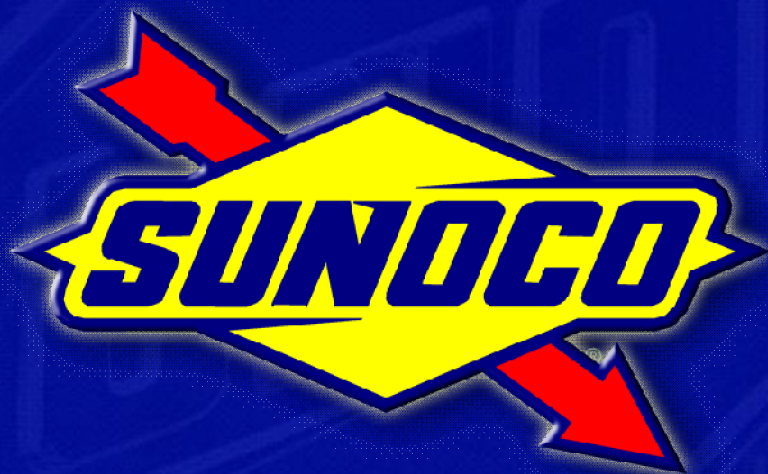


DISTRIBUTOR BRAND PRESENTATION 2013



THE FUEL OF  **NASCAR**®



Updated
June 24, 2013

Sunoco

- “ American company founded in 1886
 - “ *Heritage - refining, marketing, logistics, terminals, chemicals, performance fuels, and ethanol production*
- “ Strong brand known for Quality and Racing
- “ Introduced first gasoline blend pump 1958
- “ 5000 retail locations in 25 states
 - “ Aplus branded stores via co-ops and franchisees
 - “ 200 branded distributors
 - “ Largest toll road fuel operator in USA
- “ Largest Race Fuel manufacturer in the World
 - “ The Official Fuel of NASCAR, IRL and over 30 sanctioned racing organizations
- “ Sunoco Logistics . an MLP traded as SXL
 - “ 42 owned product terminals
 - “ 7600 miles of crude and refined pipelines
 - “ Crude gathering and distribution in US gulf coast region



Sunoco . Carlyle . Joint Venture



- “ Sept 7, 2012 formed JV with The Carlyle Group
- “ New entity is named:
 - “ Philadelphia Energy Solutions or P.E.S.
 - “ F/K/A Sunoco's Philadelphia Refinery
- “ Sunoco 33% non-operating minority holder
- “ 330,000 bbl/day refinery on the Schuylkill River
- “ Carlyle supplying capital for upgrades
- “ JV ensures supply security for Sunoco
- “ Sunoco has off-take supply agreement for:
 - “ Branded fuel demands
 - “ Contract wholesale and exchange agreements



Sunoco . Energy Transfer Partners

- “ Merger with Energy Transfer Partners L.P. effective October 5, 2012
- “ Sunoco, Inc. is a wholly owned subsidiary of E.T.P.
- “ ETP:
 - “ Owns and operates natural gas gathering, treating, processing, transporting, and marketing operations throughout the southern U.S.
 - “ ETP committed to Sunoco Brand and Sunoco Logistics
- “ Sunoco and Sunoco Logistics brings strong earnings, cash flow, and diversity of operations and geography to ETP.



Agenda

- “ Why brand?
- “ Why brand Sunoco?
- “ Credit Card Support
- “ Building the Brand with NASCAR and IRL
- “ Strong Retail Image
- “ Brand Conversion Process
- “ Brand Strength and Loyalty
- “ Marketing Tools and Quality



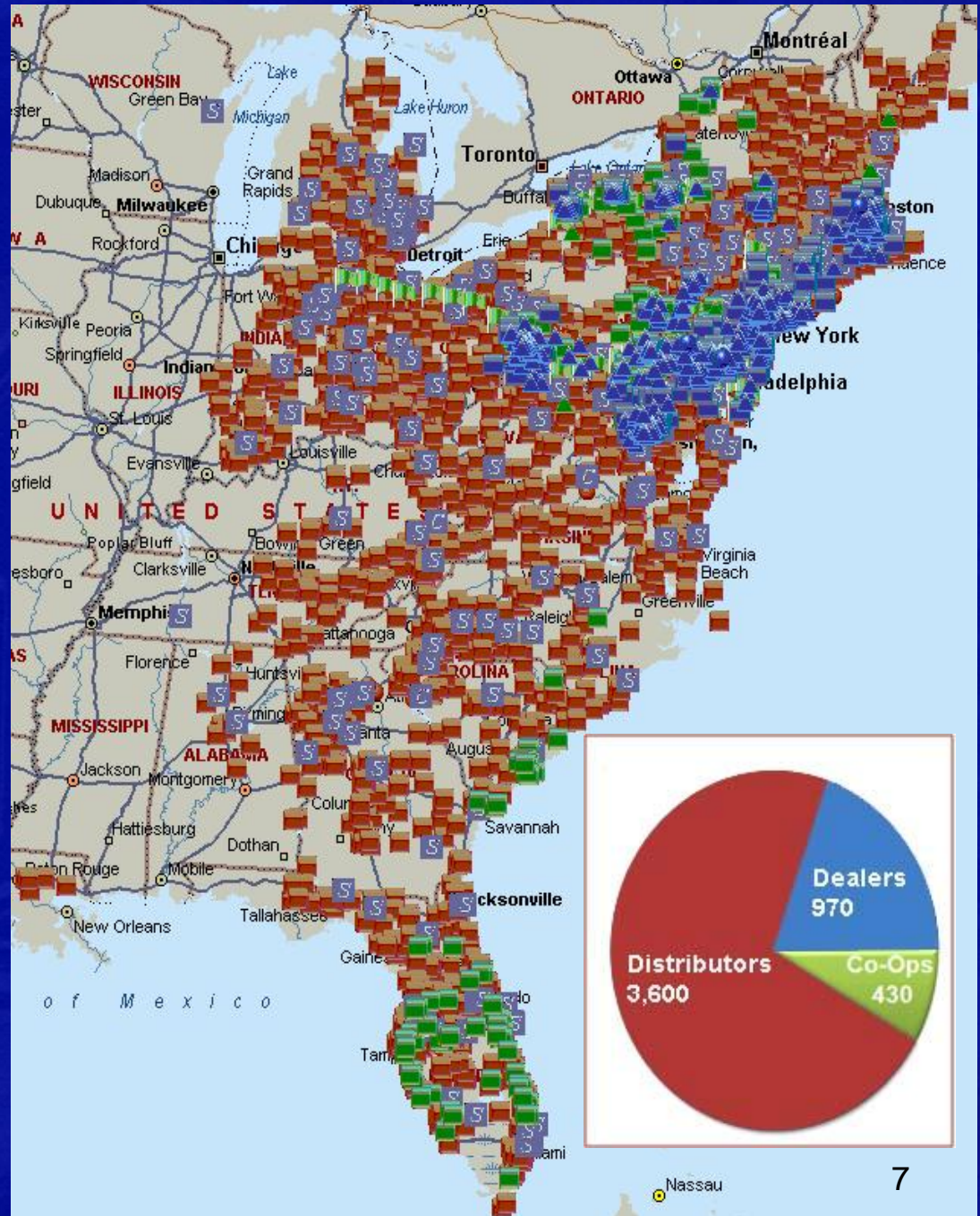
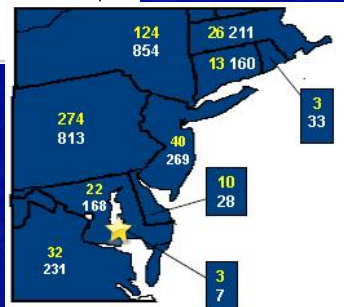
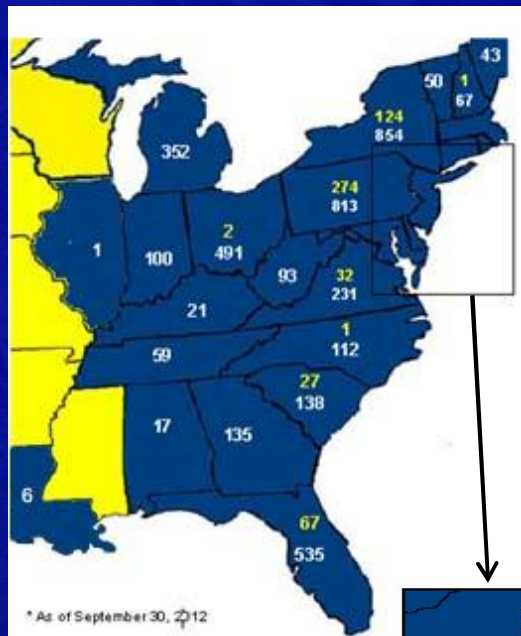
Why Brand ?

- “ You instantly appear larger than you are
- “ National brand recognition
- “ Increase your customer base
- “ Associated with other top brands (NASCAR, IRL)
- “ Credit card and support
- “ Brand offering & advertising
- “ Quality products



Sunoco Retail Network

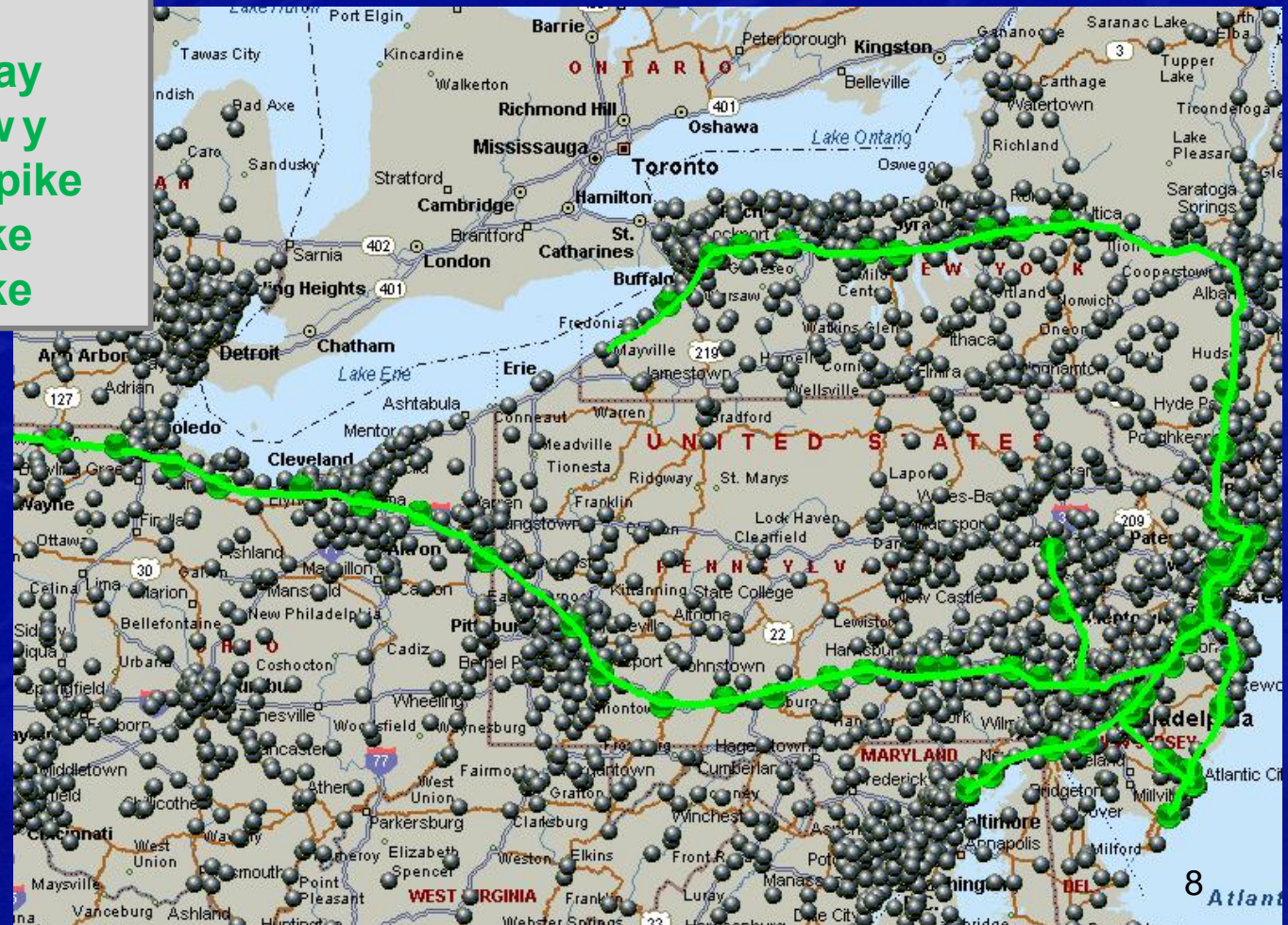
5000 total outlets and growing



Sunoco Toll Road Presence

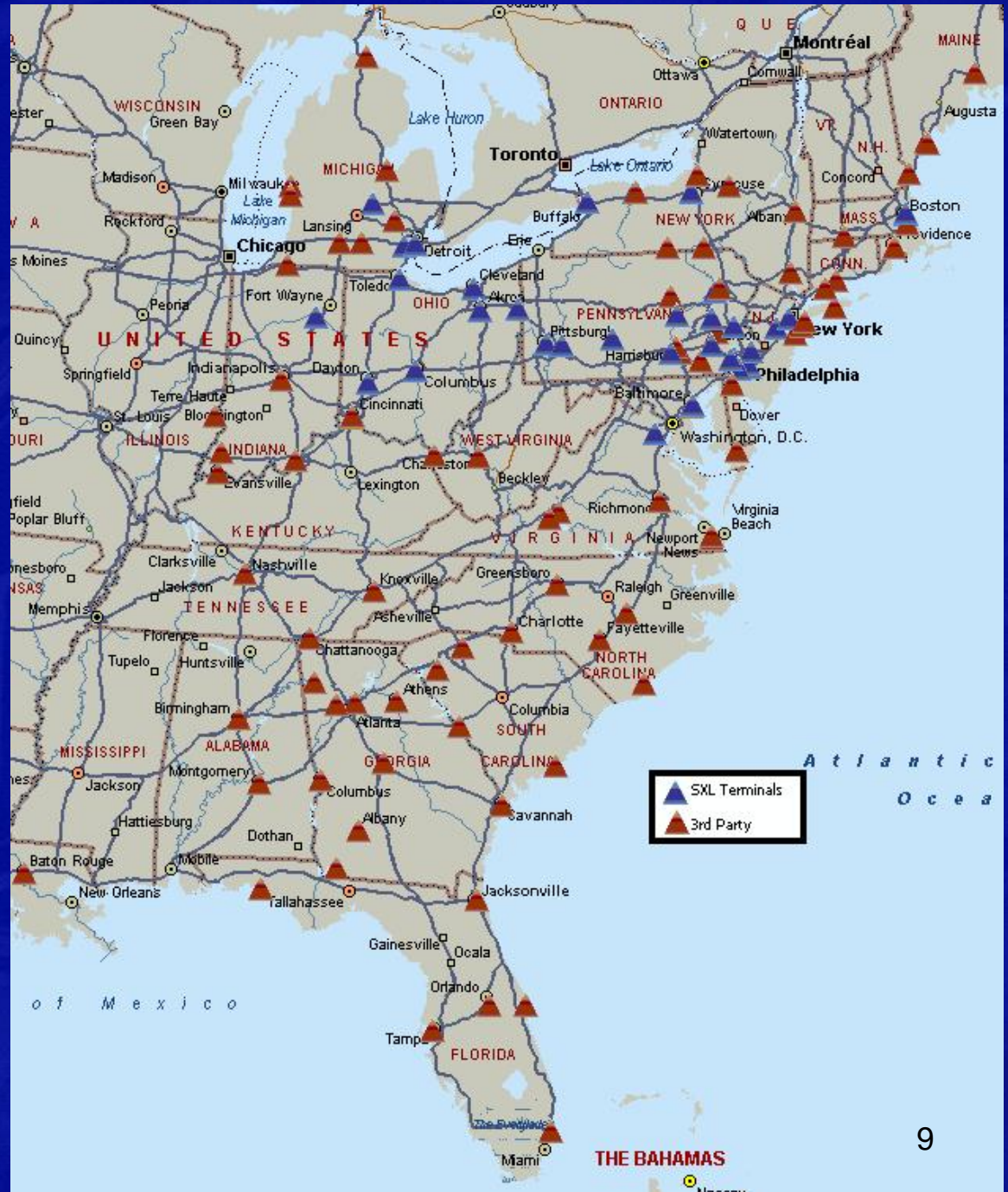
- " Pennsylvania Turnpike
- " New York Thru-way
- " Ohio Turnpike
- " Palisades Parkway
- " Garden State Pkwy
- " New Jersey Turnpike
- " Delaware Turnpike
- " Maryland Turnpike

77 Fuel Plazas featuring

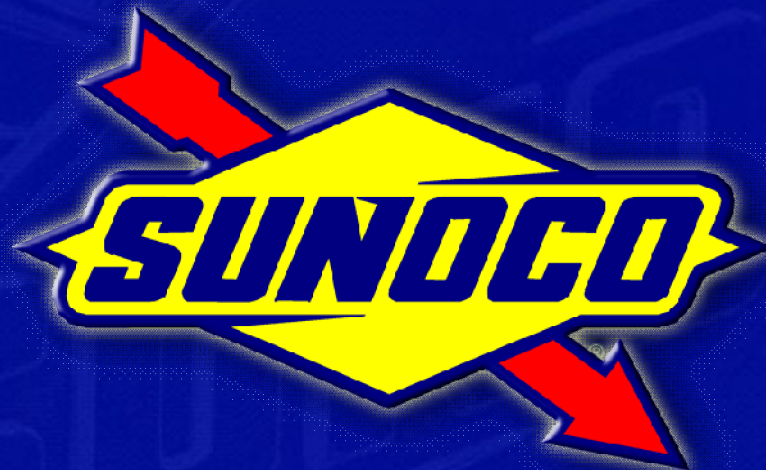


Sunoco Supply

Terminals in 25 States



Sunoco Credit Card Deck



THE FUEL OF  **NASCAR®**



Sunoco Consumer Rewards Card

Sunoco Rewards Card Price Rollback



- Save 5¢ and watch the price rollback
- Fully funded by Sunoco
- No Retailer fees
- ATM cash access
- Online account management
- Unlimited additional cards



Sunoco Credit Card Fees

<u>Card Type</u>	<u>New Fee – Effective 3/1/2012</u>
Sunoco Consumer	None
Sunoco Gift Cards	None
Sunoco Rewards/Rewards Plus	None
Visa Signature Debit	0.50% + \$0.30
Visa Credit	1.5% + \$0.22
MasterCard Signature Debit	0.50% + \$0.30
MasterCard Credit	2.00% + \$0.14
Discover	2.00% + \$0.175
American Express	2.35% + \$0.28
PIN Debit	0.40% + \$0.30

Huge \$ Savings vs. Credit Fees



The Right Card for Each Fleet

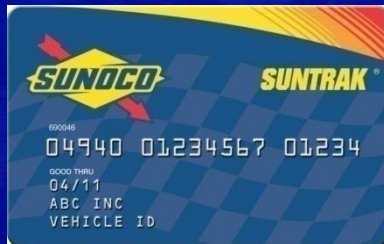


Sunoco® Corporate Fleet Card



- " For small localized businesses that operate with fewer vehicles and are looking to better manage their cash flow
- " **Average Transactions/Account/Month: 10+**
- " **Average Gallons/Account/Month: 170**
- " No retailer fee on fleet transactions
- " Revolving credit option/Ability to pay over time/Managed by Citi Bank

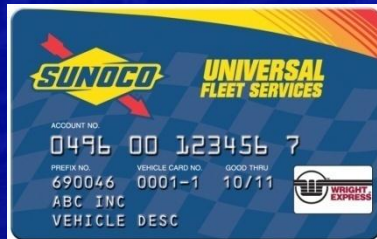
Sunoco® SunTrak® Fleet Card



- " For mid-to-large fleets that need detailed reporting and increased security
- " **Average Transactions/Account/Month: 40**
- " **Average Gallons/Account/Month: 800**
- " Customers can earn up to a 3% rebate off their monthly fuel purchases
- " Managed by Wright Express



Sunoco® Universal Fleet Card



- " For large or regional fleets that require the detailed reporting, security and universal acceptance when traveling outside of the SunTrak market
- " Sunoco-funded rebate based on monthly fuel gallons at Sunoco retailers
- " **Average Transactions/Account/Month: 30**
- " **Average Gallons/Account/Month: 570**
- " Managed by Wright Express



Volume Rebates up to 3%

SunTrak Rebates

Monthly Gallons at Sunoco	Rebate %	Savings per Gallon at \$3.50
1- 2,999	1.25%	4.4¢
3,000 – 5,999	2.50%	8.8¢
6,000 +	3.00%	10.5¢

Unlike other programs, SunTrak rebates start with the very first gallon!

A SunTrak customer fueling 5,000 gallons/Mo will receive \$5,280 in annual rebates!

- " Association Program offers customers benefit of reaching higher tiers
- " Tax Exempt Program offers customers higher tier rebates

Sunoco Universal Rebates

Monthly Gallons at Sunoco	Savings per Gallon
500 to 2,499	1.5¢
2,500 to 4,999	2.5¢
5,000 to 9,999	3.0¢
10,000+	3.5¢



Commercial Card Fees

<u>Card Type</u>	<u>New Fee – Effective 3/1/2012</u>
Sunoco Corporate	None
Sunoco SunTrak	1.05% + \$0.36
Sunoco Wright Express Universal	2.07% + \$0.165
Wright Express	2.50% + \$0.165
Voyager	2.95% + \$0.155
Fleet One	2.75% + \$0.16



Control Systems

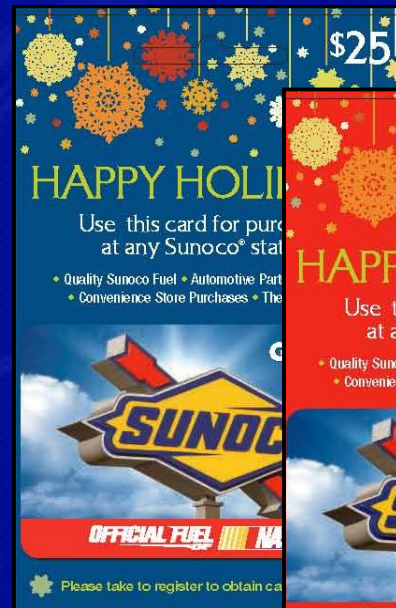
Help Desk Support and Fees

Credit Card System Communications

POINT OF SALE EQUIPMENT REQUEST – CHECK YOUR CHOICE (cannot add and delete on same request)				
Code	Point of Sale System	Total	Add	Delete
H3	Dresser Wayne Nucleus (\$100.00) ASM/HelpDesk Fee (\$70.00) (effective 9/2011)	\$170.00	<input type="checkbox"/>	<input type="checkbox"/>
L3	Gilbarco Passport (\$100.00) ASM/Helpdesk Fee (\$70.00) (effective 9/2011)	\$170.00	<input type="checkbox"/>	<input type="checkbox"/>
TO	Verifone VFI Ruby (\$100.00) Ruby HelpDesk Fee (\$25.00)	\$125.00	<input type="checkbox"/>	<input type="checkbox"/>
TP	Verifone Ruby/Sapphire (\$100.00) Sapphire ASM & HelpDesk Fee (\$65.00)	\$165.00	<input type="checkbox"/>	<input type="checkbox"/>
TQ	Verifone Topaz/Sapphire (\$100.00) Sapphire ASM & HelpDesk Fee (\$65.00)	\$165.00	<input type="checkbox"/>	<input type="checkbox"/>
TS	Ruby Topaz Sapphire (\$100.00) Sapphire ASM & HelpDesk Fee (\$65.00)	\$165.00	<input type="checkbox"/>	<input type="checkbox"/>
VA	Ruby Viper (\$100.00) Ruby Viper HelpDesk Fee (\$40.00)	\$140.00	<input type="checkbox"/>	<input type="checkbox"/>
VB	Ruby Sapphire Viper (\$100.00) Sapphire ESM & HelpDesk Fee (\$65.00)	\$165.00	<input type="checkbox"/>	<input type="checkbox"/>
VC	Topaz Sapphire Viper (\$100.00) Sapphire ESM & HelpDesk Fee (\$65.00)	\$165.00	<input type="checkbox"/>	<input type="checkbox"/>
H6	Verifone VX570 (stand-alone terminal) Information Fee (\$75) Maintenance Fee (\$25)	\$100.00	<input type="checkbox"/>	<input type="checkbox"/>
CREDIT CARD COMMUNICATION				
OPTION 1 Sunoco / Spacenet SkyEdge VSAT System with Dial Back-up (EARLY TERMINATION FEES APPLY)				
VSAT STANDARD	OPTION 1A	\$100.00	<input type="checkbox"/>	<input type="checkbox"/>
VSAT ENHANCED	OPTION 1B	\$120.00	<input type="checkbox"/>	<input type="checkbox"/>
VSAT PREMIUM	OPTION 1C	\$130.00	<input type="checkbox"/>	<input type="checkbox"/>
OPTION 2 Sunoco / Spacenet Managed Broadband Hybrid w/VSAT Back-up Service (EARLY TERMINATION FEES APPLY)				
VSAT HYBRID DSL	OPTION 2A	\$165.00	<input type="checkbox"/>	<input type="checkbox"/>
VSAT HYBRID CABLE	OPTION 2B	\$190.00	<input type="checkbox"/>	<input type="checkbox"/>
VSAT HYBRID EVDO	OPTION 2C	\$200.00	<input type="checkbox"/>	<input type="checkbox"/>
OPTION 3 Sunoco / Spacenet Managed Broadband (Cable or DSL) w/PRYSM Firewall/Router Required PRYSM \$625 plus installation & shipping. Only Option available for APlus SSCS				
MANAGED DSL BROADBD	OPTION 3A Information Fee (\$75.00) PRYSM (\$25.00)	\$100.00	<input type="checkbox"/>	<input type="checkbox"/>
MANAGED CABLE BROADBD	OPTION 3B Information Fee (\$100.00) PRYSM (\$25.00)	\$125.00	<input type="checkbox"/>	<input type="checkbox"/>
MANAGED EVDO DSL	OPTION 3C Information Fee (\$125) PRYSM (\$25.00)	\$150.00	<input type="checkbox"/>	<input type="checkbox"/>
OPTION 4 – Retailer Provided Broadband (w/PRYSM/Firewall/Router Required; PRYSM \$625.00 plus installation & S&H). Dial back-up phone line required. Dial back-up minutes in excel of 120 per month will be billed at 5/cents per minute.				
PRYSM II		\$ 25.00	<input type="checkbox"/>	<input type="checkbox"/>
PRYSM EQUIPMENT– 1 TIME FEE				
RETAILER INSTALLED <input type="checkbox"/> SUNOCO INSTALLED <input type="checkbox"/>		\$625.00	<input type="checkbox"/>	<input type="checkbox"/>



Sunoco Gift Cards



Can be used for gasoline, snacks, car repairs and more at every Sunoco location.



Building the Brand with



and



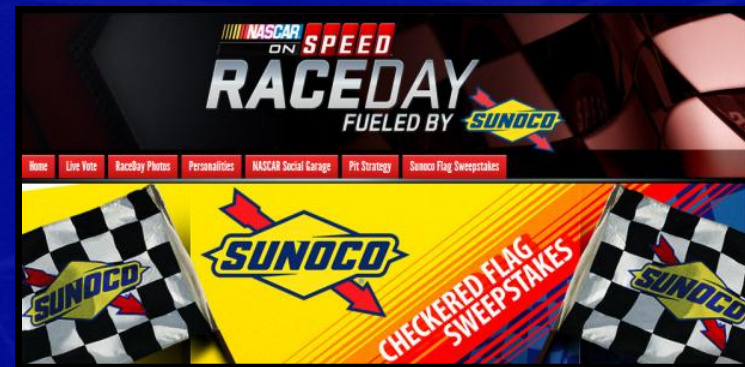
Sunoco NASCAR Benefits

- “ Gives Sunoco national exposure
- “ Supports the Sunoco Brand as High Quality, High Performance
- “ Makes the Sunoco Brand more attractive to Distributors and Dealers
- “ Morale builder for Employees and Customers
- “ Increases Sunoco's visibility
- “ Contract runs through 2019



Television Impressions

75 Million Fans



NASCAR & IndyCar Media

- “ Television . FOX, SPEED, TNT, ABC/ESPN
- “ Radio . MRN & PRN Affiliates
- “ Print . Scene, Illustrated, Program Ads
- “ Internet . NASCAR.com
- “ www.gosunoco.com



Sunoco NASCAR Image



Sunoco NASCAR Image



Sunoco NASCAR Image



Brand Conversion Process



Distributor Strategy Panel	
Regular	2.89
Plus	3.09
Ultra	3.19
Diesel	3.39

Contractor based image conversion process



Sunoco Image Standards

- “ Canopy with smooth fascia & 24+radius corners
- “ Sunoco horizon canopy graphics
 - “ Optional . Horizon graphics for building bands
- “ Electronic dispensers with card readers
 - “ Sunoco provides Horizon valances as loaned equipment
- “ Sunoco ID Logo Sign
 - “ Sunoco logo and NASCAR face, loaned equipment
- “ **L.E.D.** or plaque card Price Sign
 - “ Distributor purchases thru Sunoco's national discount buying program



Sunoco Image Standards (continued)

- “ Paint, prep and permits
 - “ Distributor purchases and applies
- “ Illuminated Sunoco logo canopy boxes
 - “ Distributor purchases and installs
 - “ Faces supplied as loaned equipment



- “ Outdoor merchandising sign frames
 - “ Distributor purchases and installs



Image Conversion Process

- “ Contractor based and driven
- “ Choose your preferred contractor
- “ Contractor completes:
 - “ Image Survey & Site diagram
 - “ I.D. / Price Sign Survey
 - “ Sends digital drawings for Sunoco approval
 - “ Once approved, orders materials
 - “ Receives & stages materials
 - “ Schedules install to your agreed to date
 - “ Installs image to Sunoco specifications
 - “ Sends completion photos for approval
 - “ Submits invoices for reimbursement

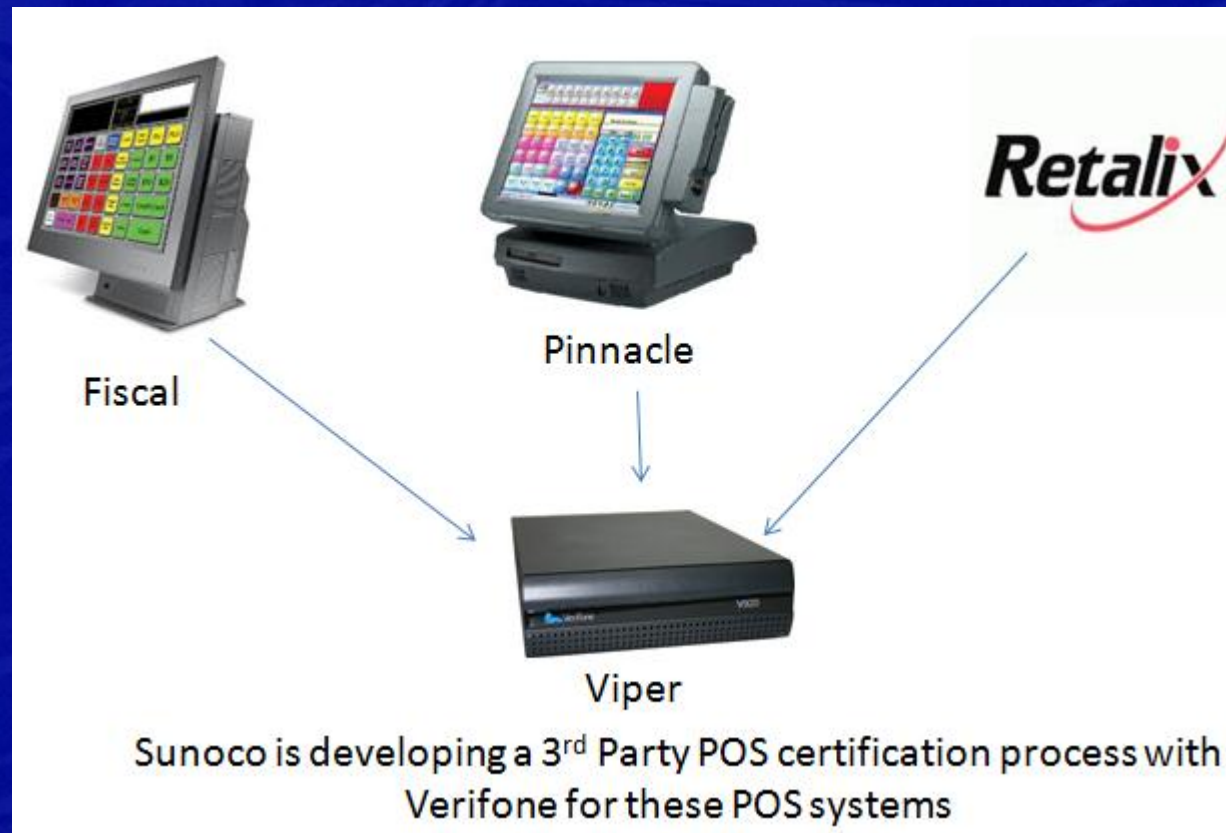


Sunoco Equipment Program

- “ Nationally negotiated prices
- “ Dispensers, Control Systems, Signs
 - “ Wayne - Nucleus
 - “ Gilbarco - Passport
 - “ VeriFone . Sapphire . Topaz
 - “ NCR Radiant
 - “ Everbrite
- “ LED illumination products
 - “ Credit terms available



3rd Party EPOS Platforms



Latest+VeriFone Commander

VFI Commander Roadmap



Coming Soon . NCR Radiant



- Deploying to Sunoco Coops
- Best in Class Fault Tolerance
- Deli Kiosk Integration
- Target Availability: 3Q 2013

Leveraging Industry Features:



Brand Strength & Loyalty

**BRANDWEEK
CUSTOMER LOYALTY
AWARD**



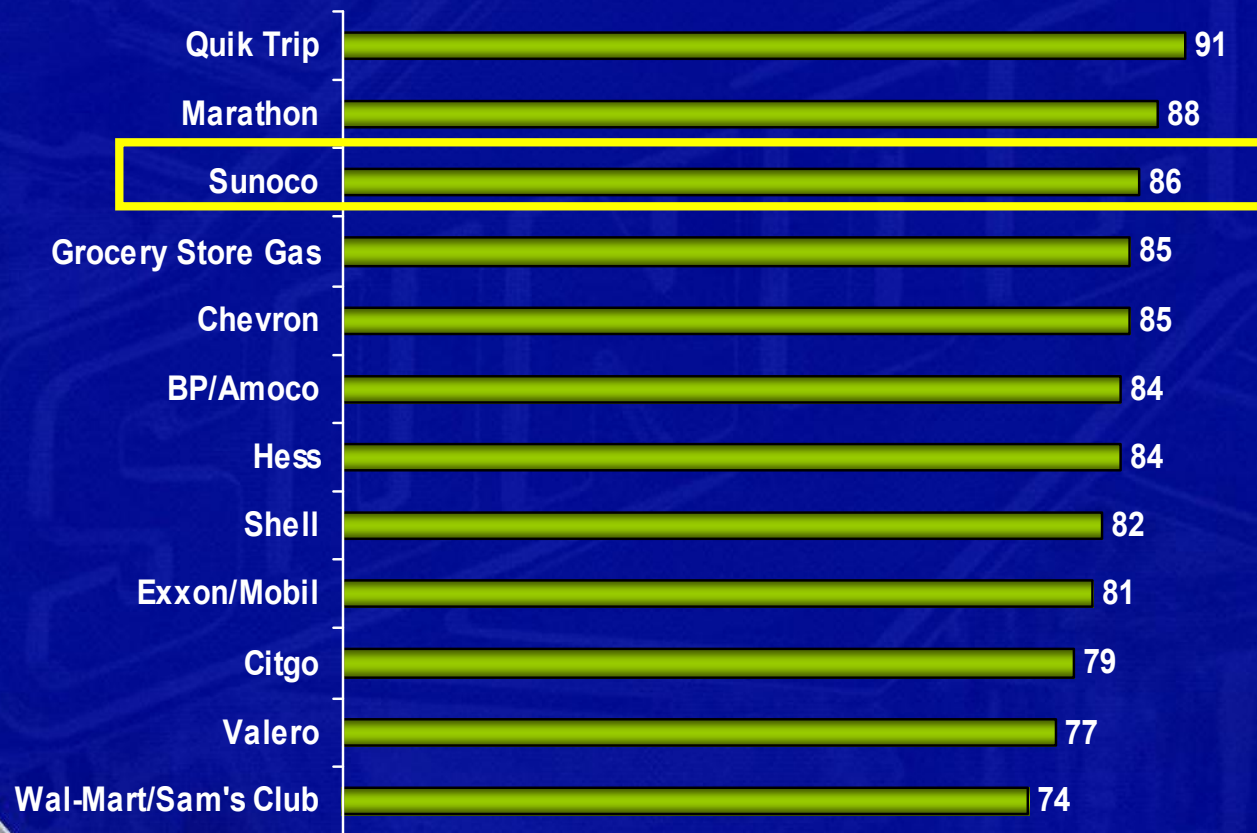
Placed in the top 3 over the last 6 years

Delivering on Expectations of
Loyal Customers

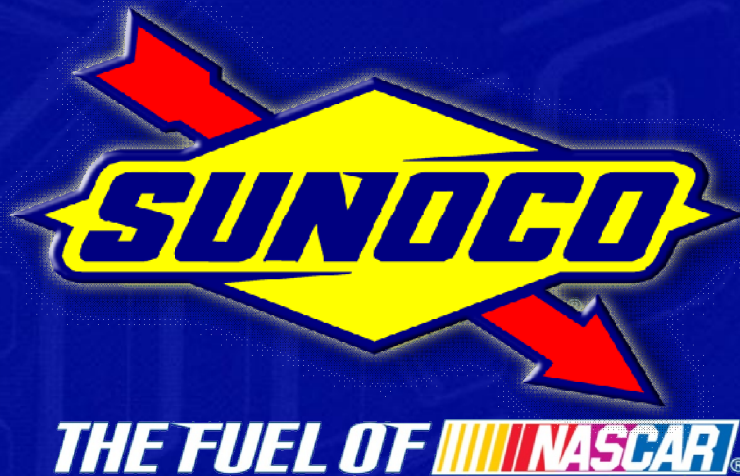


NPD Study Confirms Sunoco Customer Loyalty

Likelihood to Continue Purchasing the Same Brand



Sunoco Marketing Tools



Brand Calendar

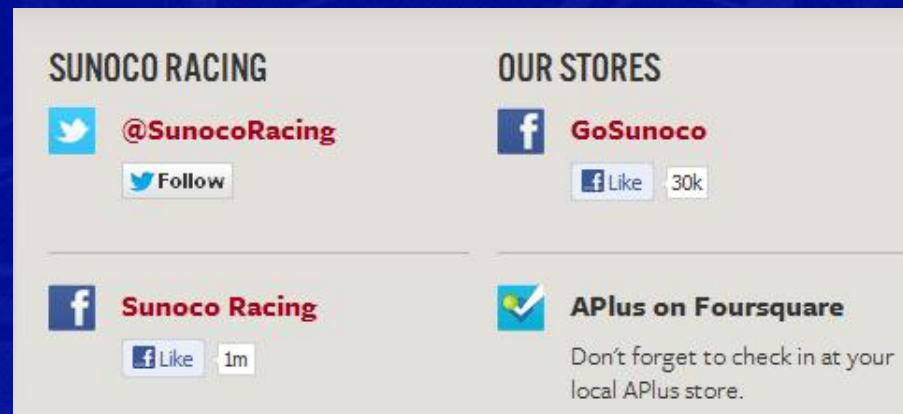
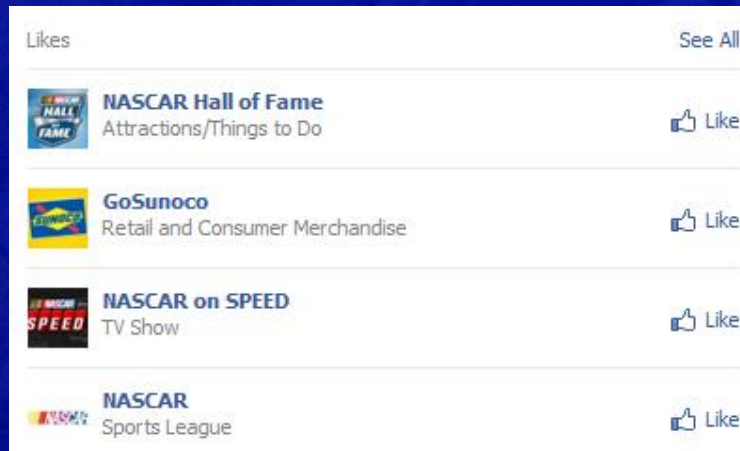
Summer Promotion: June, July, August



Catch DreamWorks Animation's *TURBO* in theatres starting July 17th.
Visit the official *TURBO* website to learn more.

Social Media Marketing

- “ Facebook, Twitter, Foursquare
- “ Web sites:
 - “ www.gosunoco.com
 - “ www.sunocodistributors.com



Distributor Quarterly Mystery Shops

- “ Designed to improve retail execution
- “ An independent set of eyes at all your Sunoco facilities:
 - “ Cost: \$30 per site, shopped quarterly
 - “ Rewards:
 - “ All sites achieving 100% in a quarter are entered in quarterly drawings for multiple prize chances
 - “ 4 consecutive 100 % shops in a year:
 - “ All fees are refunded, and
 - “ Site is entered in Grand Prize \$5000 annual drawing
- “ Shops required for all sites effective April 2013
 - “ Monthly shopping option is also available



Sunoco University

- “ Training van memberships available offering many courses that impact your business and retail execution
- “ Classes are 2.5 hours
- “ Membership offers one class per quarter. Annual membership fee \$300



Sunoco Quality Assurance

- “ Periodic station quality inspections
- “ Terminal inspections and quality control
- “ Lab expertise available for troubleshooting
- “ 7 field techs
- “ 2 mobile labs



Sunoco Communication

- “ Dedicated Sunoco Distributor Area Manager
- “ Sunoco Portal: Distributors & Dealers B2B
 - “ www.sunoconet.com
- “ Sunoco Distributors: Image & Equipment Standards
 - “ www.sunocodistributors.com
- “ Sunoco Corporate: External
 - “ www.sunocoinc.com
- “ Sunoco Promotion: Consumer website
 - “ www.gosunoco.com
- “ Sunoco Fleet Cards: On line apps
 - “ www.sunocofleetcards.com
- “ Sunoco Race Fuels: Fuels, Specs, Merchandise
 - “ www.racegas.com



www.gosunoco.com

http://www.gosunoco.com/default.aspx

www.gosunoco.com

Search

Bookmarks

Find

Check

AutoFill

HOME COMPANY FRANCHISING MERCHANDISE JOBS STATION LOCATOR

SUNOCO

FROM NASCAR TO YOUR CAR go.

See how your car compares to NASCAR

PRODUCTS & SERVICES **GIFT & CREDIT CARDS** **PROMOTIONS** + View All

SUNOCO

Aplus

ULTRA SERVICE CENTER

RACE FUELS

HOME HEATING FUELS & COMFORT SERVICES

THE FUEL OF NASCAR

There's power inside the plastic.

See what we have to offer...

APPLY FOR A CREDIT CARD

PAY YOUR BILL ONLINE

PURCHASE A GIFT CARD

\$100 GAS GIVEAWAY

NEW WINNER EVERY WEEK!

NO PURCHASE NECESSARY

GET UP TO \$50

IN SUNOCO GIFT CARDS

when you are approved for a Sunoco Rewards Plus Card.

Click for details

Aplus

OFFICIAL PIT STOP NASCAR

FRESH, HOT APLUS COFFEE

FREE NASCAR MAGNET AND FAN GUIDE

TORNADOS 2 FOR \$2.00

HOT DOGS 2 FOR \$2.22

VISIT GOSUNOCOAPLUS.COM

Promotional Tools

- “ Credit Card Tool Kit
- “ NASCAR Guide
 - “ Show Cars
 - “ Ticket Packages
 - “ Special Event Kits
 - “ Welcome Race Fans Kits
- “ NASCAR & Sunoco Merchandise



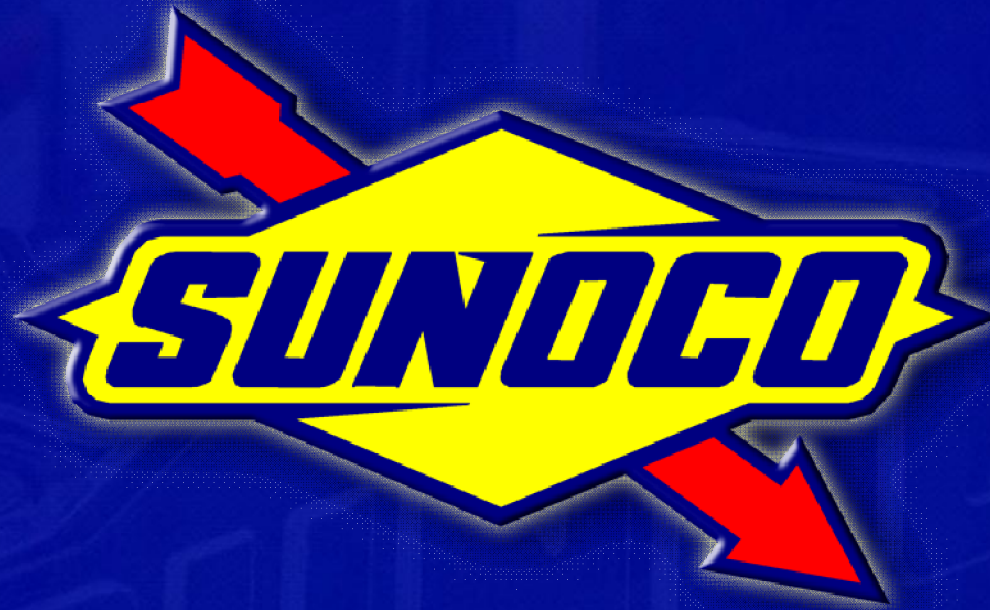
2013 Sunoco Dealer/Distributor Meeting & Expo

Was held February 11-13, 2013



- “ Rosen Shingle Creek Resort, Orlando, Florida
- “ All vendors on site with special offers
- “ Management presentations . industry updates, Sunoco direction, goals, etc.





We want your Business
Thank You!

