

2018 CITGO DISPENSER PROGRAM

SAVE UP TO \$3,000 PER DISPENSER

Keeping current with rapidly changing payment technology and requirements doesn't have to be overwhelming or break the bank. With the affordable CITGO dispenser program, you can replace your equipment or retrofit your hardware in order to be EMV compliant, mobile ready and offer the payment options customers want and expect.

ACT FAST!

Incentives available on first 2,500 dispenser claim forms submitted.

New Dispensers

Up to \$3,000 savings per dispenser



Retrofit Kits

\$1,000 savings per dispenser



New Dispenser Program

Qualifying Dispensers

Wayne Ovation²

Wayne Helix

Gilbarco 700 Series

Bennett Pacific Series

Incentive*

\$3,000

\$3,000

\$2,750

\$2,000

*To qualify for the full incentive amounts, dispensers must be purchased from Wayne or Gilbarco through this program. Dispensers not purchased through this program will qualify for \$2,000.

Retrofit Program

Qualifying Dispensers

Wayne Vista 4

Ovation (All Models)

Helix (All Models)

Gilbarco 700 Series

Gilbarco 500 Series

Incentive

\$1,000

\$1,000

\$1,000

\$1,000

\$1,000

Dispenser models not listed above DO NOT qualify for the incentives. Diesel-only dispensers do not qualify. Contact your Brand Manager or TSM for qualification criteria.

Requirements

- Available to new and existing CITGO-branded locations.
- New equipment must be **EMV** and **NFC** capable.
- Location must be actively processing on the CITGO POS Network.
- Must be a Club CITGO Premium location (offering deals, rewards and sweepstakes).
- Location must have achieved a passing score on the previous 4 quarters of Trimark of Excellence Mystery Shops.

Reimbursements

- Marketer must complete a simple program agreement upon installation.
- Incentives will be issued for equipment invoiced and installed between Jan. 1, 2018 and Dec. 31, 2018.
- Incentives available on first 2,500 dispenser claim forms submitted.

Questions

CITGO Brand Managers

1-800-32-CITGO (1-800-322-4846)

Susan Edge

dedge@citgo.com

ext. 1995

AL, CT, GA, KY, MA, MS, RI, TN

Bob Roblyer

broblye@citgo.com

ext. 4428

AR, LA, ME, NH, NY, PA, TX, VT

Natalie Hussion

nsplaws@citgo.com

ext. 1962

MI, NC, SC, VA, WI, WV

Juan Salazar

jsalaz3@citgo.com

ext. 1967

DC, DE, FL, IL, IN, MD, NJ, OH

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2018 CITGO Dispenser Program FAQ

How do I determine my incentive?

New Dispenser Program

Dispenser	Incentive	
	Purchased Through CITGO Dispenser Program	Purchased Outside of the CITGO Dispenser Program
Wayne Ovation2	\$3,000	\$2,000
Wayne Helix	\$3,000	\$2,000
Gilbarco 700 Series	\$2,750	\$2,000
Bennett Pacific Series	\$2,000	\$2,000

Retrofit Program

Dispenser	Incentive
Wayne Vista 4	\$1,000
Wayne Ovation (All Models)	\$1,000
Wayne Helix (All Models)	\$1,000
Gilbarco 700 Series	\$1,000
Gilbarco 500 Series	\$1,000

All dispensers must meet program requirements to qualify.

Is my incentive amortized?

Yes. Incentives will be paid up front and amortized to the location that received the new dispensers or retrofit kits for a period of five (5) years at a rate of 20% annually. If a location debrands prior to the end of the commitment period, it must reimburse CITGO all or a portion of the incentive based on the amortization schedule.

Incentives are available on the first 2,500 dispenser claim forms submitted. How do I know if my order qualifies?

Dispenser vendors are tracking all purchases under the CITGO Dispenser Program and will provide CITGO a monthly recap of sites that have qualified. Once the 2,500 cap is reached, we will send a notification announcing that the incentive is no longer available.

Does the 2,500 cap include retrofit kits?

Yes. The 2,500 cap includes both new dispensers and retrofit kits.

Do diesel-only dispensers qualify for the incentive?

No. Only dispensers that dispense TriCLEAN® gasoline qualify for the incentive.

Will dispensers not listed on the program flyer qualify for the incentive?

No. Only dispensers listed on the program flyer qualify for the appropriate incentive (e.g., New Dispensers vs. Retrofit Kits).

Can I purchase a refurbished dispenser that is part of the list and still qualify for the incentive?

No. Only new dispenser purchases qualify for the New Dispenser Program incentives. Refurbished dispensers will qualify for the Retrofit Program incentive.

I purchased dispensers in 2017 and will be installing them in 2018; do they qualify for the program?

No. Only dispensers with purchase and installation invoices dated Jan. 1 – Dec. 31, 2018, qualify for the program.

What should I do if my local distributor does not know about the CITGO Dispenser Program?

You or your local distributor should contact the National Account Manager listed below.

Wayne

Steve Van Vlack
512-238-3657
steve.vanvlack@doverfs.com

Gilbarco

Rick Huskinson
336-547-5415
rick.huskinson@gilbarco.com

Bennett

Ken Turcotte
865-227-4039
kturcotte@bennettpump.com

How soon will I receive my incentive once I submit my invoices?

An EFT credit will be processed within 45 days of invoice receipt by CITGO. The location receiving the rebate must be marked Completed ('C' status) in MarketNet® for invoices to be processed.

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Will new-to-CITGO locations qualify for the program?

Yes. As long as the dispensers are part of the 2,500 cap. Incentives will be paid out once your CITGO Brand Manager marks the location Completed ('C' status) in MarketNet and it's open for business.

How do I know if my location is a Club CITGO Premium location?

If a location includes a 'Y' in the Club CITGO column on the master store list, it is a Club CITGO Premium location. If the Club CITGO column is blank, you must register as a Club CITGO Premium location before incentives can be processed. To access a master store list, visit MarketNet® and follow this path: Brand Management >> Reports >> Master Store List. From here, you will need to save the document to your desktop and scroll to the very last column on the right to see your Club CITGO Premium locations.

How does my store register as a Club CITGO Premium location (e.g., able to accept deals and rewards and participate in sweepstakes, where allowed by law)?

Visit the Club CITGO tab on myCITGOstore.com and select "Sign Up" in the orange navigation bar. Then, click the orange "Sign Up Now" button in the upper right-hand corner of the page. You do not need to sign in to myCITGOstore.com to register.

Can I get an exception if my location received a passing score on only three of the last four Trimark of Excellence Mystery Shops?

No. A location must pass the previous four quarters of Trimark of Excellence Mystery Shops in order to qualify for the CITGO Dispenser Program.

What do I need to submit in order to receive the incentive payment?

You must submit your purchase invoice, installation invoice, an overall photo of the location and a picture of each dispenser with the pump ID flag showing.

Will the incentive payment be on the invoice?

No. CITGO will issue a credit for all dispensers that qualify under the program. The credit will be sent to your account via EFT.

Will my new dispensers have the new or existing CITGO image?

Effective April 1, 2018, new dispensers will come with the new CITGO image, including a valance and pump skirt with TriCLEAN marketing elements and brushed aluminum risers. Prior to April 1, the dispensers will come with the existing CITGO image.

Can a Marketer submit a claim against the Facility, Appearance and Technology (FAT) Fund balance to offset dispenser costs?

Yes. As long as funds are available, a claim can be submitted for the price of the dispenser less the CITGO incentive that is paid.

Will CITGO offer this program in 2019?

At this time, CITGO does not have any plans to offer the program in 2019. We will reevaluate the program once the 2,500 cap is reached.

