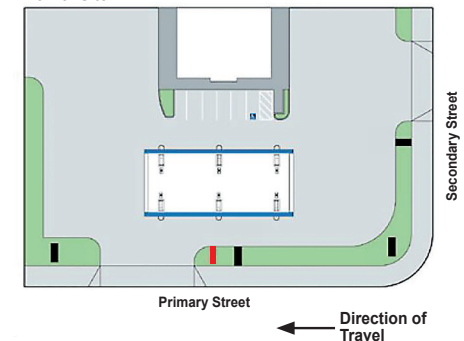
Sample Station Layout

Single Street Site (Mid-Block)



Yard Flag Sign Placement

Corner Site





Chevron National POP Bollard Sign Installation Instructions:

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Please note that the use of the bollard pole signs are temporarily approved for Q3 '17 only.
The only signage that is approved for use on the bollard poles are the enclosed National Brand signs.



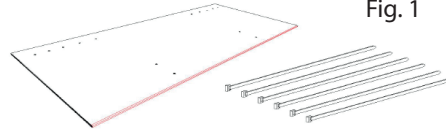
Each station has been sent four bollard pole signs. If your station has more than four bollard locations please install the signage on the bollards that are the most visible to the street/oncoming traffic. If you do not have bollard poles that can accommodate the signage do not install.

Examples of poles that cannot accommodate the signage include:

- Overhanging into line of traffic
- Signage will cover regulatory signage
- City restrictions
- Unable to securely adhere zip ties via the preset holes
- Unique shaped bollard poles (refer to figure 2a)

Bollard Sign - Install Instructions

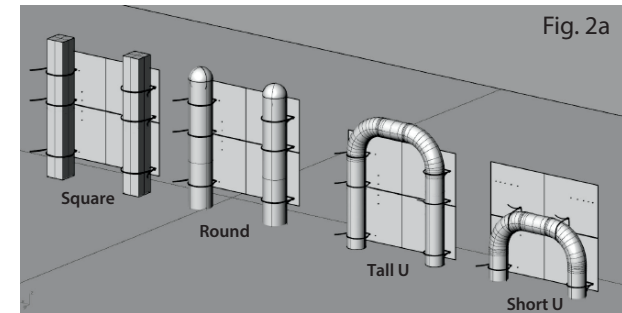
STEP 1



Step 1. Remove the bollard sign and qty. 6 large zip ties from the carton.

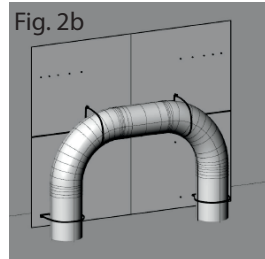
STEP 2

Step 2. Locate and determine the type of bollard at your location.
Square, Round, Tall U and Short U. (Fig. 2a)
Short U bollard will use the lower and center hole locations to attach bollard sign. (Fig. 2b)



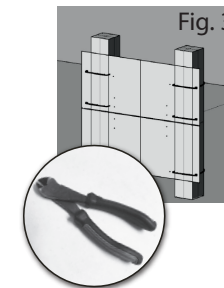
STEP 3

Step 3. Connect sign to top of bumper barrier using two cable ties.
Please choose the holes to match the positions of the metal.
Connect bottom of sign to the bumper barrier using two cable ties.
Please use the holes that match the positions of the metal.
If your bollard is two poles, square or round, connect sign to the middle of the bumper barrier using two cable ties.



STEP 4

Step 4. Tighten the zip tie until the sign is securely attached to the bollard.
Trim off the ends of the zip ties with cutter. (Fig. 3)
You must use six zip ties to secure each sign, unless you have a Short U bollard.



* Fig. 4 completed sign

STEP 5

Step 5. Repeat for remaining signage.