

Spirit® Brand Marketer and Dealer News



Affordable Financing A Key to Success

US Energy Capital Offers Financing Packages and Energy Audits

Spirit® Petroleum's never-ending mission is keeping costs affordable for licensees and their dealers. The Spirit® team constantly seeks and negotiates partnerships with service providers who can make doing business more cost-effective. Spirit® Petroleum is therefore proud to announce its newest partnership, with Georgia-based US Energy Capital Corporation, a leading industry provider of financing packages and energy auditing programs since 1983.

"The retail petroleum and convenience store industry is one of the most capital-intensive in the U.S.," states Jim Borland, US Energy Capital founder and president. "Marketers and dealers are always having to spend money for something: site upgrades, rebranding, reimagining—to say nothing of mandated improvements required by regulatory agencies and state and local governments. As technology evolves, marketers must maintain and upgrade their corporate offices, bulk terminals, warehouses and fleet maintenance facilities to accommodate new processes and products. Affordable financing is a must to keep costs from spiraling, and we've been in the financing business longer than anyone else in this industry."

US Energy Capital's innovative financing solutions draw upon a carefully developed network of preferred lenders, and the company has crafted a menu of options designed to bring Spirit® licensees the most advantageous financing available.

The company also offers special energy-saving financing programs along with a complete program of energy audits, energy-saving upgrades and retrofits to increase productivity and site appeal and reduce energy consumption. Lower energy costs, particularly when combined with available rebates and tax credits, can make a big difference to the bottom line, and Spirit® is excited to bring these potential means of increased profitability to its licensees.

"US Energy Capital has worked extensively with several Spirit® licensees prior to this partnership, and comes to us highly recommended," confirms Vera Haskins, president of Spirit® Petroleum. "We firmly believe this new relationship will provide valuable services to our growing network of licensees, particularly in these challenging economic times."

Site Spotlight

May Oil Company – Pulaski, TN

"The folks at Spirit® have been great to work with, and give an attention to this conversion process that we largely didn't see with some of the major brands," says Darren May of May Oil Co. which is in the process of converting 6 sites to the Spirit® brand. "Some of our stores are converting



from a major brand that had outdated, earth tone colors and in comparison those Spirit® canopies, with the strong graphics and bright colors, really pop." May also attests that one of his formerly unbranded sites has seen a 15 to 20 percent increase in volume since converting to Spirit®. And it tickles May that several dealers who he doesn't supply have noticed the new stations and have contacted him to inquire about how to access the Spirit® brand. "I just may pick up a little new business thanks to Spirit®!"

Mountain Commercial Graphics



Since 2008, Houston, TX-based Mountain Commercial Graphics has served as Spirit® Petroleum's approved

vendor of high-quality pump and canopy graphics products. Mountain Commercial Graphics enjoys an outstanding reputation for responsive customer service and high quality screen-printed and digital graphics for both indoor and outdoor applications. An industry leader, the company is committed to easing the branding process for Spirit® licensees. For information or to place an order, call 800-950-4923.

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