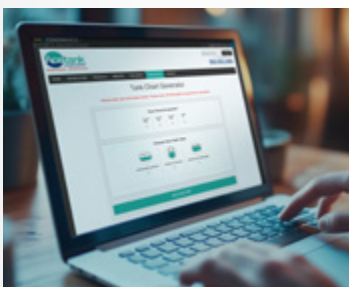




Explore Future-Proof Retail Sales Solutions

Source North America's Retail Sales Solutions team is dedicated to helping station operators future-proof their forecourts. We invite you to visit our [Retail Sales Solutions page](#) to browse a selection of products from Wayne Fueling Systems, Verifone, Square D and other leading equipment brands.

[Contact us](#) to learn about new forecourt equipment that creates personalized customer experiences, increases store traffic, helps boost sales and enhances curb appeal.



Create a Free Tank Chart Today

Ace Tank & Fueling Equipment is celebrating over 80 years of providing turnkey [FuelSafe](#) fuel storage and handling systems.

Other achievements at Ace Tank include launching a [free online Tank Chart Generator](#) that enables users to quickly and easily download a tank chart after inputting a few basic criteria.



When fuel prices rise sharply, cost-conscious consumers look for every opportunity to save money. Consider this data from Upside:

- 80% of retail customers are uncommitted to a single brand
- Customers will shop across different brands to maximize value
- Consumers decide where they will buy their fuel less than one hour before pulling into a gas station

Beyond the pump, [Quick-Service Restaurant \(QSR\) data](#) mirrors this thriftiness: 85% of consumers rank saving money as the most important QSR loyalty program benefit.

To capture this value-conscious demographic, fuel chains are deploying a variety of discount/rewards strategies to draw customers to their C-store. Displaying one price for fuel and then a lower alternative price for cash purchases, or for purchases that include a car wash, is just the beginning. New tactics to persuade today's hyper-informed consumer base include:

Rewards credit card: A Rewards Visa card from BP offers an introductory 30-cent discount per gallon for the first 60 days and then transitions to 15 cents off per gallon, a savings rate that can compete with high-yield cash-back cards.

Pushing premium profits: Exxon Mobil's Rewards+ program offers a 6-cent-per-gallon discount for higher-margin premium purchases. Regular grade fuel earns 3 cents per gallon.

Tiered rewards: Shell's Fuel Rewards program offers Silver, Gold and Platinum rewards levels, with the Platinum level offering customers up to 10 cents off per gallon.

ACH payments: QuikTrip offers an introductory 25-cent-per-gallon discount and 5-cent-per-gallon discount thereafter for customers who sign up for QT Pay, an Automated Clearing House (ACH) payment linked to a customer's checking account.

Price lock: In addition to offering 11 cents off per gallon, 7-Eleven's fuel rewards program allows customers to find the best price among local 7-Eleven stores and lock in the price for up to four days.

Transparent, frictionless value positions retailers to win customer loyalty. Contact our [Retail Sales Solutions team](#) to learn about the leading equipment driving this new era in purchasing behavior.



New Fuel Cards for Small Businesses

Murphy USA has introduced two business fuel cards, Murphy USA and QuickChek Business Fuel, targeted at smaller or new businesses that may encounter difficulty qualifying for or affording a traditional fleet card.

According to [C-Store Dive](#), the cards offer prepaid and hybrid products that can transition to full credit lines and offer savings on Murphy USA and QuickChek fuel purchases. Learn more in this [NACS article](#).



Roundup of Industry News

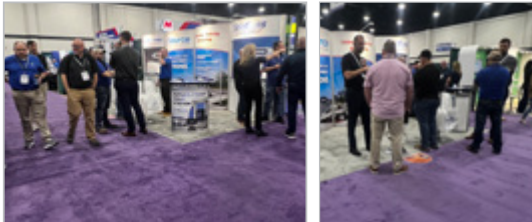
[NACS Industry Update Tour:](#) Numerous dates and locations have been announced for this series.

[TEI Annual Conference:](#) The Transportation Energy Institute (TEI) 2026 Annual Conference will be April 20-22 in Fort Worth, TX.

[TEI Road Shows:](#) Dates and locations for "an afternoon of insight and connection" will be announced soon.

[PEI Women:](#) This annual conference will be May 13-15 in Nashville, TN.

[Combustion Emission Research:](#) Download TEI's "Driving Insight: A Five-Year Synthesis of Combustion Emissions Research (2020-2024)."



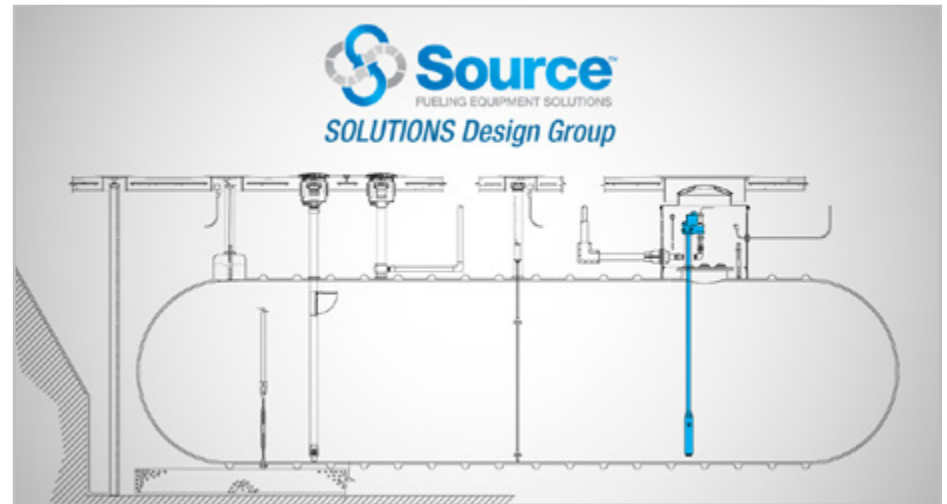
2026 Starts Strong with WPMA and SE Petro

The first trade shows of the year were a tremendous success. We welcomed a steady flow of visitors to the Source booth at WPMA (#M461) in Las Vegas in February and at the Southeast Petro-Food Marketing Expo (#317) in Myrtle Beach in March.

If you missed us at these initial shows, there are more to come, including M-PACT and the PEI Convention at the NACS Show. Also, you can reach out to your [local Source representative](#) anytime to discuss your fueling system equipment or payment technology needs.



OUR NEXT STOP?
M-PACT!
APRIL 14-16 2026
Indiana Convention Center
Indianapolis, IN
BOOTH #826



Equipment Guide: Understanding the Basics of Submersible Turbine Pumps

Q: What function does a Submersible Turbine Pump perform?

A: A Submersible Turbine Pump (STP) transfers fuel from aboveground or underground storage tanks to fuel or DEF dispensers. When activated, impellers in the STP motor spin, creating centrifugal force that pushes fuel up through the STP, the piping system and to the dispensers.

Q: What design criteria should be considered when selecting an STP?

A: Flow rate: Ensure the STP has enough horsepower to consistently handle the fueling operation's highest throughput.

Fuel compatibility: Ultra Low Sulfur Diesel and higher ethanol blends such as E15 and E85 increase the risk for corrosion. Stainless steel and specialty coatings help prevent STP degradation.

Intake height: STPs come in fixed-length or telescoping designs. Fixed length requires precise measurement to ensure the pump can reach the maximum amount of fuel. Telescoping STPs allow for on-site length adjustments.

Fixed or variable speed drive: The type of drive best suited for an operation is largely influenced by the site's average demand for fuel. High-volume truck stops, for example, often benefit from variable speed drives that maintain a constant pressure and help eliminate hydraulic hammer.

Q: What brands of STPs does Source North America supply?

A: We supply FE PETRO® STPs from [Franklin Electric Fueling Systems](#) and Red Jacket® STPs from [Veeder-Root](#).

Q: How do I order an STP?

A: Contact your local Source representative or visit shop.sourcena.com.