

## Site Signage

### 7.12 Multi-Tier Pricing Signage

#### MULTI-TIER PRICING SIGNAGE

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Chevron does not prohibit individual marketers and retailers from offering multi-tier pricing. Any that elect to offer multi-tier pricing must do so in a way that complies with all applicable laws, does not generate excessive customer complaints, and does not unduly detract from the first-class image required of Chevron- and Texaco-branded retail outlets.

Chevron's Multi-Tier Pricing Image Guidelines provide approved price signage from an image perspective, but these may not comply with all applicable laws. Most states have laws governing the display of motor fuel prices on signs and dispensers at retail outlets, including requirements for multi-tier pricing signage. It is the responsibility of marketers and retailers who elect to offer multi-tier pricing to understand and comply with all applicable legal requirements.

For those marketers and retailers who apply the credit motor fuel price to debit transactions, Chevron has also created a "Credit price applies to debit transactions" decal. Please see the decal placement instructions in the Decal Placement Guide.

In addition, if marketers and retailers offer multi-tier pricing, Chevron encourages them to extend the cash motor fuel price to transactions on Chevron- and Texaco-branded cards. This helps build the loyalty of an important segment of Chevron and Texaco station customers. With a "Cash/Chevron Card" price, the cash motor fuel price must apply to all Chevron- and Texaco-branded consumer and business card transactions. Please ensure that each station's POS system is configured to charge the correct prices for all the various transactions. As always, marketers and retailers remain responsible for complying with all federal, state and local pricing and advertising laws.