

TEXACO

Texaco Redesign Program Webinar



with
TECHRON

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Manager



Texaco Redesign Program 2024 Highlights

- Target completion by Summer of 2026
- When work is completed within the region's designated time frame, retailers and marketers will be eligible for:
 - 80% of the cost of the redesign work, up to **\$80,000** in incentive funding per station
 - Remaining 20% (in additional funding) of the cost of the redesign work, up to **\$20,000** in incentive funding per station if the work is completed using a Chevron approved project management company
 - Upon completion of the redesign work, submit your payment receipts for reimbursement
 - Chevron will work with the project manager or BC to verify completed work meets the new retail image design requirements and process reimbursements by EFT payment



Approved PM Companies

- West Wind Inc. Retail West
- LSI Corp. Retail Sales East



Texaco Redesign Program 2024 Highlights

The project management company will:

- Perform a site survey
- Enter into agreement directly with you to complete the redesign work
- Order branded materials from a list of approved suppliers: LSI, Dualite, Cummings, Sign Resources, and PPG (PWM or Price Vision only if digits need to be replaced).
- Complete the in-scope redesign work: Canopy Fascia treatment; Primary ID and hi-rise signage; Paint (forecourt columns; bollards; backcourt exterior; trash enclosure); branded ASB or Car Wash; forecourt POS frame and towel dispenser; Dispenser ID flags; Dispenser Valances; Forecourt trash unit; Window washing unit; and Techron vinyl application on canopy ceiling
- Will not complete out of scope work such as: Dispenser replacement; Concrete repair; and Backcourt interior or fixtures
- Cooperate with Chevron to verify the redesign work meets the new design requirements





Texaco Redesign Program 2024 Highlights

Marketer or retailer responsibilities in the program:

- Enroll via TexacoImageProgram@Chevron.com
- Enter into an agreement to complete the redesign work within the region's designated time frame directly with either a project management company on the approved list or a contractor of your choice
- Cover the cost above 80% or over \$80,000 if you choose to use a project manager that is NOT on the Chevron approved list
- Submit required documentation for reimbursement.

The full amount of the incentive funds are required to be repaid to Chevron if the supply contract or brand authorization is terminated or nonrenewed within five years of payment





Program Steps

Step 1

Contact a project management company to perform a site survey

- If you choose a contractor NOT on Chevron's approved list, you will cover the reimage costs over 80%, up to \$80,000.

Step 2

Enter into an agreement for the redesign work directly with a project management company to complete the work within the required timeframe.

- Review your agreement carefully. Chevron will not assume any responsibility for the services of the project managers or any other contractors or the materials provided

Step 3

Sign the Texaco Redesign Program incentive agreement and return to Chevron

- If you work with a Chevron approved project management company, reimbursement can be up to \$100,000.
- Redesign costs covered by Chevron will be subject to a 5-year repayment obligation, payable in full, if the supply contract or brand authorization is terminated or nonrenewed within five years of payment.

Step 4

Watch the clock!

- Work must be completed within the required timeframe designated for your region.
- All stations must be updated **to the** new Texaco design by the summer of 2026.

Step 5

Keep documentation in order

- Payment receipts must be submitted for reimbursement.
- Chevron will work with the project manager or BC to verify the redesign work meets the new design requirements

thank you



Download the
Chevron Texaco Station Support App
Login with your Chevron Business Point Username and Password



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