



California Point-of-Purchase Consumer Education Posting Instructions:

Put up 4/1, leave up until 10/1

California policymakers have taken actions over the last several years that have increased taxes and fees on fuel products customers purchase in California. Their efforts have also made energy production in the state more expensive while issuing fewer permits for oil and gas production. As prices have increased, some California politicians have blamed energy companies for higher prices. Chevron prepared these point-of-purchase materials to help educate consumers about energy policy choices made by California policymakers while offering them a way to contact their elected officials to express their concerns about the state's energy policies.

These point-of purchase materials are being made available to all retailer and marketer-supplied Chevron branded stations in California. **Posting the materials at your station is purely voluntary**, but you may not post the materials anywhere else than this station. Please do not attempt to modify any of the materials or the information accessed via the QR codes. If your customers have any questions, you may advise them to contact the Chevron Consumer Connection Center at (925) 842-1000.

This California Point-of-Purchase Consumer Education kits include the following POP elements:

Elements included in this kit:

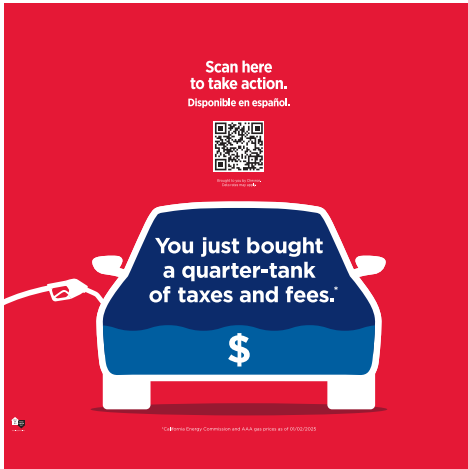
Island 3x3
Pump Topper
Trash Valet Topper
Bollard

Reorder Information: To replace incorrect or damaged POP, please call the Retail Marketing Center at 1-877-243-8457, Option 1. Please state that you are requesting "Advocacy POP" from the RMC when ordering.



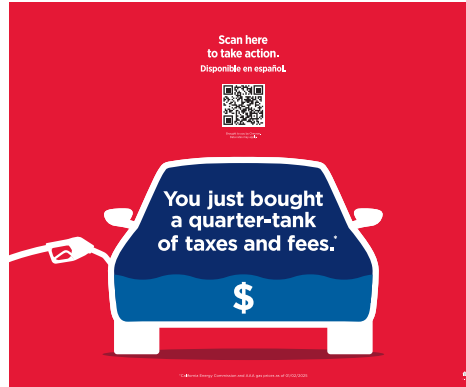
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3x3



1001-Q225ADV-X3

Bollard



1005-Q225ADV-BOL4

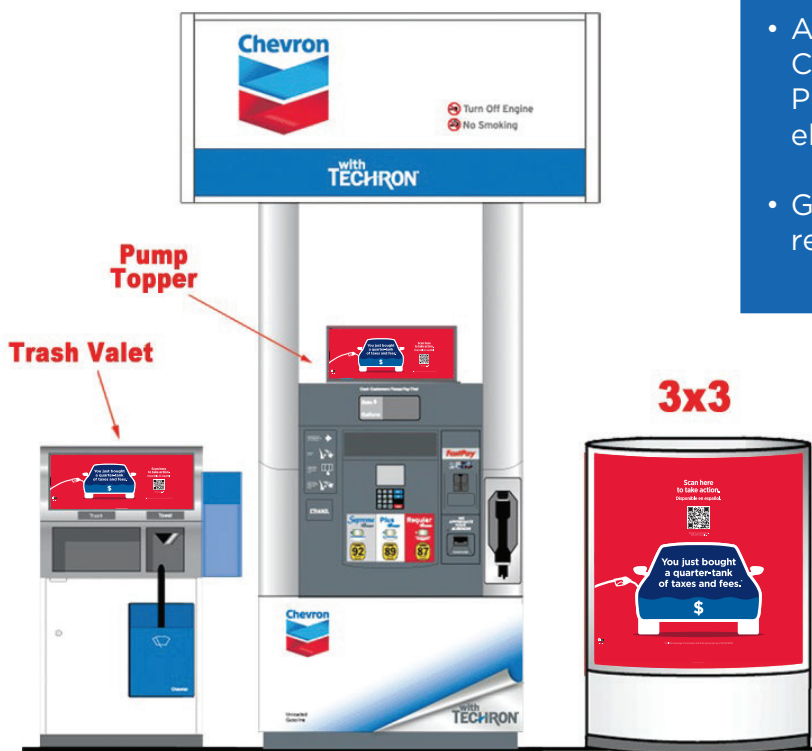
Pump Topper & Trash Valet



1003-Q225ADV-PT

1002-Q225ADV-TV

- Advocacy POP should replace all CTR POP and take up 25% of 3x3, Pump Topper, and Trash Valet elements.
- Grocery POP and EMCS POP to remain in place, if applicable.



Site schematic shown above is used for example purposes only, as brand, hardware and layout may vary by site.

Ensure that elements are spread out between dispensers rather than consolidated at one fueling position.

Chevron Products Company 5001 Executive Parkway, Suite 200. San Ramon, CA 94583

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California Point-of-Purchase Consumer Education Bollard Sign Posting

Instructions: Put up 4/1, leave up until 10/1


Please note that the use of the bollard pole signs are temporarily approved for Q2'25 only. The only signage that is approved for use on the bollard poles are the enclosed California Consumer POP Education signs.

Each station has been sent four bollard pole signs. If your station has more than four bollard locations please install the signage on the bollards that are the most visible to the street/oncoming traffic. If you do not have bollard poles that can accommodate the signage do not install.

Examples of poles that cannot accommodate the signage include:

- Overhanging into line of traffic
- Signage will cover regulatory signage
- City restrictions
- Unable to securely adhere zip ties via the preset holes
- Unique shaped bollard poles (refer to figure 2a)

Bollard Sign - Install Instructions

 ESTIMATED ASSEMBLY/INSTALL TIME: 15 MINUTES
ONE PERSON REQUIRED TO ASSEMBLE/INSTALL

ASSEMBLING PROCEDURE

Each station has been sent four bollard pole signs. If your station has more than four pole please install the signage on the bollards that are the most visible to the street. If you do not have bollard poles that can accommodate the signage do not install.

STEP 1

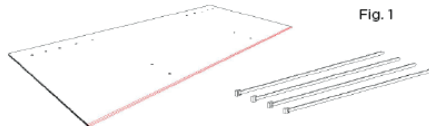


Fig. 1

Step 1. Remove the Bollard sign and qty. 4 large zip ties from the carton.

STEP 2

Step 2. Locate and determine the type of bollard at your location. Square, Round, Tall U and Short U. (Fig. 2a)
Short U bollard will use the lower and center hole locations to attach bollard sign. (Fig. 2b)

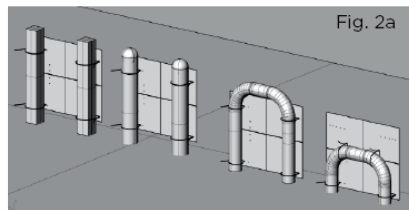


Fig. 2a

STEP 3

Step 3. Take the zip tie around the bollard pole and through the back of the Bollard sign. Take the end of the zip tie back through another hole in the front of the Bollard sign, around the bollard pole, and through the collar of the zip tie. If the bollard poles are wider than the holes on the sign, simply run the zip tie through an appropriate hole, around the bollard pole, and through the zip tie collar.

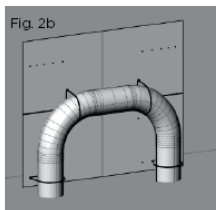


Fig. 2b

STEP 4

Step 4. Tighten the zip tie until the sign is securely attached to the bollard. Trim off the ends of the zip ties with cutter. (Fig. 3)

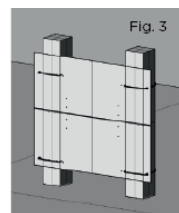


Fig. 3



* Fig. 4 shown with car figure cut out.

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