POWERING

YOUR

PERFORMANCE

PRODUCTS

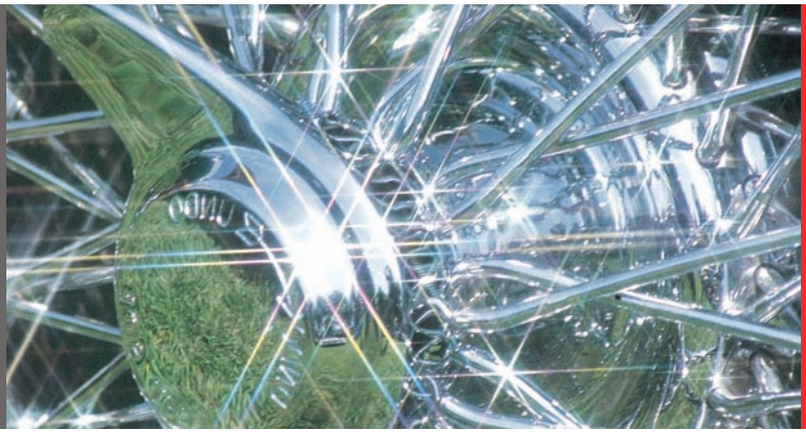
PERFORMANCE

PEOPLE

Texaco: Powering Your Performance

The difference between success and failure in business often rests on an edge—a quality or a feature that sets you apart from the competition, shifts the odds in your favor.

An edge can take many forms. It may be an alliance with a strong and enduring brand. Preferred access to exceptional products and services. Talented individuals committed to achieving team goals.



When you do business with the Texaco brand, one of the Chevron family of brands, you do not gain one of these edges. You gain all three.

The Texaco brand has provided Marketers and Retailers with a distinct competitive advantage for over 125 years. And now we'd like to provide it to you.

THE TEXACO BRAND ADVANTAGE

Today's marketplace is more challenging than ever. Stakeholders have higher expectations, consumers have more choices, and competitors have more leverage.

To meet your business objectives, you need a fuel supplier that possesses excellent planning abilities, a strong infrastructure, and skilled employees—in short, products, performance, people. You need The Texaco Advantage.

Products

The Texaco brand, supported by one of the world's leading integrated energy companies, is among the most established, trusted, and admired brands in America. Texaco with Techron gasoline is unsurpassed in quality, and offered in modern, clean, welcoming environments that inspire consumer confidence and loyalty.

Performance

Our programs—and systems—from supply reliability and retail best practices to credit card products and business development funds—are designed to help you succeed whether you're starting a new business or expanding an established enterprise. They are sophisticated yet simple to implement, cost-effective yet rich in features.

People

At Chevron, the Texaco brand owner, you'll find a team of people dedicated to doing what's right—personally, professionally, and as global citizens. We live the values of The Chevron Way, which demands integrity, respect, and honesty in everything we say and do. It is our people who set us apart.

A venerable brand that attracts loyal, enthusiastic consumers. Thoughtful, proven business processes. Personalized, consultative support. The Texaco brand.

Products: Brands Matter

Brands were once defined by a name, a logo, or an advertising campaign. Today, in addition to these qualities, brands are defined by public perception; the ways that consumers, communities, investors, and even competitors see the brand affect its identity.

The Texaco brand is highly regarded, the result of flawless execution of countless details: the curb appeal of our facilities, the quality of our products, the service we provide to our customers, and the fueling experience that our Marketers and Retailers deliver.

The Texaco Brand: Attracting Automotive Enthusiasts

Research tells us that consumers associate the Texaco brand with power, performance, and automotive expertise. For these "auto-involved" consumers, the choice of gasoline matters. They want a quality fuel that not only enables them to get the most out of their cars, but also provides a more fulfilling driving experience.[1]

Texaco is a brand with a proud heritage and a boundless future. Since Chevron acquired the brand, we've strengthened its reputation for unbeatable performance. Our marketing and advertising efforts feature "People in the Know"—the automotive enthusiasts we turn to for car advice. The campaign reinforces our commitment to bringing out the best in car performance, which in turn drives brand loyalty.

Product Innovation: Keeping the Edge

We've been at the forefront of the energy industry for more than 125 years, and we plan to stay here. We work closely with Marketers and Retailers to meet renewable energy mandates, tracking and responding to fast-changing requirements at the federal and state levels. We're continuing to focus on offering competitive products at competitive prices, and on remaining an industry-leading innovator.

Techron®: A Quality Differentiator

Consumers are holding on to their cars longer, so fuel quality is more important than ever. Techron, available in all grades of our gasoline, can help protect an engine's performance over the long haul. It is among the most technically advanced fuel additives in the United States, and we intend to maintain this position even as fuel formulations, engine technology, and regulations evolve.

We invest extensively in the resources and systems that help our Marketers and Retailers succeed.

Performance: Our Investment in Your Success

Supply and Logistics: Our supply and logistics capabilities give us—and you—a competitive advantage that no unbranded company can match. As an integrated oil company, we have complete visibility into our upstream operations; an efficient supply chain that includes strategically located proprietary and third-party terminals; and an extensive pipeline, marine, rail, and truck delivery network.

Emergency Response: We have a proven track record of responding to emergencies with efficiency, effectiveness, and empathy. At every level of the organization, we recognize the importance of possessing the plans and the infrastructure, and the values, to support you in good times and bad.

Customer Support Systems: We make it convenient for you to do business with us. You can log on to Business Point, our Web-based customer information system; call our Retail Marketing Center; or speak with your Retail Business Consultant, the dedicated liaison between your company and Chevron. To help us shape our programs, gain market insight, and assess our performance, we meet regularly with members of our regional Marketer Councils.

Cardholder Marketing: To help you increase credit card acquisition and usage, we offer low-cost, highly effective credit card marketing programs. A strong cardholder base helps lower your total cost of credit, since there are no processing fees on our proprietary credit cards.

Credit Card Programs: We offer a full range of consumer and commercial credit card options: Texaco-branded, Visa co-branded, fleet (business), and gift cards. All of these cards are accepted at any Chevron and Texaco station to expand your reach and offer customers added convenience.

Payment Technologies: Our payment technology platform helps keep costs low and productivity high. We manage the technical complexities while you manage your business.

Image Systems: Since visual appeal is one of the principal factors that draw customers to a station, the Texaco brand image system supports contemporary, clean, engaging, and inviting fueling facilities. Our image system isn't limited to aesthetics, however; it takes into account the total cost of ownership, balancing practicality with impact.

Customer First Mystery Shop Program: The Customer First program measures your success at meeting the cleanliness and service standards that set the Texaco brand apart from the competition. Through surveys conducted by "mystery shoppers"—customers hired to evaluate your facilities anonymously—you can gain insights into the areas in which you excel and those that offer opportunities for improvement.

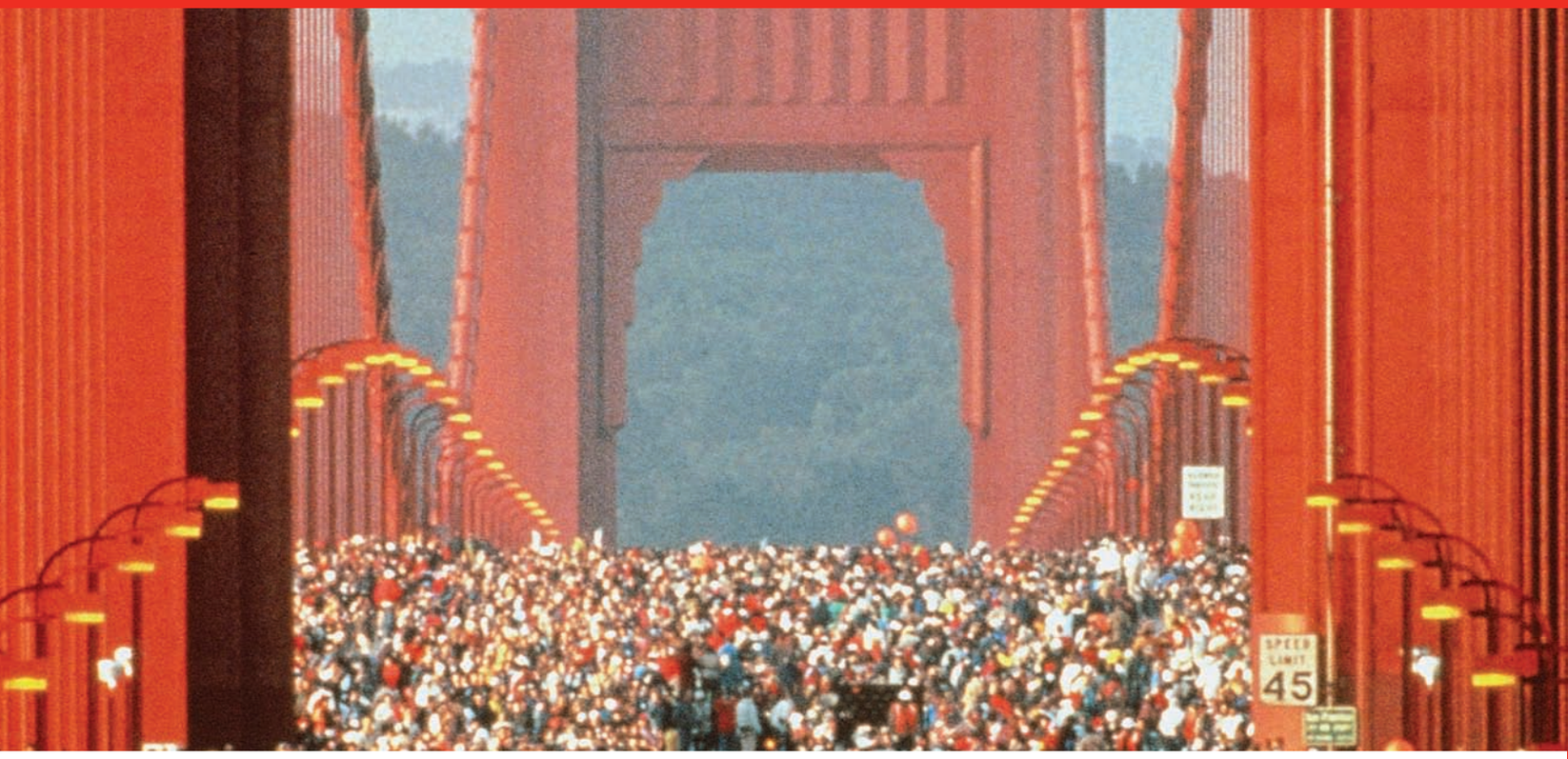
Business Development Fund (BDF) Program: Through the BDF program, we contribute to the investments you make in your business—from uniforms and training to landscaping and signage. A performance-based program, the BDF automatically distributes payments if you perform well on site evaluation surveys. You decide how to use your BDF payments; since you're closest to your business, you know how to make the best use of the money.

Advertising and Promotions: Our advertising campaigns are simple, smart, and memorable. They showcase the attributes of the Texaco brand, highlight the power of Techron, and send the message that premium brands offer more than independent, unbranded options. And to help you generate local and site-level brand awareness, we offer customizable advertising templates and unique opportunities to participate in our sponsorships.

Training: Courses at Chevron University cover a wide range of operating issues, from basic financial and site management to customer service and credit card solicitation. They're available in an equally wide range of formats, from intensive, two-week programs to short, Web-based tutorials.

We invest in such a wide range of programs because we believe in our brands; we believe in our company; and, most importantly, we believe in you.

People: Living The Chevron Way



Our products and services are the tangible advantages of working with us. Less tangible, but no less significant, are the commitment, talent, and integrity of our people.

More than 60,000 employees around the globe live by The Chevron Way: respecting the law, supporting universal human rights, protecting the environment, and contributing to the communities in which we live and work.

Giving back to the community makes smart business sense, because it connects our brands with the causes that customers care about. It also makes smart personal sense, because it's the right thing to do. On local, national, and global levels, Chevron supports the issues and institutions that matter to our employees and our customers, from sports and culture to health care and education.

In addition to large-scale, community-based activities, we also strive to make a difference on a small-scale, in teams and as individuals. We work with our customers to design solutions to shared challenges, and we think in terms of long-term collaborations instead of short-term "deals."

Why do we do this? It's The Chevron Way.

The Texaco Brand: Your Competitive Edge

You have many options in selecting a fuel supplier: unbranded brokers, new market players, established multinational companies. But if you want to work with a supplier whose products inspire loyalty, whose services inspire confidence, and whose people simply inspire—if you want a true competitive edge—the right option is the Texaco brand from Chevron.

Products. Performance. People. This is The Texaco Brand Advantage.

[1]Source: Conversa Consumer Track U.S. 2009

The programs and assistance Chevron provides to Marketers and Retailers are discretionary and may be canceled or changed by Chevron at any time. Chevron's only obligations to Marketers and Retailers are those set forth in signed written agreements with them.

© 2010 Chevron U.S.A. Inc. All rights reserved.

TEXACO, the Star T Logo, and TECHRON are registered trademarks of Chevron Intellectual Property LLC.

913-0403 (2-10)