Shell Fleet Program

Tap into the Commercial Market
The Shell guide to capturing commercial business

Overview
This pocket drive is your gateway to building your commercial business. You will find at your disposal all the tools and marketing materials available from Shell to help build and sustain a thriving commercial portfolio.

- Shell Fleet Program Overview
- Card Product Highlights
- Shell Fleet Management Brochure
- Shell Fleet Finder Brochure
- Account Conversion Tools
- PowerPoint Presentation
- Station Marketing
- Shell Rewards™
- Online tools like Shell Source and STARZ
- The new FleetLeads Database
Shell Fleet Product Overview

Knowledge of the products is key to promoting the Shell Fleet cards. That’s why the key features of Shell Fleet Card and Shell Fleet Plus Card are available in most Shell Fleet marketing materials.

Also, a concise overview of Shell Fleet account features is also available.

Order the Shell Fleet Account Features insert:
www.shellfleetmarketing.com
Shell Fleet Account **features**

The Shell Fleet Program helps your customers control expenses, save money and manage their fleet more efficiently.

**Shell Fleet Card**
Offers customers the option to utilize revolving terms, plus ease of use and simplified monthly billing that summarizes all their transactions.

**Shell Fleet Plus Card**
Detailed reporting, purchase controls and a Program Rebate are available to help customers manage day-to-day fueling needs.

**Merchant Rebate Program**
Allows the wholesaler or dealer to offer station level rebates to specific accounts. This wholesaler or dealer funded rebate is a credit to the customer’s account at billing and is funded by a charge back to the wholesaler or dealer location on a monthly basis. The rebate can be either a percent off or a cent(s) off per gallon rebate.

**Tax Exemption Capabilities**
The Shell Fleet Plus Card accommodates tax exemption for qualified accounts.

**One Station Card**
When customers select a location that is most convenient for their fleet requirements, we will issue a One Station Card that allows drivers to make purchases only at the selected Shell location. Customers can then manage their entire program from one location and still get the benefit of rebates and easy-to-read monthly reports.

**Online Fuel Transactions Controls**
Customers have even greater control over their account when they monitor fleet account activity, on an ongoing basis, through our online services at [www.shellfleetcard.accountonline.com](http://www.shellfleetcard.accountonline.com)

**FLEET MANAGEMENT THAT WORKS FOR YOU**

For more information call 972-653-3127 or email shellfleetcard@citi.com
Shell Fleet Management Brochure

The Fleet Management brochure is a comprehensive introduction to the Shell Fleet Program designed for your customers. It outlines the available Shell Fleet products, account reporting and online access for your Fleet accounts.

• Fleet Card and Fleet Plus benefits and comparison
• Fleet Card statement details
• Fleet Plus detailed reports
• Online account management tools
• Rebate structure
• Credit application

Order the Shell Fleet Management package:
www.shellfleetmarketing.com

Shell Fleet Marketing  ●  End User: Customer
FLEET MANAGEMENT THAT WORKS FOR YOU
Benefits for every business

SAVE MONEY BY LOWERING YOUR FUEL COSTS.
For many companies, fuel costs represent a major expense. Managing a fleet program is often difficult and time-consuming.

The Shell Fleet Credit Card and Shell Fleet Plus Credit Card are one of the best solutions for taking control of your fleet program. Accessing fuel and maintenance anywhere in the nation is easy because your card is welcome at thousands of Shell stations and Jiffy Lube® locations nationwide.

Saving money while efficiently managing your fleet program has never been simpler. With the Shell Fleet Plus Card, your company can actually earn from \textbf{1.5\% to 3\% rebate on fuel purchases.}

With Shell Fleet Reporting, all transactions are completely summarized and reported to you on your monthly statement. You can quickly monitor your fleet program and identify trends to help you maintain a healthy bottom line.
Benefits for **every business**

When you choose the Shell Fleet Credit Card or Shell Fleet Plus Credit Card, you get outstanding benefits – no matter the size of your fleet or number of drivers.

**Nationwide Convenience**
Your card is accepted at thousands of Shell stations and Jiffy Lube® locations nationwide. Easily locate Shell stations anywhere in the nation at [www.localshell.com](http://www.localshell.com).

**Rebate on Fuel**
Earn from **1.5% to 3% rebate on fuel purchases** with the Shell Fleet Plus Card. See the Shell Fleet Plus Rebate Program chart on the next page.

**Simple and Efficient Reporting**
Extensive and critical information captured on every transaction and reported in a single, concise monthly report(s) – eliminating the need for employee expense reporting.

**Consolidated Fleet Fueling**
One company, one source for all your fleet fueling.

**Built-in Security and Purchase Controls**
Choose purchase controls that best meet and support your business and corporate policies.

**Single Service Location Option**
Select a location that is most convenient for your fleet requirements and we will issue a One Station Card that allows drivers to make purchases only at the Shell location you choose. Manage your entire program from one location and you still get the benefit of rebates and easy-to-read monthly reports.

**Monitor Your Fuel Transactions Online**
You can have even greater control over your account by monitoring your fleet account activity, on an ongoing basis, through our online services at [www.shellfleetcard.accountonline.com](http://www.shellfleetcard.accountonline.com).
Control expenses, save money, and manage your fleet program more efficiently.

<table>
<thead>
<tr>
<th>Monthly Purchase Requirement</th>
<th>Rebate Amount*</th>
</tr>
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<td>1.5%</td>
</tr>
<tr>
<td>$4,000 - $7,999</td>
<td>2.0%</td>
</tr>
<tr>
<td>$8,000 - $9,999</td>
<td>2.5%</td>
</tr>
<tr>
<td>$10,000 or more</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

The Shell Fleet Plus Fuel Rebate Program is subject to change at any time without notice.

* Maximum Diesel rebates per month - $300. ($10,000 in purchases x 3%)
Here is why top fleet managers nationwide choose the Shell Fleet or Shell Fleet Plus Credit Card.

**Save money**
No annual fee.  
Earn rebates from 1.5% to 3% on your fuel purchases.

**Streamline program management**
Instant online monitoring for both Fleet and Fleet Plus options.  
One card assigned to each vehicle or driver — whichever best fits your business.  
One detailed monthly report summarizes all transactions.  
Customized detailed reporting, including specific information on each vehicle, driver purchases, service station activity, exceptions, and expense summaries for each business unit.

**Nationwide convenience**
Use at thousands of Shell stations and Jiffy Lube® locations nationwide.

**Built-in security**
Individual Driver ID Numbers can be assigned to your employees, preventing card use by unauthorized persons.  
Cards can be issued to a driver, vehicle, or specific service station, or any combination.  
Add or delete employees or vehicles to your fleet, or cancel a lost or stolen card, via phone or online.

Choose from the following purchase restrictions:
- No restrictions
- Fuel, oil and maintenance only
- Fuel and oil only
- Fuel only

* $10 monthly fee will apply only if monthly purchases fall below $1,000, waived for the first year.
Choose the card that improves your fleet’s productivity.
Shell Fleet Cards are issued by Citibank (South Dakota), N.A.

For more information or to apply:
1-888-98-SHELL
(1-888-987-4355)

Visit us online at:
www.shellcreditcard.com
# Shell Fleet Card Statement

**DAILY CORRESPONDING MINIMUM PERIODIC BALANCE SUBJECT TO PERIODIC RATE**

<table>
<thead>
<tr>
<th>DAYS IN PERIODIC RATE</th>
<th>APR</th>
<th>FINANCE CHARGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cycle</strong></td>
<td></td>
<td><strong>Finance Charge</strong></td>
</tr>
</tbody>
</table>

**Purchase**

```
9999999 XXXXXX
```

**Point of Sale**

```
PO BOX 183019 PROCESSING CENTER COLUMBUS OH 43218-3019
```

**Customer**

```
1234567890123 9999999-AA-99-BBBBBBBBBBB-DDDYYC-C CUSTOMER CO INC CUSTOMER PO BOX 999999 BOSTON MA 02119-0010
```

**Return this portion with your check. Indicate account number on your check.**

**Account Number:**

**New Balance:**

**Closing Date:**

**Minimum Payment:**

**Invoice Number:**

**PREVIOUS BALANCE PAYMENTS/CREDITS:**

```
00 . 02
```

**NEW BALANCE:**

```
02 . 203
```

**To Avoid Additional Finance Charge, payment of OVERLIMIT AMOUNT MINIMUM PAYMENT DUE NEW BALANCE MUST BE RECEIVED BY:**

```
MM-DD-YY
```

**Notice:** See reverse side for important information.

**Please keep this portion for your records.**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>AMOUNT</th>
<th>NUMBER</th>
<th>PURCHASE LINE</th>
<th>TOTAL TRANSACTIONS</th>
<th>PURCHASE AVAILABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>09-02</td>
<td>12:55</td>
<td>$57.01</td>
<td>01700</td>
<td>DR CLOTHES</td>
<td>2100</td>
<td>22002</td>
</tr>
<tr>
<td>09-02</td>
<td>07:36</td>
<td>$34.19</td>
<td>0970392</td>
<td>SOUTHERN</td>
<td>2200</td>
<td>09999</td>
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<tr>
<td>09-02</td>
<td>07:10</td>
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<td>0970392</td>
<td>SOUTHERN</td>
<td>2200</td>
<td>09999</td>
</tr>
<tr>
<td>09-02</td>
<td>07:08</td>
<td>$60.00</td>
<td>0970392</td>
<td>SOUTHERN</td>
<td>2200</td>
<td>09999</td>
</tr>
<tr>
<td>09-02</td>
<td>07:00</td>
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<td>09999</td>
</tr>
</tbody>
</table>

**Send inquiries to:**

Shell Card Center
P. O. Box 689081
Des Moines, IA 50368-9081

Telephone: 1-800-377-5150
Fax: 1-515-226-4045

www.shellfleetcard.accountonline.com

**Schedule of Finance Charges:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>AMOUNT</th>
<th>NUMBER</th>
<th>PURCHASE LINE</th>
<th>TOTAL TRANSACTIONS</th>
<th>PURCHASE AVAILABILITY</th>
</tr>
</thead>
</table>

**For illustration purposes only.**
Managing your fleet program is more efficient when you use the Shell Fleet Card. All transactions are captured and organized into one easy-to-read monthly statement. When coupled with the purchase restrictions you choose, like fuel only, the Fleet Card Statement helps you easily control your fleet program. In addition, the monthly statement makes the expense reporting process easier for your drivers, and reduces your company’s cost of handling employee expense reports.

At-a-glance efficiency

- Transactions are sorted and subtotaled by card number
- Date and time details on every transaction
- Type of fuel purchased identified by product code
- Fueling location identified
Custom reports
- At-a-glance efficiency
- Trend analysis
- Full data capture
- Fuel rebates
Effortlessly manage your fleet program

Supplies expanded program management capabilities with reliable and detailed reporting documentation. Easy-to-read monthly reports present transaction details organized in report categories including expense summaries, service station activity, invoice, discounts, product purchasing summary, and more. We provide all the documentation you need to effortlessly manage your fleet program, while making the reporting process easier for your employees and reducing your costs in handling these reports.

Shell Fleet Plus **Statement**

The Account Summary provides a complete overview of your account. The Discount Report helps you reconcile your monthly payments.

**At-a-glance efficiency**

- More detail minimizes the need for clerical and accounting intervention
- Monthly activity totals
- Fuel rebate designated by program type

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**Statement**

<table>
<thead>
<tr>
<th>ACCOUNT NUMBER</th>
<th>INVOICE NUMBER</th>
<th>PAYMENT DUE DATE</th>
<th>TOTAL DUE</th>
<th>PERIODIC RATE</th>
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<td>1234567890</td>
<td>02-08-2006</td>
<td>100.00</td>
<td>10.00%</td>
</tr>
</tbody>
</table>

**Transaction Details**

- New Charges
- Fleet Fee
- Late Fee
- Percentage Rate
- Monthly Minimum
- Annual Rate
- Previous Balance
- New Balance
- Payments/Adjustments
- Late Fee
- Tax

For illustration purposes only.
Service Station Activity Report

Easily locate the stations that provide the best value for your fleet. The Service Station Activity Report combines full data capture of fuel and non-fuel products.

**At-a-glance efficiency**
- Station location
- Fuel and non-fuel itemized purchases

Product Purchase Summary Report

Receive a comprehensive monthly summary of all the products purchased by your fleet, sorted by business unit. Now you can identify how much you are spending on each product.

**At-a-glance efficiency**
- Product purchases categorized by type
- Cost per mile
- Product summary by business unit
- Miles per gallon
When you need to control costs within departments or business units, the Vehicle Report lets you easily identify fuel consumption. This report can also be combined with Driver Reports.

**At-a-glance efficiency**

- Beginning odometer
- Business unit level
- Cost per mile and miles per gallon are calculated for each purchase
- Purchase exceptions
- Month-to-date totals
- Year-to-date totals

For illustration purposes only.

This report allows you to track a fleet driver who operates more than one vehicle, or a person who moves between departments.

**At-a-glance efficiency**

- Reports per driver sorted by individual driver name and driver number
- Vehicle and driver description
- Fueling location identified
- Month-to-date totals
- Year-to-date totals

For illustration purposes only.
Expense Summary by Month/Year

Expense Summary Reports provide your company with decentralized reporting by department, zone, region, division, or other classification you determine. Costs summarized this way help your managers clearly define accountability for their units' purchases.

At-a-glance efficiency

- Monthly reports sorted by department
- Year-to-date totals by department/business unit

Expense Summary by Business Unit
Shell Fleet Cards are issued by Citibank (South Dakota), N.A.

For more information or to apply:
1-888-98-SHELL
(1-888-987-4355)

Visit us online at:
www.shellcreditcard.com
Online Account Management

• Greater control
• Time & money savings
• Trend analysis
• Tracking efficiencies
• Expense reporting
We live in an increasingly complex business environment, and it’s no secret that the power of online services offers great advantages. In order to be responsive to your needs, and to monitor your fleet account activity on an ongoing basis, we have established

www.shellfleetcard.accountonline.com

- available any time that fits your schedule.

A quick reference to:

- Update your account profile
- Add or delete drivers & vehicles
- View and download statements, fleet reports and unbilled transactions
- Make payments online
- Email us your questions and requests

Monitor all your fuel transactions at

www.shellfleetcard.accountonline.com

Online Account Management that works for you
Shell Fleet Finder Brochure

The Fleet Finder brochure outlines a Shell program for growing your business and revenue, one business at a time. If you dedicate a sales resource with local market knowledge, your dedicated salesperson will invite local businesses to apply for a Shell Fleet account and take advantage of the Shell fleet account cost saving features.

Order the Shell Fleet Finder brochure:
www.shellfleetmarketing.com
Fleet Finder
Targeting local revenue growth
A method to grow your Commercial Fueling Revenue – one Business at a time.
Local Resources

There is really no secret to realizing the potential of the Shell Fleet Finder program. It’s easy – you provide the resource to focus on local commercial business and we provide the tools, training and support – your sites gain the benefit.

The Shell Fleet Finder program is a method to grow your business and revenue, one business at a time. Utilizing the efforts of your dedicated sales person combined with local market knowledge, your fleet salesperson will invite local businesses to apply for a Shell Fleet account and take advantage of the Shell fleet account cost saving features.

Tap into the Commercial Market

Gallons sold annually in the Commercial Market 51.7 billion gallons
Gallons purchased with a credit card 22.3 billion gallons

70% of commercial business is local
Fleet Customers purchase 8 times more fuel than other customers

The Shell Fleet team will guide you through the process step by step, providing comprehensive training and support of your dedicated sales person. With your strong commitment to the program, you should see increased fuel and in-store sales.

Shell:
• Training, coaching and support
• Sales tools including guides to prospecting, best practices, letters of introduction and product features and benefits
• Enhanced Customer Service access
• Access to station level, geo-coded business leads
• Program incentives

Wholesaler:
• Identify a dedicated resource to focus on commercial business
• Provide the dedicated resource all support necessary to ensure success
• Take advantage of best practices and dedicated Fleet Finder resources
Titletown Oil – Case Study

Local Growth.
National Strength.

Dedicated Sales Resources: One
New Accounts Acquired Through the First 10 Months: 130
Percentage of New Accounts Activated: 86%
Average Number of Vehicles per New Account: 10

Wholesaler Comments:
Since we started using the Shell Fleet Finder program we’ve seen a steady increase in fleet accounts, fuel sales and in-store sales. All the new accounts have been small local businesses with less than two dozen vehicles. These businesses have been right under our noses, and our fleet account sales representative, with the help of the Shell Fleet Finder team, has brought this business to our stores.

Our sales representative worked at Titletown Oil before we initiated the Fleet Finder program. His knowledge of our business and this market have paid substantial dividends in building relationships with local businesses and predictable increases in fuel sales.

The Shell Fleet Finder program has helped Titletown Oil tap into sales we had been missing for a long time.

Dan Pamprin, President
Titletown Oil, Corp.
920-336-8983

The Shell Fleet and Shell Fleet Plus Credit Cards are issued by Citibank (South Dakota), N.A.
Account Conversion Tools

Whether you are converting House Accounts or non-Shell accounts to the Shell Fleet Program, we’ve developed a program that will help make the conversion seamless.

- House Account conversion insert
- Competitive Account conversion insert
- Fleet Card conversion letter package (Sample)
- Fleet Plus conversion letter package (Sample)

For more information on Account Conversion:
E-mail: shellfleetcard@citi.com
Phone: 972 653 3506
Free up your receivable cashflow and reduce risk by converting your commercial House Account customers to Shell Fleet card customers. Our Shell Fleet conversion team will assist you through the entire process. We will follow-up with each of your commercial House Account customers to make sure all applications for a Shell Fleet account are correct and submitted properly. We can offer a special introductory rebate for the new Shell Fleet card customers. The added rebate savings will help convince your commercial House Account customers to apply for a Shell Fleet card account.

**3% rebate on fuel purchases for six months***

Here are the steps to convert your commercial House Account customers:

- Wholesaler elects to discontinue their commercial House Account program and wants to move the customers to the Shell Fleet card.
- Wholesaler and the Shell Fleet program conversion team develop a plan for a successful conversion.
- Wholesaler provides list of existing House Account customers to the conversion team.
- Wholesaler contacts each House Account customer and lets them know they will be receiving a special offer to apply for the Shell Fleet card.
- Conversion team sends a letter with application to the customer explaining benefits of the Shell Fleet card program, and special rebate offer.
- Conversion team initiates follow-up calls.
- Wholesaler then calls each House Account customer that does not respond to the letter or follow-up call.
- Conversion team coordinates weekly status calls with the wholesaler during the conversion process.
- Weekly report of customers who have been approved for a Shell Fleet card is provided by the conversion team for three months.
- Monthly gallons reports are provided to the wholesaler for three months.

* Maximum Diesel rebate per month - $300. ($10,000 in purchases x 3%)
Your commercial customers should be switching to Shell, too.

You understand the benefits of the Shell brand. Your commercial customers can, too, when you switch a site to Shell. We can help you convert your non-Shell fleet customers to a Shell Fleet card customer. We can follow-up with each of your fleet customers by phone and through the mail. We will make sure their application for a Shell Fleet account is correct and submitted properly. We’ll even keep you updated with monthly reports on the customers who have been approved for a Shell Fleet card. And to make it easier for your current fleet customers to make the decision to apply, we offer a special introductory rebate for your customers who are approved for a Shell Fleet card.

3% rebate on fuel purchases for six months*

Here are the steps to convert your customers:
• Wholesaler provides 60-day notice of brand conversion to the Shell Fleet program conversion team.
• Wholesaler and the conversion team develop a plan for a successful conversion.
• Wholesaler site staff identifies customers currently using competitive brand fleet cards.
• Conversion team contacts the site customers to explain a conversion will occur and highlight the benefits applying for a Shell Fleet card. The special introductory rebate will be offered as well.
• Conversion team will send a follow-up letter with application to any customer wanting to apply for the Shell Fleet card.
• Conversion team will call 2 weeks after letter is sent if an application is not received.
• Conversion team coordinates weekly status calls with the wholesaler during the conversion process.
• Weekly report of customers who have been approved for a Shell Fleet card is provided by the conversion team for three months.
• Monthly gallons reports are provided to the wholesaler for three months.

* Maximum Diesel rebate per month - $300. ($10,000 in purchases x 3%)

Help them make the change.
EARN UP TO
REBATE ON FUEL PURCHASES WITH THE
SHELL FLEET PLUS CARD†

Track expenses and control costs.
• Easy-to-use management reports
• Track purchases by vehicle, driver and department
• Optional odometer prompt
• Purchase restrictions: fuel only; fuel & oil only; fuel, oil & maintenance or no restrictions
• One-station card—a convenient option for Shell stations you visit frequently

Enjoy added convenience.
• Driver prompts limit access to authorized users
• Drivers can pay at the pump and get back on the road quickly
• Accepted at thousands of Shell locations nationwide
• Accepted at Jiffy Lube® locations
• Manage your account and monitor unbilled transactions online 24/7

† Shell Fleet Plus Fuel Rebate Program

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</tr>
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<td>$10,000 or more</td>
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</tr>
</tbody>
</table>

* Subject to credit approval. Rebates are automatically credited to your monthly statement. Maximum Diesel rebate per month – $300 ($10,000 in purchases x 3%). The Shell Fleet Plus Rebate Program is subject to change at any time without notice.
Subject to credit approval. New accounts only. 3% rebate on fuel purchases for six months from account open date.

Rebates are automatically credited to your monthly statement.

EARN REBATE ON FUEL PURCHASES FOR 6 MONTHS WITH THE SHELL FLEET CARD*  

Manage your fleet program more efficiently:  
• One easy-to-read monthly statement  
• Fueling location identified  
• Date and time details on every transaction  
• Type of fuel purchased identified by product code  
• Transactions are sorted and subtotalled by card number  

Manage your account online 24/7.
PowerPoint Presentation

Getting in front of new customers is always at the core of building your business. So, in addition to printed materials, we’ve developed a PowerPoint presentation template for you to customize to take with you on those new business calls. Use it to tell new customers all about the Shell Fleet Program.

- The power of the Shell brand
- Fleet Card and Fleet Plus product features
- Fleet Plus rebate structure
- Security options
- Steps for customers to make application

Use the Shell Fleet Program presentation:
Available on this pocket drive – File Name: SHELLFleet_Presentation.ppt

Presentations  End User: Wholesaler
At the station

Take-one applications and Point-of-Purchase materials are critical to marketing the Shell Fleet Program. That means you need easy access to ordering replacement materials. And we’ve provided the contact information and online links to make it easy.

• Take-one applications
• Acrylic application holders
• Current point-of-purchase materials

Order Station Marketing materials:
Pointsmith Customer Service – 1 800 762 5213
Shell Rewards

Utilize messaging, at the dispenser, to help acquire new Shell Fleet Card customers, retain existing Shell Fleet Card customers, and help convert 3rd party fleet card customers to the Shell Fleet Card Program.

For more information visit Shell Rewards online:
www.shellsource.com
Select Loyalty tab, then Shell Rewards
or call 316 689 8555 ext. 111

Customer Loyalty  End User: Wholesaler
Shell Online

This new package is just the first step in communicating all the benefits and materials available to help you support your fleet business. We are constantly developing new ideas and programs based on the input we get from you. As new programs become available or to provide materials for existing programs, we want you to be just a click away.

www.shellfleetmarketing.com

www.shellsource.com
Select Cards tab, then Fleet Cards

Online Tools  ●  End User: Wholesaler
FleetLeads Database

Most potential new customers come from right around your station(s). That’s the simple concept of the FleetLeads program. By providing sophisticated geo-coding, you can target new customers near your station(s). There are also direct mail templates for you to create your own campaign to solicit business and get them to your pumps. It’s easy and effective.

Try FleetLeads for yourself:
www.shellfleetmarketing.com
Select Shell FleetLeads Program, then select the Register link.

Order the FleetLeads insert:
www.shellfleetmarketing.com

Database Marketing  ●  End User: Wholesaler
The FleetLeads Database ties local businesses to specific zip codes – this enables wholesalers and Shell retailers to identify local leads for a specific site. FleetLeads records contain the business name, address, phone number, contact name and valuable marketing information including the type of business and distance to your station.

Online FleetLeads tools
After registering for the program, you will logon to the FleetLeads website and access your leads over the Internet. But FleetLeads is much more than a database, it contains all the sales tools you need to book new Shell accounts.

• Simply pull up the target station from a drop-down list and print out a roster of leads around that station.

• Built-in sales letters enable you to send letters and applications to all or a select list of contacts.

• Professional sales scripts are available that can help the effectiveness of your sales efforts.

• Sales reps are able to record notes and set follow-up appointments. FleetLeads even provides driving directions to the prospect’s place of business.

• No cost to wholesaler or Shell retailer for access to the FleetLeads Database.

Wholesalers and Shell retailers can register at

www.shellfleetmarketing.com

If you have any questions or would like to learn more about the FleetLeads program, please contact:

Jeff Sims or Amy Neifert
at (800) 542-8455
Shell Fleet Cards are issued by Citibank (South Dakota), N.A.

For more information
www.shellfleetmarketing.com
www.shellsource.com
E-mail: shellfleetcard@citi.com
Phone: 972 653 3506