

# Business Development Fund Program

## *Investing in Your Success*

Research indicates that the customer experience drives loyalty to the Chevron and Texaco brands, and that visual appeal is one of the principal factors that draw customers to a station. To support you in meeting customers' expectations and upholding the brand standards, Chevron invests in your business through the Business Development Fund program.

A performance-based program, the BDF automatically distributes payments to customers who meet minimum score requirements on the Customer First and Image Execution surveys. You have the flexibility to invest in new uniforms, a fresh coat of paint, a local advertising campaign — whatever will best serve your business needs.

## Scores, eligibility, and Payments

BDF payments are based on average scores for the last two Customer First (CF) mysteryshops and the last two Image Execution (IE) evaluations of each “qualifying period,” as illustrated in the following table:

U.S. Marketers	
Required average Scores Per Qualifying Period	Per gallon Payment
CF: 90 or higher and IE: 85 or higher	\$0.0015

There are two BDF qualifying periods per year. Payments are distributed automatically via electronic funds transfer to eligible customers at the end of each qualifying period, as illustrated in the following table:

Qualifying Period	Payment Timing (approximate)
Period 1: January 1 to June 30	Late July
Period 2: July 1 to December 31	Late January

## Resources

The table that begins on the next page lists recommended business development activities and, where applicable, contact information for Chevron's preferred vendors. Although you may patronize any vendor that complies with Chevron's standards, we urge you to use preferred vendors; Chevron has conducted due diligence on their ability to meet our requirements, concluding that they offer the best balance of cost and value.

If you have questions about the BDF program, please call the Retail Marketing Center at 1.877.243.8457 or speak with your Chevron Business Consultant. Your BC can also help you identify, budget for, and implement the business development activities most appropriate for your site, and then use your Customer First and Image Execution scores to monitor your progress.

## Business Development Opportunities Preferred Vendors

### Employee Resources

Training [ChevronUniversity](#)  
ChevronU@chevron.com

Uniforms [HPI Direct](#)  
1.888.475.6288  
www.chevronretailuniforms.com

### Equipment

Trash Valets (Combination Waste/Windshield Service Centers) [Royston](#)  
1.800.334.1766 (ext. 3195)

Other Recommended Equipment  
■ Air and Water Dispensers  
■ PCI Upgrades (POS Systems, Software Upgrades, PIN Pads)  
■ Restroom Fixtures

No preferred vendors; follow the [image guidelines](#) when ordering from the vendor of your choice

### Facility Maintenance

Facility Construction Plans [Stantec](#)  
1.707.765.1660

Site Analysis Program [Kalibrate](#)  
1.539.202.4750  
[www.kalibrate.com](#)  
When ordering use Promotion Code CHEV2019 to receive discounted prices.

Station Paint [PPG Industries](#)  
1.888.774.1010  
[www.ppgpaints.com](#)

Under-canopy [Lighting LSI Lighting SolutionsPlus](#)  
1.800.436.7800 (ext. 3380)  
[www.lsi-industries.com](#)

Cree Lighting  
1.801.514.3232  
[scott.rampton@cree.com](#)

Dispenser Graphics / Decals  
Paint [LSI Industries – Graphics](#)  
1.800.678.2001

Flag Signs  
3x3 Fixtures  
Metal Price Sign

<http://shoplsi.com/chevron>  
[chevron.mail@lsi-corp.com](mailto:chevron.mail@lsi-corp.com)

For 1st Time website users, call or email for invitation code.  
Use registration code 77041.

Other Recommended Facility Maintenance Activities

- Landscaping
- Parking Lot Restriping
- Parking Lot Seal Coat

No preferred vendors; follow the [image guidelines](#) when ordering from the vendor of your choice

## Signage

3X3 POP Fixtures for Islands

[LSI Industries – Graphics](#)

1.800.678.2001

<http://shoplsi.com/chevron>  
[chevron.mail@lsi-corp.com](mailto:chevron.mail@lsi-corp.com)

For 1st Time website users, call or email for invitation code.  
Use registration code 77041.

[Royston](#)

1.770.735.3456 (ext. 3195)

[www.shoproyston-chevron.com](http://www.shoproyston-chevron.com)

Building Sign Frames  
Pump Topper Frames

[LSI Industries – Graphics](#)

1.800.678.2001

<http://shoplsi.com/chevron>  
[chevron.mail@lsi-corp.com](mailto:chevron.mail@lsi-corp.com)

For 1st Time website users, call or email for invitation code.  
Use registration code 77041.

[Marketing Display International](#)

1.800.228.8925

[chevron.mdiworldwide.com](http://chevron.mdiworldwide.com)

[Royston](#)

1.770.735.3456 (ext. 3195)

[www.shoproyston-chevron.com](http://www.shoproyston-chevron.com)

Highway Signs

No preferred vendor. Adhere to Chevron [image guidelines](#)

LED Price Signs

Electronic Price Digits  
1.972.293.7446 (ext. 112)

[Price Vision](#)

1.972.770.0000 (ext. 750)

[www.pricevision.com](http://www.pricevision.com)



[PWM Electronic Price](#)

1.713.290.0626

[www.pwm-usa.com](http://www.pwm-usa.com)

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Plastic 3x3 POP Fixtures

Forte Products

Yasmina Dhimes

1.816.813.3337

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Primary ID Signs, Replacement Elements,  
and High-rise Sign Faces

[Cummings Signs](#)

1.800.489.7446 (ext. 253)

[Dualite](#)

1.972.293.7446 (ext. 3101)

[SignResource](#)

1.323.771.2098 (ext. 3052)

[www.signresource.com](http://www.signresource.com)

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Chevron reserves the right to refuse assistance for activities which, in its opinion, are in violation of any FTC guidelines, rules, and areas of concern. The Company further reserves the right to make changes to, or terminate, any or all of these programs at any time upon reasonable notice.

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