



Construction trends

Distributors building stores for maximum retail space
Page 2



Readerboards done right

Tips for proper use
Page 3

"TCBY" is hot

Favorite flavors keep 'em coming back
Page 4



For the branded distributor business associates of Exxon Company, U.S.A.

Exxon Today

DISTRIBUTOR EDITION
ENERGY

Volume 2 • Number 2

March 21, 1994

Faster than a speeding bullet



Distributor Billy Archibald of Mexia, Texas, competed in the Slick 50 Nationals near Houston on March 5. It was the first National Hot Rod Association race for Billy and the dragster he spent eight months building. Billy plans to compete in 15 "sportsman" category NHRA events this year. Powered by a 468-cubic-inch Chevrolet engine that produces 750 hp, Billy's dragster covers the 1/4-mile track in about 8 seconds, reaching 160 mph at the finish. He reaches 100 mph in the first 300 feet.

Insurance program offers life, health plans

Group life. Three different medical plans. Dental. Discount prescriptions and eye wear. Disability income replacement. Medicare supplements.

There's something for everyone in the new Exxon Independent Marketers Insurance Program for distributors, dealers and their employees. Now you and your employees can select just the right coverage for your needs from a cafeteria-style menu of insurance plans.

The new program will be directed by separate distributor and dealer advisory committees to be established later

in the year and will be administered by Seabury and Smith, a Marsh & McLennan company based in Dallas, Texas.

Details about the new program will be mailed to distributors in March. Insurance coverages are set to begin as early as April 1, depending on the date of enrollment. If you have questions, call Seabury and Smith, 800-443-3966.

DISTRIBUTOR DOES McDEAL

It's official. The golden arches of McDonald's have met the proscription arches of Exxon.

Three years after they first discussed the idea, distributor Dan Severn of Hose Petroleum (512-592-6551) in Kingsville, Texas, and the McDonald's father-son franchisee partnership of Bill and Dale Raabe have opened a distributor-supplied combination Exxon C-store and McDonald's restaurant.

Opened on Valentine's Day

Customer reaction, new options boost Express Pay momentum

With the availability of new Express Pay equipment and a new assistance program to help pay for it, distributors are adding Express Pay at their stores more rapidly than ever before.

Equipment manufactured by Schlumberger now gives distributors another option for adding Express Pay. The company offers two types of units. One can be installed in Schlumberger dispensers (CardScan), either at the factory or on site. The other, the MPT, acts as a card reader for a variety of dispensers including Bennett, Gilbarco, Southwest, Tokheim and Wayne, and can be used as a stand-alone island card reader for multiple dispensers or attach to the column.

Some distributors have expressed concern about the effect of Express Pay on inside sales. Exxon's experience shows Express Pay generally has little impact. Distributors we interviewed reported neutral or positive effects on inside sales.

Gary Cox of Gas-N-Go Oil (205-928-1826) has seen a moderate increase in inside sales at his Fairhope, Ala., store with

Since the introduction of the new assistance program, more grassroots stores and D&R projects have included Express Pay.

Express Pay. He believes the reason is faster transaction times inside the store. "As a consumer, I'm not going to stand in a line that's 10- or 12-people-long for a 39-cent Coke," Gary believes that "the

most appropriate location for Express Pay is the facility that has reached the saturation point at the cash register."

Bill Douglass of Douglass Distributing (903-893-1181) in Sherman, Texas, agrees. His new store on US 75 and US 82 has 20% of gasoline sales on Express Pay, on the way to 40%, Bill believes. He's ordered Schlumberger equipment for three more stores.

With so much relying on Express Pay sales, Bill paid special attention to the speed

See **Express**, back page



Blackmon Oil's Judi Thompson helps customers with Express Pay transactions.

Severn adds sales with McDonald's restaurant

Bill he wanted in the convenience store business. "We found all kinds of things you might carry in a convenience store — snacks, drinks and diapers."

Hose Petroleum pays a commission to the Raabes to handle gasoline sales. Dale manages

the C-store and restaurant.

"We're very happy with the traffic flow," says Bill. "As with any new business, we're getting a lot of sightseers." He notes that a lot of the sightseers are gasoline competitors. Even they are making purchases.

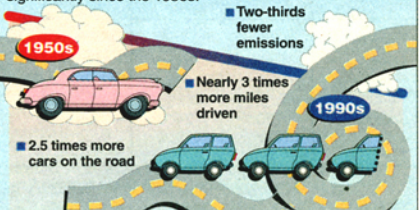


An intercom system allows gasoline customers to place food orders from the pump island.

QuickPix

Clean machines

Today, Americans drive more miles in more cars than 40 years ago, but total tail pipe emissions have decreased significantly since the 1950s.



Source: American Petroleum Institute

Juan Thomasson

BULK RATE
U.S. Postage
Permit No. 7716
HOUSTON, TEXAS

Exxon Company, U.S.A.
P.O. Box 2180
Houston, Texas 77252-2180