

The Changing Retail Fuel Market

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The Retail Fuel Market Is Changing

Priceline.com

Supermarkets

Traditional C-Stores /
Oil Companies

Retail Fuel
Market

Mass Merchants

Super C-Stores

Membership
Organizations

The Change is Confusing To Customers

An example of wacky price disparities

Competition and arcane oil industry pricing practices have led to wide disparities in gasoline prices in cities around the country. These three 76 stations in Los Angeles are less than 5 miles apart, but last week they were selling the same brand and grade of unleaded gasoline for just under \$1.56, \$1.64 and \$1.66.

76 GASOLINE SELF SERVE FULL SERVE
Unleaded Plus 87 **1.63** ⁹/₁₀ **237** ⁹/₁₀
Performance Plus 89 **1.75** ⁹/₁₀

76 GASOLINE SELF SERVE
Unleaded Plus **1.65** ⁹/₁₀
Performance Plus **1.92** ⁹/₁₀

76 GASOLINE SELF SERVE
Unleaded Plus **1.55** ⁹/₁₀
Performance Plus **1.65** ⁹/₁₀

Los Angeles
Beverly Hills
Pacific Palisades
Calif.
Los Angeles

By Robert Harshbarger, USA TODAY

Gas price pains: Kiki Bell, top left, buys gas at a 76 station in Los Angeles, where stations on Pico Boulevard, top and above, charge \$1.56-1.64 a gallon. Station owners say it's because suppliers charge different prices, too.

Cover story

Why's gas less a block away?

More Confusion 2

MEIJER **FREE GAS**
REWARDS

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Grocery Department

Purchase	and Save
(2) AquaFina Water 6 pk./24 oz.	50¢
Betty Crocker Brownie Mix 19.8-20.5 oz.	25¢
Betty Crocker Premium Brownie Mix 19.8-26.7 oz.	25¢
Betty Crocker Frosting Rich & Creamy, Sweet Rewards. Toppers, Whipped 12-16 oz.	25¢
Betty Crocker Potato Buds Mashed 13.75 oz.	35¢
Betty Crocker Potato Buds Mashed 28 oz.	65¢
Betty Crocker Specialty Potatoes 4.5-8.4 oz.	20¢
	25¢

Demystification of Gasoline

- ✍ **Government Standards**
- ✍ **Reformulated Gasoline**
- ✍ **More Unbranded Locations**
- ✍ **Increasing Use of Electronics / Less Human Interaction**
- ✍ **Number of Traditional Outlets Down**
- ✍ **Number of Non-Traditional Outlets Up**

How Do They Enter The Market

- ✍ Form Alliances
- ✍ Rent the Expertise
- ✍ Buy Existing Operations
- ✍ Build Your Own

**For More Information on
The Changing Retail Fuel
Market**

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