



Chevron National POP Posting Instructions:

Stations Participating in Safeway, Vons, Albertsons, Albertsons/Tom Thumb and Randalls Reward Points Program:
California, Florida, Louisiana, Nevada and Texas
January - March 2017

California and Nevada
3x3, Pump Topper, Trash Valet Topper = 25% Reward Points Program

Florida, Louisiana and Texas
3x3, Pump Topper, Trash Valet Topper = 50% Reward Points Program



Northern California,
Florida, Reno, NV

Southern California,
Las Vegas, NV

Louisiana

Dallas, TX

Austin & Houston, TX

CARRYOVER

On January 1st flip Q4 2016 National Credit Card & Visa Sweeps to display Q1 2017 National Brand.

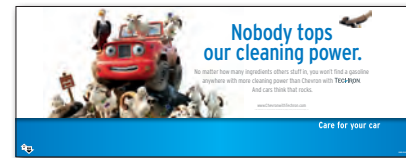


Application
Holder Sticker



California and Nevada
3x3, Pump Topper, Trash Valet Topper = 75% National Brand
Perimeter (refer to reverse side) = 100% National Brand

Florida, Louisiana and Texas
3x3, Pump Topper, Trash Valet Topper = 50% National Brand
Perimeter (refer to reverse side) = 100% National Brand



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

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.

1011-Q1NB-L20-PG

PERIMETER SIGNAGE

Temporary Pole Sign

4x5

3x4

Curb Sleeve

Reader Board

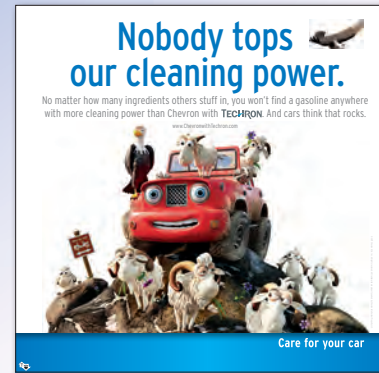
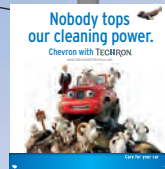
Permanent streetlight or pole sign



Reader Board within approved frame



Curb Sleeve on approved frame



National Brand POP

January - March 2017

Lately, a lot of our competitors have been talking about this new additive and that new additive. So, to help clear up any confusion in our customer's minds, Chevron's Q1 National Brand POS makes it clear that when it comes to cleaning power, no gasoline tops Chevron with Techron. Our customers love that and their cars love that too. In fact, cars think that rocks.

California and Nevada

3x3, Pump Topper, Trash Valet Topper = 25% Rewards Points Program
 3x3, Pump Topper, Trash Valet Topper = 75% Rewards Points Program

Florida, Louisiana and Texas

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



PUMP ISLAND SIGNAGE

Pump Topper

Trash Valet Topper

Application Holder

3X3