



Sinclair Oil Corporation

GOLD TRUCK STOP GAZETTE

A Quarterly Newsletter for Sinclair's Truck Stop Owners/Operators & Management

Key Points:

Two new GTS kick off 2012!!

New GTS iPhone App!

Rest Area Commercialization was Defeated... For Now

NATSO & WPMA Shows. The Recap

GTS Email Database Hits 500 Addresses

Bulk DEF Now Available at Many GTS Locations

Upcoming Events in 2012

Visit: www.sinclairoil.com

Welcome to # 49 & 50!

This year started off to a great start with two new GTS added to the network! They are great locations and they will add a nice place for all professional drivers.

you take off again across this great country. Once you stop in Pine Bluffs Wyoming you will find yourself saying, "*Pine Bluffs Sinclair; Like No Place On Earth*".

cards, and a casino. Truck parking is free for the first 48 hours and a special rate at the Day's Inn is available for all professional drivers with a CDL.

Pine Bluffs Sinclair— 49th GTS!

Although Pine Bluffs Sinclair Truckstop is only 1 mile inside Wyoming; Pine Bluffs Sinclair is still Wyoming!

"*Like No Place On Earth*" is the logo across the Wyoming state sign, but the sign should say, "*Pine Bluffs Sinclair; Like No Place on Earth*".

Pine Bluffs Sinclair is just inside eastern Wyoming on Interstate 80. To find this new GTS set your GPS to 41.177265 & -104.07651 or you can find it at Exit 401 on Interstate 80, one mile from the Wyoming/Nebraska border.

Pine Bluffs Sinclair GTS has everything you need in a Truckstop; from the large supply of professional trucker items to amenities that every 4-wheeler needs. Pine Bluffs Sinclair is here to serve you with the following services; A&W Restaurant, full line of hot and cold deli items, showers, trucker supplies, and a large c-store. Of course all over-the-road fuel cards are accepted such as, Comdata, EFS, TCH, T-Chek, Multi-Serv, and FleetOne and the Driver Thank You cards are always accepted.

As you are traveling across Interstate 80 this summer be sure to stop at Pine Bluffs Sinclair; it is the perfect place to re-fuel and rest before



Pine Bluffs Sinclair—Pine Bluffs, Wyoming

Wild Wild West Truck Plaza— 50th GTS!

Las Vegas thinks of everything!

You thought Las Vegas was famous for twinkling lights, fancy hotels, and gambling. Now they have a Sinclair GTS!

Wild Wild West Truck Plaza is located just minutes from the famous Las Vegas strip, off Interstate 15, Exit 37, at Tropicana Ave. The GPS coordinates for Wild Wild West Truck Plaza is 36.104657 and -115.187683. This new GTS has everything you need in a destination point right in the heart of Las Vegas.

Wild Wild West Truck Plaza is your complete truck stop offering Sinclair diesel and unleaded products, CAT scale, C-Store with trucker supplies, Denny's restaurant, Day's Inn Motel, Sinclair Driver Thank You

Wild Wild West Truck Plaza also accepts all the over the road fuel cards for your convenience. TCH, T-Chek, Comdata, EFS, and the Sinclair Fleet Track OTR fuel cards are all accepted by the friendly, knowledgeable and courteous staff.

Whether you are in a Big Rig, RV, driving a small car, or anything in between, stop by Wild Wild West Truck Plaza in Las Vegas. You will love the hospitality, selection, and amenities!! Wild Wild West Truck Plaza and Las Vegas... now the West has it all.



Wild Wild West Truck Plaza— Las Vegas, Nevada

If you are traveling in eastern Wyoming or Las Vegas be sure to stop at Pine Bluffs Sinclair or Wild Wild West Truck Plaza, both GTS locations are ready to serve you.

We Have An iPhone App For That!

The new GTS iPhone App will be arriving soon. Watch for the exciting details about downloading the App and the exciting features available with this new tool.



See the details on page 2

News From Sinclair Gold Truck Stop Marketing

REST AREA COMMERCIALIZATION DEFEATED... FOR NOW

On March 13 the Portman Amendment was presented to the Senate for a vote to lift the ban on Rest Area Commercialization. If the ban were to be lifted states would have the right to commercialize interstate rest areas by selling food, fuel, trucker supplies; basically everything that you sell in your truckstop, thus competing unfairly against you. The amendment was rejected by a vote of 86 to 12 thanks to many truckstop operators and NATSO voices. For now Rest Area Commercialization is at bay but it will come up again for a vote in the future. NATSO and many truckstop operators are gathering together in May on Capitol Hill to visit with their Senators and members of Congress to again raise their voice against Rest Area Commercialization. To

join this critical event please visit NATSO's website:

www.natso.com



New GTS iPhone App!



We are pleased to announce the new GTS iPhone App that will be arriving soon. This brand new App is free to down-load and has a powerful GPS tool to help drivers find you. Every GTS will be listed on the App along with all their amenities. A real exciting thing about this App is the DTY point balance will now be available in real time on the App. A packet of information will be mailed to you including new POP materials, FAQ page, window decals, and important information.

GTS Email Hits 500+

The GTS email database now consists of more than 500 professional driver's and fleet manager's email addresses. Because you are a GTS you have the opportunity to advertise with this database at no cost to you.

If you have an upcoming event or Driver Appreciation Days this summer this is perfect for you to get your name into the hands of hundreds of drivers. If you would like to take advantage of this service send your request to dflitton@sinclairoil.com

2012 Upcoming Events

NATSO Day on Capitol Hill is May 14-16 in Washington D.C.

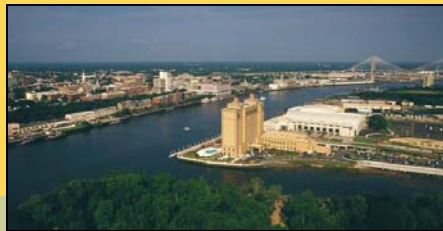
Great West Truck Show, June 14 - 16 at the Sands Expo and Convention Center, Las Vegas.

AMBEST Annual Meeting will be held September 10 - 14 in Franklin TN.

NATSO & WPMAs Shows... Recap

The NATSO and WPMAs Shows were held in conjunction with each other in Las Vegas this year. Truckstop owners and operators from all over the country attended the NATSO Show Sunday through Tuesday and the WPMAs Show Tuesday through Thursday. Both shows were well attended. Keynote speaker at the NATSO Show was Ann Rhoades, executive from Jet Blue Airlines. Ms Rhoades concentrated her seminar on how to hire "A" players for your location. Ms. Rhoades is also the author of the book; "Built on Values", a must read for all truckstop managers. The WPMAs Show featured actor and TV Host, Ben Stein as the keynote speaker. The NATSO Show attendees were delightfully entertained this year by the Blues Brothers at Mandalay Bay. Both shows offered a tremendous amount of information for all travel plaza folks. The NATSO Show featured their first "Future Leaders Meeting" where individuals from truckstops were able to meet together as future leaders and share ideas.

This year at the NATSO Show the prestigious Hall of Fame Award was accepted by Charlie Bosselman in behalf of his father Chuck Bosselman who sadly passed away in January. Chuck Bosselman was a leader in the truckstop industry for many years.



Savannah Georgia; is the next location for the NATSO Show. Please mark your calendars for February 2 - 6, 2013, in beautiful Savannah!

Bulk DEF Taking Off at GTS Locations

Bulk DEF is now available at several GTS locations and many more are making plans to dispense DEF. The sales for DEF in the 2.5 gallon containers continues to increase, but bulk DEF at the diesel islands will soon be the amenity that trucking fleets and drivers will look for in the future. Many fleets have stated that they will start to steer their fleets to locations that can offer bulk DEF. Please check into the possibility of dispensing bulk DEF at your truckstop. Ask your distributor about bulk DEF or send an email to arcticfire@sinclairoil.com for more information on bulk DEF.



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