



2024 Cenex® Premium Diesel Marketing Programs



FUELED BY INNOVATION. POWERED TO PERFORM.™



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QUICK REFERENCE

In The Know E-Newsletter:

Stay in tune with the latest happenings — register at pdlubes.chsintheknow.com/subscribe

Cenex Hub:

cenexhub.com

CHS Energy Equipment Questions and Orders:

800-852-8186, option 1

or chspetroleumequipment.com

General Marketing Questions:

Contact your Cenex Representative or email:

refined.fuelsmarketing@chsinc.com



CENEX® BRAND AND PRODUCT INFORMATION

CENEX® PREMIUM DIESEL FUELS
FORMULATION ENHANCEMENTS
ADDITIONAL FEATURES AND BENEFITS CHART
PRODUCT TRAINING AND CERTIFICATION



CENEX® PREMIUM DIESEL FUELS

The newest generation of Cenex® premium diesel fuels will keep you ahead of the competition and provide customers with an industry-leading fuel product. The enhanced additive formulation demonstrates a dedication to innovation that guarantees your customers optimal engine operation. Superior chemistry ensures superior performance, every time.

The upgraded formulation guarantees customers' equipment receives superior protection from harmful engine deposit buildup on critical components in today's high-pressure common rail engines. The cleaner-burning diesel fuels, advanced, aggressive detergents and two-phase total water management system help fuel systems stay and perform at their optimal level reducing the total cost of ownership over the life of the equipment.

The fuel performance considerations that come with today's highly advanced engines make a clear case for Cenex premium diesel fuels, which meet or exceed the Premium criteria established by the NCWM/EMA/TMC.*

*National Conference on Weights and Measures/Engine Manufacturers Association/The Maintenance Council

PREMIUM DIESEL FUEL, PREMIUM RESULTS.

In comparison to the previous generation:

- **40% more effective** at breaking down harmful engine deposits
- **2.5x more effective** at cleaning up injector deposits and preventing further buildup in dirty equipment
- **25% lower** exhaust cylinder temperature deviations

In comparison to typical #2 diesel:

- Improves fuel economy **by as much as 5%**
- Increases fuel lubricity **by 10%-15%**
- Improves power by **up to 4.5%**
- Has a high cetane number
- **Up to 75%** reduced filter blocking
- **20% better** in biostability to reduce fuel degradation



CENEX® PREMIUM DIESEL FORMULATION ENHANCEMENTS

Cenex® premium diesel fuels are precisely formulated with a terminally injected additive package that provides customers in demanding industries the power, fuel efficiency and reliable engine performance they need to get the job done on the road and in the field. Cenex enhanced our additive formulation to deliver superior performance beyond any previous formula.

KEEP ENGINES RUNNING CLEANER, LONGER WITH AN AGGRESSIVE DETERGENCY PACKAGE

Our advanced, aggressive detergency package cleans the engine, preventing and breaking down deposit buildup, improving fuel efficiency and increasing its overall power. The improved detergency boosts the efficacy of the other additives.

40%

More effective in breaking down and removing engine deposits¹

2.5x

More effective in cleaning up injector deposits and preventing deposit buildup in dirty equipment¹

UP TO 4.5%

More power when it matters most²

UP TO 5%

Better fuel economy when every dollar counts²

IMPROVE ENGINE PERFORMANCE WITH A TOTAL WATER MANAGEMENT SYSTEM

Our state-of-the-art, two-phase total water management system safeguards combustion systems, separating the majority of water from fuel efficiently, so it settles quickly at the bottom of the storage tank for easy drainage. Any remaining negligible water is entrained for safe passage through the combustion chamber.

- Protects filters and injectors
- Safeguards combustion system
- Prevents water-caused corrosion
- Keeps contaminants out of storage tanks

¹ in comparison to the previous generation of Cenex® premium diesel
² in comparison to typical #2 diesel

PROTECT EQUIPMENT FROM CONTAMINANTS WITH MAXIMUM FILTERABILITY

Our maximum filterability and improved biostability extends the life of filters, protects fuel injectors and pumps, and keeps exhaust aftertreatment systems clear.

- Reduces filter blocking by up to 75%²
- Reduces fuel degradation with 20% better biostability²



IMPROVE POWER AND FUEL EFFICIENCY WITH A MORE COMPLETE FUEL BURN

Our enhanced formula is 25% more effective in reducing exhaust cylinder temperature deviations for improved fuel efficiency and increased equipment power.¹

- Ensures consistent combustion
- Reduces soot production
- Decreases wear and tear on exhaust system
- Fewer regenerations



CENEX® PREMIUM DIESEL

ADDITIONAL FEATURES AND BENEFITS CHART

FEATURE	BENEFIT
Injection and Combustion Optimization	Addresses fuel oxidation problems in the newest engine technology <ul style="list-style-type: none"> ✔ Prevents diesel fuel from coking ✔ Reduces injector repairs and replacements ✔ Prevents internal diesel injector deposits from forming deep inside high-precision injectors
Storage Stability	Extends storage life 3-6 months longer than typical #2 diesel <ul style="list-style-type: none"> ✔ Tolerates temperature extremes ✔ Reduces gum and varnish buildup ✔ Increases injector life and optimizes combustibility
Corrosion Protection	Protects fuel lines from rust and corrosion <ul style="list-style-type: none"> ✔ Prevents rust and corrosion from forming on metal parts ✔ Protects fuel systems from rust and pitting ✔ Prevents corrosion-caused leaks, blocking and breaks ✔ Slows natural diesel fuel degradation caused by exposure to oxygen
Improved Lubricity	Protects moving parts from excessive wear and failure <ul style="list-style-type: none"> ✔ Provides 10% to 15% more lubricity² ✔ Protects injector and fuel pumps against wear ✔ Meets OEM fuel lubricity recommendations
High Cetane Number	Enhances ignition quality for quicker, smoother starts <ul style="list-style-type: none"> ✔ Generates fewer emissions for longer-lasting diesel particulate filters ✔ Lowers regenerations ✔ Reduces wear and tear on vehicle starter and battery ✔ Improves cold-weather starts

² in comparison to typical #2 diesel

PRODUCT TRAINING AND CERTIFICATION

Knowledgeable employees help position you as an expert and can greatly increase the success of your business. Enrolling your team members in this product training will ensure they're educated and excited about the products, giving them the confidence they need to enthusiastically sell.

Training is available at no cost to employees of authorized, branded premium diesel distributors. There's no limit to the number of employees who can enroll. Each participant who passes the training becomes certified and receives a completion certificate.

ENROLL TODAY:

Access training through Cenex Hub at cenexhub.com. Click on the product training link under the training tab, or go directly to cenexrefinedthinking.com.

ACTION REQUIRED:

To maintain Certified Distributor status, at least one person from each distributor must take and pass all required courses.

Please note: Only Certified Premium Diesel Fuel Distributors have access to Cenex® Ad Share funds. Certified Distributors also have the added benefit of being listed on cenex.com.

Training courses:

ADVANCED PREMIUM DIESEL

Heavy-duty diesel powered equipment gets more sophisticated each year. Product training equips your team with the most current knowledge they need to effectively answer questions and talk about the newest generation of Cenex® premium diesel fuel and its comprehensive product benefits. Course includes the basics of the Cenex Total Protection Plan® — outlining our warranty attributes and selling tips.

TANK MAINTENANCE

Proper tank maintenance can drastically reduce the chances of fuel-related issues and compromised fuel quality. Help protect your customers' valuable equipment by getting your team up-to-speed on proper tank maintenance procedures.

WINTER FUELS

With proper tank maintenance and fuel handling, your customers can avoid the most common cold-weather problems and ensure reliable performance during the winter season. This training module reinforces best practices to help prevent cold-weather fuel issues.

CERTIFICATION COUNTS

Being a Certified Distributor brings multiple benefits to you, including:

Quality assurance: You can sell Cenex premium diesel fuels with confidence, knowing they are continually tested for quality — in the field, over the road and in the lab. The newest generation of Cenex premium diesel fuel contains industry-leading chemistry to provide superior performance when it's needed most.

Maximum profit potential: Proven benefits, strong history and unsurpassed quality allow you to command a higher margin on Cenex premium diesel fuels compared to a #2 diesel commodity product.

DISTRIBUTOR PROGRAMS

HOST A PREMIUM PRODUCT SEMINAR
CENEX® VOYAGER® FLEET CARD
CENEX TOTAL PROTECTION PLAN®



HOST A PREMIUM PRODUCT SEMINAR

CENEX® AD SHARE QUALIFICATIONS

CHS Refined Fuels provides Cenex® Premium Diesel Ad Share funding, up to \$15 reimbursement per attendee, and Lubricants Marketing provides up to \$15 reimbursement per attendee, to help with costs of qualified, Cenex Premium Product Seminars. In order to qualify for reimbursement, meetings must meet the following requirements:

Lubricants and Premium Diesel Seminar

- Meetings must include a 90-minute presentation on Cenex-branded Lubricants and Premium Diesel products to qualify for reimbursement
 - A dedicated CHS sales representative from both Lubricants and Refined Fuels must be in attendance
 - Presentation material must include the preapproved Cenex Lubricants and Premium Diesel PowerPoint deck; to obtain a copy, contact either the Lubricants or Refined Fuels marketing team
 - Any presentation materials outside of the preapproved Cenex Lubricants and Premium Diesel PowerPoint deck, must be approved by a CHS District Manager before the event
- Minimum of 10 prospects and/or customers must be in attendance
- \$30 reimbursement per attendee, \$15 from Refined Fuels Ad Share and \$15 from Lubricants Marketing
- A picture of attendees taken during the meeting

Premium Diesel Seminar

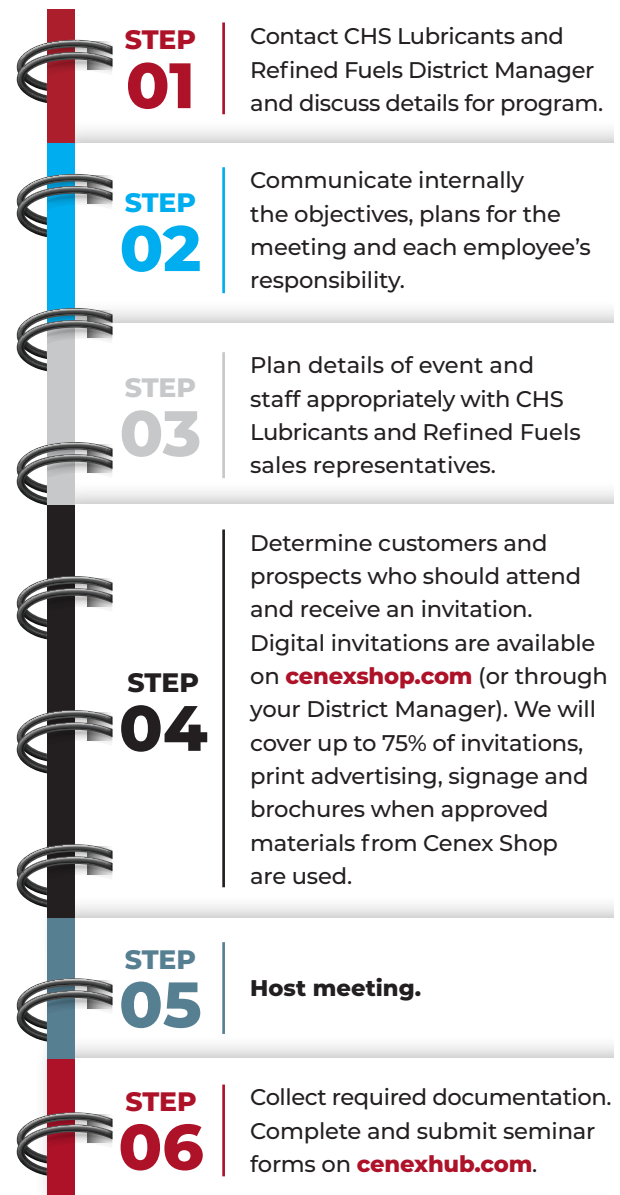
- Meetings must include a 60-minute presentation on Cenex Premium Diesel to qualify for reimbursement
 - A dedicated Refined Fuels sales representative must be in attendance
 - Presentation material must include the preapproved Cenex Premium Diesel PowerPoint deck; to obtain a copy, contact the Refined Fuels marketing team; any additional presentation materials must be approved by a CHS Refined Fuels District Manager before the event
- A minimum of 10 prospects and/or customers must be in attendance
- \$15 reimbursement per attendee from Premium Diesel Ad Share
- A picture of attendees taken during the meeting

ELIGIBLE EXPENSES FOR REIMBURSEMENT INCLUDE, BUT ARE NOT LIMITED TO:

- Seminar invitations, print advertising, signage, and brochures. Seminar materials, as previously mentioned, qualify for 75% reimbursement through Ad Share when approved materials from Cenex Shop are used
- View the complete list of ineligible items on page 20

QUESTIONS? Please contact cenexadshare@chsinc.com to ensure eligibility.

Program Process

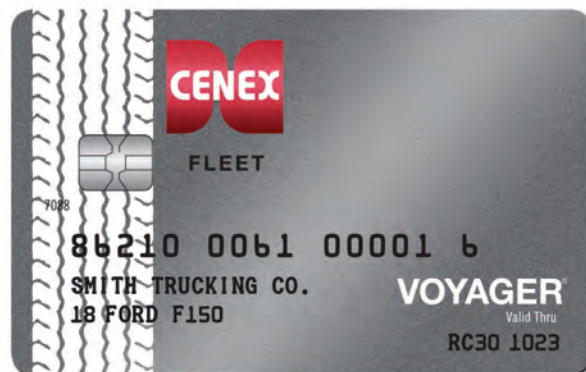


*Annual meetings, virtual trade shows, expos or large scale workshops with MINIMAL Cenex-branded content, DO NOT qualify.

CENEX® VOYAGER® FLEET CARD

The Cenex® Voyager® Fleet card offers small businesses and fleets the ability to carry a single card for all vehicle-related purchases, while rewarding them for fueling at Cenex®. This card is accepted everywhere Voyager is accepted (over 230,000 locations nationwide) and provides a complete fleet fueling management program designed to save businesses time and money.

This card offers rebates* funded by CHS, reduced processing fees, higher ticket values and reduced risk.



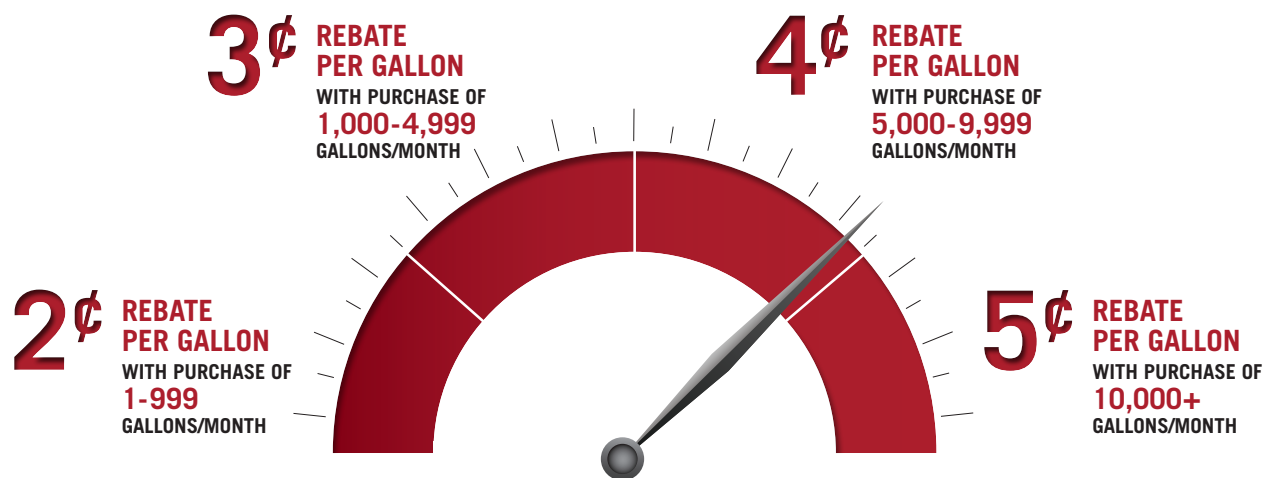
MONEY-SAVING BENEFITS FOR CARDHOLDERS

- The Cenex Fleet Card is co-branded with Voyager®, bringing cardholders the convenience of using their card at more than 230,000 locations nationwide where Voyager cards are accepted
- Optional 24-hour roadside assistance
- Eligible to earn rebates* on gasoline and diesel fuel purchased at Cenex locations
- All vehicle-related purchases on one monthly statement
- Enhanced online capabilities, such as ordering and canceling driver IDs (PIN), canceling cards, making payments, downloading transactions, and viewing statement history and unusual activity reports

THE CENEX® VOYAGER® FLEET CARD OUTPERFORMS OTHER PETROLEUM FLEET CARDS:

- No annual or monthly fees
- No minimum purchase requirement
- Unlimited rebates — even on diesel fuel
- No charge for new cards/drivers
- Rebates start with the very first gallon

CENEX® VOYAGER® FLEET CARD REBATE CHART



*Rebates vary by volume

CENEX TOTAL PROTECTION PLAN® WARRANTY INCENTIVE

We're 100% confident in Cenex® Ruby Fieldmaster® premium diesel fuel, and it's backed by the best warranty program of its kind in agriculture — the Cenex Total Protection Plan®. Our unrivaled warranty program is an excellent opportunity for you as a Certified Distributor and for your customers, too.

The Cenex Total Protection Plan offers coverage that extends beyond OEM warranties on a wide variety of agricultural equipment. This unique plan covers new equipment for up to 10 years or 10,000 hours and used equipment for up to 8 years or 8,000 hours. Best of all, there is no deductible and the warranty is fully transferable. Selling the Cenex Total Protection Plan helps secure continued Cenex premium diesel fuel business and positions you as a partner to agricultural producers. Not only does it demonstrate your confidence in Cenex Ruby Fieldmaster, but it also differentiates you from the competition.

Online warranty enrollment is open at any time. Learn more about the Cenex Total Protection Plan and view customer testimonials at:

tppwarranty.cenex.com.

RUBY FIELDMASTER
PREMIUM OFF-ROAD DIESEL FUEL



CENEX TOTAL PROTECTION PLAN® DEALER EQUIPMENT PROGRAM



The Cenex Total Protection Plan® for **NEW** dealer equipment offers the same 10-year, 10,000-hour coverage as the current new equipment warranty for agriculture producers when using both Cenex® Lubricants and Cenex® Ruby Fieldmaster® Premium Diesel Fuel.

WARRANTY COVERAGE:

Agricultural equipment: tractors and telescopic handlers (50+ horsepower)

Component		Covered Fluid	Warranty Term
Diesel Engine	SYNTHETIC OIL	Maxtron® Enviro-EDGE® or Maxtron® DEO	10 years/10,000 hours with Cenex® Ruby Fieldmaster® products up to B20
			9 years/9,000 hours without Cenex® Ruby Fieldmaster®
	CONVENTIONAL OIL	Superlube TMS®	9 years/9,000 hours with Cenex® Ruby Fieldmaster® products up to B20
			8 years/8,000 hours without Cenex® Ruby Fieldmaster®
Diesel Injection Pump/ High Pressure Pump	Cenex® Ruby Fieldmaster® products up to B20		10 years/10,000 hours with Maxtron® Enviro-EDGE® or Maxtron® DEO
			9 years/9,000 hours with Superlube TMS®
Diesel Injectors	Cenex® Ruby Fieldmaster® products up to B20		5 years/5,000 hours
Transmission/Hydraulics/ Final Drive (Common Sump)	OPTION 1	Maxtron® THF+, Maxtron® Power Transmission Fluid MV or Maxtron® All-Syn HD	10 years/10,000 hours
		Qwiklift® HTB®, Power Trans Fluid or STOU Fluid	9 years/9,000 hours
Transmission (Separate Sump)	OPTION 2	Maxtron® THF+	10 years/10,000 hours
		Qwiklift® HTB® or STOU Fluid	9 years/9,000 hours
Hydraulics (Separate Sump)	OPTION 2	Maxtron® THF+	10 years/10,000 hours
		Qwiklift® HTB® or Indol®	9 years/9,000 hours
Differential/Hubs	Maxtron® GL		6 years/6,000 hours
	MP Gear Lube		5 years/5,000 hours
Hydrostats	Maxtron® THF+		10 years/10,000 hours

Agricultural equipment: combines, harvesters, sprayers (50+ horsepower)

Component		Covered Fluid	Warranty Term
Diesel Engine	SYNTHETIC OIL	Maxtron® Enviro-EDGE® or Maxtron® DEO	10 years/10,000 hours
	CONVENTIONAL OIL	Superlube TMS®	9 years/9,000 hours
Diesel Injection Pump/ High Pressure Pump	Cenex® Ruby Fieldmaster® products up to B20		10 years/10,000 hours with Maxtron® Enviro-EDGE® or Maxtron® DEO
			9 years/9,000 hours with Superlube TMS®
Diesel Injectors	Cenex® Ruby Fieldmaster® products up to B20		5 years/5,000 hours

See the current Cenex Total Protection Plan Application for New Equipment on tpwarranty.cenex.com for further details on component coverage.

Dealer/Distributor: The Cenex Total Protection Plan for new dealer equipment requires a fee of \$799 and **is not eligible for rebate coupons**. New dealer equipment signed up for the warranty program is not eligible for sales incentives. **Dealers should contact their Cenex® District Manager for details.**

MARKETING SUPPORT

YOUR BUSINESS, YOUR MARKETING PLAN
MULTIMEDIA ADVERTISING MADE SIMPLE
CENEX® NATIONAL AND REGIONAL ADVERTISING
CENEX SHOP
CENEX® PREMIUM DIESEL AD SHARE



YOUR BUSINESS, YOUR MARKETING PLAN

CHS has planned a number of national and regional advertising campaigns for 2024, and the best way to maximize these efforts is to supplement those initiatives with your own local marketing. Each distributor has unique marketing needs, and the opportunities for creating your own customized campaigns are endless. With a customized approach to your marketing, you can target your customers in a more direct way than a general national campaign ever could.

While awareness of the Cenex® brand and its products is good for everyone, it's even more effective if you can direct customers in your area to visit you specifically. Ultimately, that's what will help your business most. The most effective marketing programs combine a good mix of tactics and approaches. This allows you to reach your customers in a variety of ways, and in a variety of places — increasing the odds that people will remember and act on your marketing messages. It also ensures that you don't put all your eggs in one basket, relying entirely on one tactic that may or may not reach your intended audience.

In this section, you'll find ideas for marketing to customers and prospects in your area, as well as information about marketing support and resources offered by CHS. With Cenex Shop, you'll gain access to a wide range of professionally designed templates that you can use to create your own ads. In addition, Cenex® Ad Share is a reimbursement program that helps reduce the out-of-pocket cost of your marketing. This way, you can see bigger results with less investment.



Each distributor has unique marketing needs and the opportunities for creating your own customized campaigns are endless.



MULTIMEDIA ADVERTISING MADE SIMPLE

PRINT ADVERTISING

CHS has made print advertising simple, with ready-to-use templates in multiple formats and sizes. You can customize these templates with your own company name, logo, contact information, website and custom messaging, making it easy to produce professional-quality print materials. You'll find more information about print templates in the Cenex Shop section of this guide.

RADIO ADVERTISING

Local radio advertising is a great way to reach people in their vehicles and encourage them to call or visit. CHS provides professionally recorded ads to which you can add your own information. Or, if you don't want to run a full radio spot, you can simply run a radio tag, or radio billboard, which is a mention or sponsorship. For example: *Sponsored by Fred's Coop — your local Cenex® premium diesel fuel distributor.*

Radio billboards or sponsorships with at least one Cenex brand mention qualify for the Cenex Ad Share program, in which CHS will reimburse a portion of your cost, making radio a viable option for your marketing mix.

DIRECT MAIL

An alternative for communicating your message to a large audience at once is direct mail, a more personal way to reach your customers. It can take the form of a postcard, brochure, email — or virtually anything else you can send via traditional or electronic mail. It's a great way to speak directly to those individuals you specifically want to reach. Through Cenex Shop, you can access these materials and build your own direct marketing campaign.

CENEX® NATIONAL AND REGIONAL ADVERTISING

CHS-placed advertising is designed to educate your prospects on the value of upgrading to Cenex premium diesel fuels for better performance on and off the road. Advertising and sales tools at Cenex Shop are designed to echo nationally-placed ads for consistent messaging, allowing you to maximize your marketing dollars. Advertising also builds awareness of Cenex products, conditions prospects for a follow-up sales call or directs them to a retail facility to make a purchase.

CENEX NATIONAL ADVERTISING SEPTEMBER 2023 – AUGUST 2024

Print Publications

- *C Magazine*

Radio

- Red Eye Radio
- American Ag Network

Online Advertising

- Equipment World
- Successful Farming
- Facebook
- YouTube

Plans may change as new opportunities arise — and schedules are subject to change without notice.



BUILD YOUR CAMPAIGN WITH CENEX SHOP

PROFESSIONAL-QUALITY MARKETING MATERIALS MADE SIMPLE

With Cenex Shop, you don't need a graphic designer or ad agency to create effective, professional-quality marketing materials; the hard part has already been done for you. We've created an online resource where you can access a wide range of ready-made templates. With Cenex Shop, creating marketing materials couldn't be easier.

Templates have been created for everything from pump toppers and signage to custom imprinted sales brochures and print ads. Designed to build awareness and increase demand for Cenex® products, Cenex advertising works to educate consumers on the benefits of choosing Cenex premium diesel fuel products. A variety of sizes are available to fit your local media buy, and ads include space for your logo and a custom message, so you can direct customers specifically to you. Ads have been professionally designed and contain approved Cenex branding and messaging. Please note that Cenex brands, logos and ads should not be re-created.

Contact us at refined.fuelsmarketing@chsinc.com for questions or assistance.

PROMOTE YOURSELF

Being a Certified Cenex Premium Diesel Fuel Distributor provides a commanding point of difference between you and your competition. It's important that Cenex brands and logos are presented accurately and consistently in a manner that meets registered trademark guidelines. These rules exist to protect the value of the Cenex image — for CHS and Cenex Distributors alike — and to provide consumers with a consistent brand and product message.

Complete guidelines on logo usage, colors, sizing and using Cenex premium diesel fuel product names in text can be found in the Resources section of this guide.

Authorized Branded Distributors should not try to re-create logos, product information or advertising materials. Logos are available in a variety of digital formats and can be requested from refined.fuelsmarketing@chsinc.com.

THIS TIME, IT'S PERSONAL

Your business and marketplace are unique. That's why the templates at Cenex Shop are designed to allow you to promote your products and image while leveraging the power of the Cenex brand. Cenex Shop makes it easy to personalize, edit and proof your materials in just minutes. It truly puts you in the driver's seat. The following is a list of just some of the materials you'll be able to create:

CENEX PRODUCTS:

- Cenex Roadmaster XL®
- Cenex® Ruby Fieldmaster®
- Cenex® Wintermaster®
- Seasonally Enhanced premium diesel products
- Cenex® Voyager® Fleet Card

MEDIA TEMPLATES:

- Pump Toppers
- In-Store Signs
- Print Ads
- Radio Ads and Scripts
- Web Banners



Did you know? Your advertising could be eligible for up to 75% reimbursement!

CHS offers unmatched product support, from complimentary product training to tech services expertise and proven marketing programs. You simply won't find a comparable level of support from another fuel provider.

STRETCH YOUR MARKETING DOLLARS: CENEX® PREMIUM DIESEL AD SHARE

The Cenex® Ad Share Program is part of a continuing effort by CHS to help you grow your sales and profits. Ad Share is a reimbursement program, created to help Cenex premium diesel fuel distributors and marketers with marketing expenses see greater results. The program covers up to 75% of your costs on approved local advertising and marketing efforts, including everything from running ads to improving the appearance of your bulk facilities. (For accounting purposes the fiscal year lasts from September 1 to August 31.)

All Certified Premium Diesel Fuel Distributors and marketers with a current Branded Petroleum Distributor Agreement or Branded Petroleum Marketer Agreement who meet brand image requirements for retail facilities and bulk distribution assets are eligible for the program. Access to funding for sites who do not meet brand image standards or training requirements will be held until the necessary action is completed.

HOW IT WORKS

- 1. Receive \$.001 in Ad Share for every gallon of Cenex premium diesel fuel you sell.** Cenex distributors and marketers earn Ad Share money for each gallon of Cenex premium diesel fuel purchased from CHS during the previous fiscal year* (from September 1 to August 31), up to the maximum amount listed in Exhibit A-1/A-2 of the BPDA or BPMA. The accumulated earned funds are yours to use toward qualifying marketing expenditures that help promote yourself as well as the Cenex brand.
- 2. Purchase your marketing expenditures, as needed.** Things that qualify for the Ad Share program include everything from print and radio ads, to brand image enhancements and product brochures. (See page 20 for a list of ineligible items.)
- 3. To receive your reimbursement, fill out the Ad Share Claim Form on cenexhub.com** or download the form on cenexhub.com and email the completed form to cenexadshare@chsinc.com. Claims can be submitted at any time throughout the year, but invoices must be dated by August 31 and submitted by September 30 to qualify for FY reimbursement. Once a claim is approved, Ad Share funds will be dispersed in the form of a credit to the parent account.*

*Subject to the availability of annual funds.

CENEX® PREMIUM DIESEL AD SHARE

MAKING CENEX® AD SHARE WORK FOR YOU

As you plan your marketing for the year, Cenex® Ad Share is a great way to reduce your costs and get more bang from your budget. Here are some ways to use Ad Share funds to increase the impact of your marketing:

- Run a color ad instead of black and white
- Run ads or radio spots more frequently
- Send additional mailings to remind customers of a special offer

For more information about the Ad Share Program or eligible expenses, contact your Cenex Representative or email cenexadshare@chsinc.com.

THE FOLLOWING ITEMS ARE ELIGIBLE FOR UP TO 75% REIMBURSEMENT:

Cenex Premium Diesel Product Advertising

Qualifying premium diesel marketing materials include templates for print, radio, direct mail, product brochures and more. Flexible templates can be customized with your dealer logo, and include Cenex Roadmaster XL,[®] Cenex® Ruby Fieldmaster,[®] and Cenex Winter Fuels.

Cenex Premium Product Seminar

CHS provides funding for hosting a professional, informative and educational premium diesel product seminar for producers and end users. In addition to a per attended stipend, additional expenses of invitations, print advertising and signage is also covered when using approved materials on cenexshop.com. See page 10 for full details.

Cenex Premium Diesel Brand Image Enhancements and Maintenance

Qualifying maintenance and brand image upkeep expenses are covered to ensure the Cenex premium diesel image appears clean and professional at your Cenex-branded retail location.

CENEX® PREMIUM DIESEL AD SHARE

Cenex Roadmaster XL® Retail Image

Qualifying maintenance expenses include dispenser graphics, product panels, price sign modules for premium diesel fuel or Cenex Roadmaster XL,® pump toppers and hose talkers. All image-related items must be in compliance with current Cenex Retail Image Standards and be purchased through an approved vendor. Photos of the completed project are required.

Cenex Premium Diesel Bulk Tanks and Rolling Stock

Qualifying maintenance expenses include paint and decals on Cenex premium diesel fuel — identified bulk storage tanks and rolling stock. All image-related items must be in compliance with current Cenex Branded Distributor Standards and be purchased through our approved vendor. Work must be completed professionally. Truck maintenance and bodywork are not eligible. Photos of the completed project are required.

Cenex Premium Diesel Merchandise & Apparel on CenexShop.com

Cenex Premium Diesel branded apparel and merchandise on Cenex Shop is covered at 75%. Coverage on total claims not to exceed \$1,000 per CHS fiscal year.

Cenex Total Protection Plan®

CHS-produced advertising for the Cenex Total Protection Plan® and Cenex® Ruby Fieldmaster® premium diesel fuel qualifies; templates can be found online at cenexshop.com.

Billboards

Billboards provide 24/7 exposure, making them especially effective advertising investments for convenience store marketers. With the right billboard, you can reach a large audience on a repeat basis. This increases your opportunity to gain new customers.

C-store marketers who post a new Cenex® billboard can receive a billboard rebate equal to 100% of your production and installation cost, whether you own or lease your board.

As an extra incentive, CHS offers robust rebate programs of up to 75% through the Cenex® Ad Share Program to help supplement the ongoing costs and rental fees associated with outdoor advertising.

Billboard Benefits

- Reaches customers at the time of buying decisions
- Very low cost per impression
- 24/7 exposure
- Directs customers right to you
- High visibility — reaches a large, varied audience

Billboard Tips & Considerations



Location. High traffic areas or those near the exit to your store are ideal. The best locations may be more expensive, but they pay off by reaching a larger audience.



Illumination. With illumination, your signs will be visible day and night.



Visibility. If possible, personally inspect the billboard on site before signing a contract. Even billboards in great locations can be obscured by branches and other barriers.



CENEX® PREMIUM DIESEL AD SHARE

INELIGIBLE ITEMS FOR CENEX® PREMIUM DIESEL AD SHARE REIMBURSEMENT INCLUDE:

- Advertising that includes competitive brands
- Advertising where your name or logo has replaced the Cenex® brand
- Cenex AFD/RFD, Energy Distribution Solutions, Retail, Lubricant or Propane advertising
- Coupons, donations, gifts, prizes, gift cards, giveaways and lotteries
- Distributor newsletters, brochures, websites, mailings, flip books, calendars, etc.
- Energy Delivered Dialed-in (EDDi) Study
- Non-Cenex premium diesel merchandise, hats and apparel
- Non-Cenex produced advertising
- Office supplies including business cards, envelopes, order forms, etc.
- Uniform rental or cleaning

Invoices that are submitted directly from your business and not through a third party will require additional documentation and will be reviewed on an individual basis prior to reimbursement.



RESOURCES

- BRAND LOGO GUIDELINES
- TANK MAINTENANCE
- CENEX HUB & *IN THE KNOW*
- FREQUENTLY ASKED QUESTIONS



CENEX® PREMIUM DIESEL FUEL BRAND LOGO GUIDELINES

Cenex® and Cenex premium diesel fuel products are trade-protected. Logomarks and names may only be used with permission of CHS and by Certified Branded Distributors, in accordance with the Branded Petroleum Distributor Agreement (BPDA) or Branded Petroleum Marketers Agreement (BPMA) and standards in this manual.

The registered trademark symbol (®) must appear in conjunction with logo marks (visually) and the first time the product names are used on each page or section of communication materials (in text). The Cenex logomark must appear in conjunction with the product logo, unless the Cenex logo already appears elsewhere on the page. When used in copy, the Cenex name should always appear with Roadmaster, as in Cenex Roadmaster XL®. Ruby Fieldmaster® may stand alone if the first usage of Cenex has been applied.

- **Cenex Roadmaster XL®** is one trademark
- **Cenex® Ruby Fieldmaster®** are two separate trademarks
- **Cenex® Wintermaster®** are two separate trademarks

For B2, B5 and B10 blended fuels, the registration mark should be placed at the end of the B2, B5 or B10 descriptor. Additionally, the product name must be written in its entirety for each fuel.

EXAMPLES OF CENEX NAME AND PRODUCT NAME IN COPY

1. **Cenex Roadmaster XL®** has a complete additive package formulated expressly for the rugged demands of today's high-powered engines
2. **Cenex® Ruby Fieldmaster®** has a complete additive package formulated expressly for the rugged demands of today's high-powered engines
3. **Cenex® Wintermaster®** delivers the serious weather protection your diesel engines need, while optimizing power and performance
4. **Cenex® Ruby Fieldmaster® Seasonally Enhanced Premium Diesel Fuel** is formulated for moderate climates and provides shoulder season flexibility
5. **Cenex Roadmaster B2®, Cenex Roadmaster B5® and Cenex Roadmaster B10®** provide superior engine protection from a renewable, domestic source (*Incorrect: Cenex Roadmaster B2®, B5® and B10® provide...*)



CENEX® PREMIUM DIESEL BRANDS



Cenex Roadmaster XL®



Cenex Roadmaster B2®



Cenex Roadmaster B5®



Cenex Roadmaster B10®



Cenex Roadmaster XL®
Seasonally Enhanced



Cenex® Ruby Fieldmaster®



Cenex® Ruby Fieldmaster B2®



Cenex® Ruby Fieldmaster B5®



Cenex® Ruby Fieldmaster B10®



Cenex® Ruby Fieldmaster®
Seasonally Enhanced



Cenex® Wintermaster®



Cenex® Wintermaster B2®

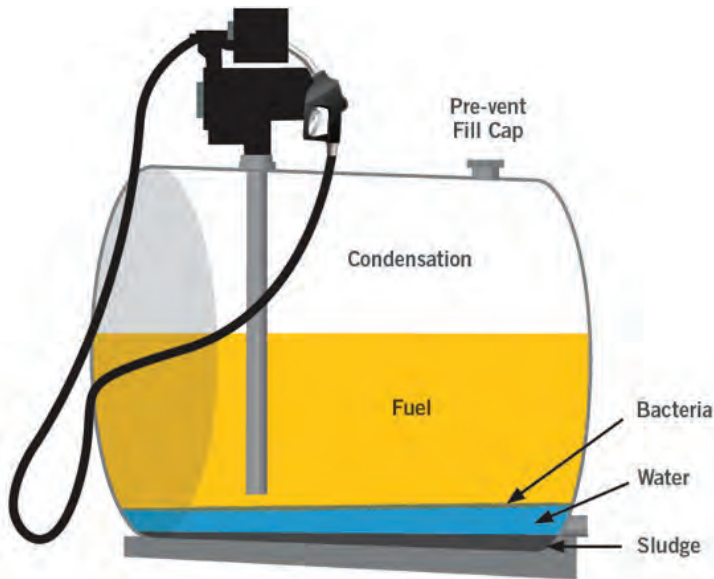


Cenex® Wintermaster B5®



Cenex® Wintermaster B10®

TANK MAINTENANCE



Smaller, more intricate parts make today's modern diesel engines more prone to injector failure and filter clogging, thus making it more important than ever to keep tanks and fuel clean. Fall is the ideal time to perform tank maintenance to remove water and other contaminants before cold weather hits.

Proper tank maintenance helps ensure the fuel supply stays clean and free of harmful contaminants in your storage tank — and remains that way until it reaches the fuel system. Removing water, microbes, and other impurities from the storage tank prevents them from entering your fuel system where they can lead to corrosion, filter plugging, and ice formation that severely hampers engine performance.

Water gets into diesel fuel storage and vehicle tanks in several ways — by condensation of humid air, and due to temperature changes during transportation, by leakage through faulty fill pipes or vents and by careless handling. During fuel withdrawals, tanks can breathe in large volumes of humid air. Water in the fuel can cause injector nozzle and pump corrosion, biological growth and fuel filter plugging with materials resulting from the corrosion or biological growth.

Managing the impact of water in your storage tanks is the foundation of proper tank maintenance. A significant amount of water in the tank will likely cause problems including oxidative degradation (rust, scale), particulates and microbial growth.

Follow these guidelines:

- Tilt tanks to direct water and debris away from the outlet
- Pressurize tanks to keep vapor and air inside
- Drain and remove all contaminants every three months (or as often as needed)
- Install proper filtration systems on bulk tanks
- Clean pump screens regularly
- Sample fuel for quality assurance purposes quarterly
- Clean tanks annually
- Filters: All engine manufacturers equip their engines with fuel filters to protect the fuel system. You should replace these filters according to the manufacturer's recommendations. Some manufacturers also provide filters with drain valves and recommend periodic draining of any water that may accumulate from condensation and careless handling in storage or vehicle tanks

AQUAFIGHTER

AquaFighter simplifies testing for water buildup and resolving the problem. It uses a dip stick test to check for the presence of water and then uses one of four filters, depending on tank size, to absorb suspended water, which prevents bacteria from forming in the fuel tank. Removing bacteria from fuel significantly reduces the risk of diesel filter clogging.

For more information about AquaFighter please contact CHS Energy Equipment at **800-852-8186, option 1**.



CENEX HUB



The Cenex® brand has consolidated several of its websites to create one centralized, full-service site at cenexhub.com. This platform will make it much easier and more convenient for you to build your Cenex business using our branded tools.

Bookmark the site to access all Cenex-branded product and program information for your business, including:

- Marketing and brand support
- Retail initiatives
- Training resources
- Cenex® Ad Share support
- RED Inspection guidelines
- Preferred vendor information
- Next Generation Cenex premium diesel fuel whitepapers and podcasts

If you have never logged in to Cenex Hub, use your MyCHS existing credentials to log in for the first time. There is no need to register for a new account. New users can easily register for an account on cenexhub.com.

If you have any questions about Cenex Hub or our branded products and programs, please reach out to your Cenex Representative, use the “Contact Us” feature at the Cenex Hub, or email us at cenexhub@chsinc.com.

IN THE KNOW E-NEWSLETTER



Stay connected to the latest news and information from Cenex with weekly email updates from the FREE *In The Know* E-Newsletter. Four editions are available monthly, with a different focus each week:

Week 1: Retail Marketing & Operations

Week 2: Payment Solutions

Week 3: Premium Diesel Fuels & Cenex Lubricants

Week 4: Energy Equipment

Subscribe to any or all *In The Know* E-Newsletters online at retail.chsintheknow.com/subscribe.

FREQUENTLY ASKED QUESTIONS

Q: WHAT REALLY MAKES CENEX® PREMIUM DIESEL FUELS BETTER THAN OTHER FUELS?

A: Cenex® premium diesel fuels start with a high-quality base fuel; they're enhanced with a terminally-injected, balanced additive package specially formulated for the rugged demands of diesel-powered engines. Cenex premium diesel fuels are continually tested in the lab and in the field to ensure they're the best diesel fuels on the market. Plus, they are backed with over 60 years of experience in the industry.

We're so confident in our premium diesel fuel that Cenex® Ruby Fieldmaster® is backed by the best warranty in the industry — the Cenex Total Protection Plan®.



Q: DOES MY ADVERTISING QUALIFY FOR REIMBURSEMENT FROM CHS?

A: Yes. Qualified advertising using approved materials is eligible for the Cenex® Premium Diesel Ad Share program. Talk with your Cenex Representative for details or look in the Ad Share section of this guide starting on page 18. Approved advertising materials can be customized at Cenex Shop, cenexshop.com.

Q: WHERE CAN I FIND SALES MATERIALS?

A: A variety of ready-to-use sales materials can be found at Cenex Shop, cenexshop.com or on Cenex Hub. For additional product information, visit cenex.com.

Q: WHAT IS CHS DOING TO COMMUNICATE ABOUT CENEX PREMIUM DIESEL FUELS?

A: CHS has a comprehensive plan in place through trade publications, radio advertising, direct mail and more. Specific emphasis is focused on key customer groups: agricultural producers, construction operations and commercial/fleet users.

Q: WHAT'S THE BEST WAY TO COMMUNICATE TO MY CUSTOMERS?

A: A variety of tools are available to help you communicate to current users, to help convert #2 users to a premium fuel, and to garner new business, too. Visit cenexshop.com for a full assortment of radio ads, radio scripts, newsletter articles, print templates and more!

