

# Fuelling Success



Your Petro-Canada™  
Wholesale Marketer Information Kit



# THE PETRO-CANADA™ ADVANTAGE



## What is the Petro-Canada Wholesale Marketer Program?

Some of the most interesting work you'll ever do is just around the corner. It's called the Petro-Canada Wholesale Marketer Program, and it's a unique opportunity to run your own business with the support, guidance and long-term commitment of the largest Canadian producer and distributor of petroleum products.

When you become a Petro-Canada Wholesale Marketer, you will join a large network of like-minded, success driven entrepreneurs from across the country. Each day, you will lead your team to serve customers in various classes of trade, including: commercial, fleet and residential heating with quality branded fuels, and world class lubricants.

As a Petro-Canada Wholesale Marketer, you'll be walking into an established business opportunity. You will manage a fleet of fuel and lubricant delivery trucks operating in a defined geographic area with an existing customer base. You will benefit from the strength of the Petro-Canada brand, helping you grow your business.

Of course, this is a business that's about more than petroleum delivery - it's about a commitment to safety, service and building strong business relationships, which will be critical to your success. Your team's expertise and service will keep customers loyal and coming back for more.



*"I was given the great opportunity to build my own business and become the marketer in Kamloops in 2008. Since then Castle Fuels (2008) Inc. has expanded into North Central BC, the Kootenays and the Southern Interior.*

*I see great opportunities for the continued growth of our market share, given the excellent reputation of the Petro-Canada products we represent, the overall dedication to Safety and Customer Service and the progressive outlook of Suncor Energy "*

**– Robert R. Vandriel, Wholesale Marketer, Proudly Serving BC's Interior**

## A Suncor Business

Suncor is Canada's leading integrated energy company. Suncor's operations include oil sands development and upgrading, conventional and offshore oil and gas production, petroleum refining, and product marketing under the Petro-Canada brand. A member of Dow Jones Sustainability indexes, FTSE4Good and CDP, Suncor is working to responsibly develop petroleum resources while also growing a renewable energy portfolio. Petro-Canada, operates more than 1,500 retail stations, over 40 wholesale distributor operations and over 290 Petro-Pass™ truck stop locations coast-to-coast. Suncor's common shares (symbol: SU) are listed on the Toronto and New York stock exchanges.

# WHOLESALE MARKETER PROFILE



## Our Wholesale Marketers are Industry Leaders

### Qualities and Qualifications

We know that it takes a special type of person to be a Wholesale Marketer. That's why we seek individuals who recognize the importance of customer service, and are willing to be accountable for their business. Our Wholesale Marketers are hands-on individuals who are service oriented and possess strong leadership skills.

As a Wholesale Marketer candidate, you are someone with:

- A mindset of safety, above all else
- Strong personal values
- Excellent leadership and communication skills
- Sales focused with strong negotiation skills
- The ability to foster working relationships across a wide range of customers
- Time management skills
- Effective business accounting and budget planning capabilities
- A willingness to learn
- Computer software proficiency (i.e. Microsoft Office)
- Petroleum handling and distribution experience (an asset, but not mandatory)

### Community Involvement

Petro-Canada™ strongly believes in supporting a number of educational, cultural and environmental projects in local communities where Canadians live and work. Since 1988, we have proudly supported the Canadian Olympic and Paralympic committees through grassroots programs and national campaigns designed to help athletes, coaches and their families. Moreover, building strong relationships with Aboriginal communities is an important part of our business. Petro-Canada and its employees, contractors and retirees continuously give back to local communities through financial and personal support to United Way organizations.

As a Wholesale Marketer, you will have the opportunity to establish links within your community through participation in one of our corporate initiatives or by getting involved with an organization that is important to you.

# A PARTNERSHIP FOR SUCCESS



## Quality Products backed by the Petro-Canada™ Brand

Petro-Canada is a uniquely Canadian brand, with products that are designed by Canadians for Canadians. That means you can count on world-class products that have been seasonally and geographically adjusted to meet the demands of our Canadian climate. The reliability of our Marketers is what delivers products to customers, coast to coast, from remote locations to urban centres.

### Quality Products

Distributing high quality, competitively priced products is critical to your success. Petro-Canada products are built on advanced technology, quality and performance.

### Petro-Canada Fuels

We produce and supply quality diesel for all classes of trade, including: farming, drilling, forestry, mining, rail and marine. Our fuel products are designed to meet every type of Canadian weather condition.

To keep Canadians warm during the winter, we also supply furnace oils. Our Petro-Canada branded ThermaClean™ additive is designed to keep furnaces burning clean.\*

### Petro-Canada Branded Lubricants

Performance Beyond Today's Standards™. Using the best science to create better products is our hallmark – four decades of continuous research and development, of always looking beyond the status quo. Petro-Canada Lubricants' specialty fluids and greases have a proven track record of helping to maximize equipment performance, productivity and savings.

Right now, our products are performing for many of the world's leading companies – performing beyond expectations in virtually every industry in over 80 countries around the globe.



Petro-Canada partners with you to deliver the value customers expect from Canada's fuel supplier – **quality products and proven business experience.**

\*Actual cleaning results may vary based on type, age and condition of furnace and furnace components.

# A PARTNERSHIP FOR SUCCESS

## In Business for Yourself, Not by Yourself

Petro-Canada™ offers professional tools, coaching and training to help you manage and grow your business. Our business management system and operating procedures are designed to help support your daily operations.

### Tools to Grow

Petro-Canada offers the tools and training you need to help support the growth of your business.

Our programs include opportunities for:

- Banking
- Truck leasing
- Insurance
- Uniforms



*“The opportunity to take over this business from my father would not have been possible without the excellent relationship I have with the team from Suncor. I see tremendous opportunity to continue to grow my business with the Petro-Canada brand.”*

**– Kevin Braun, Wholesale Marketer,  
Southern Manitoba**

# FINANCIAL REQUIREMENTS



## Invest in a Rewarding Business Opportunity

The Petro-Canada™ Wholesale Marketer Program offers a fulfilling business opportunity for qualified candidates. Our Wholesale Marketers enjoy an entrepreneurial venture with a network of support and guidance. A minimum investment of over \$1MM, unencumbered\*, is required for a Petro-Canada wholesale opportunity. Banking programs are available to assist in your financing.\*\*

### Your investment includes the acquisition of:

- Fuel and lubricants inventory – amount varies based on size of operation
- Working capital – accounts receivable, payroll, utilities and other start-up costs
- Equipment purchases – trucks, computer and office supplies, sundry items
- Non-petroleum inventory



*“Coming from the banking industry and getting into the wholesale petroleum business was a big change that has paid off in spades. The opportunity to build my own business backed by the largest integrated oil company and best brand in Canada has been a recipe for success... I wish I'd done it sooner.”*

– Mark Frew, Wholesale Marketer, S.W. Ontario

If you are ready to **seize the opportunity** and become a Petro-Canada Wholesale Marketer, we invite you to submit an application form, which can be found online at: [petro-canada.ca/marketer](http://petro-canada.ca/marketer)

For more information about Petro-Canada, visit [petro-canada.ca](http://petro-canada.ca)

\*An asset or property that is free and clear of any encumbrances such as creditor claims or liens

\*\*Individual approval subject to financial institutions' criteria.