

The Spirit[®] Brand

HOW SPIRIT WORKS

The Spirit[®] Brand is a national gas station and C-store identity designed to serve the needs of independent petroleum marketers that have access to unbranded fuel.

Spirit's sleek, modern, red-white-and-blue image can be used for new sites being built as well as for rebranding existing sites. The Spirit[®] Brand's design team, along with approved vendors, can supply you with the appropriate coatings, signs, and canopy graphics that best fit your site.

Highly affordable, Spirit[®] combines low branding costs with a wide array of optional business solutions that help keep expenses to a minimum.



Plus, minimal requirements and multiple supply options give licensees more flexibility to run their business their way.

Above all, Spirit[®] is an appealing National Brand that gives the customer confidence of receiving high-quality service, while fueling brand loyalty from coast to coast.

In short, Spirit[®] Brand licensees enjoy the dedication and support of a team of professionals committed to helping them succeed. Plus, since Spirit[®] is owned by the Energy Marketers Association of America, all profits are shared among EMA's member state associations, further benefiting licensees.

Ground up or rebrand, Spirit's patriotic image is a nationwide success story for retail fuel and convenience store sites of every size. If you need an appealing, low-cost, professional-looking site, and have an existing or potential unbranded fuel supply, then the Spirit[®] Brand could be the perfect fit for you.

To learn more, visit spiritpetroleum.com or contact Gerry Ramm at 509-203-7357 or gramm@spiritpetroleum.com.

NATIONAL | FLEXIBLE | AFFORDABLE

Here's how Spirit[®] can work for you:



- Low branding fees and an experienced design team willing to work with existing infrastructure to reduce branding costs
- A dedicated team of professionals ready to go above and beyond to help licensees run their business their way
- An appealing, professionally designed, patriotic image that inspires customer loyalty
- Use Spirit's Test-Drive to show dealers what their station will look like rebranded with the Spirit[®] design
- Full line of canopy and dispenser graphics, signs, and coatings, with approved vendors that know how our brand image is put together
- Brand recognition with a growing network of dealers flying the Spirit[®] flag from coast to coast
- Credit-card processing with one of the most competitive rates in the industry
- A sharp, eye-catching C-Store Brand
- Minimal requirements to keep the licensee in the driver's seat
- Developed by EMA!

Choose Spirit[®] and Watch Your Business Soar!