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Your BP Update

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## Our strategy is clear -we want to grow with you!

We want to grow our branded business in key marketing areas with our customers who are also growing and investing in their businesses. We'd also like to position ourselves to meet your growth aspirations with the BP brand.

To address this strategic challenge, we have explored several options and have determined that adding a complementary brand to the BP portfolio would best help us reach our collective growth objectives. **BP is leveraging the Amoco brand and making it available as a new, complementary retail offering.**



Amoco has a long tradition in the US as a quality fuels brand and resonates with consumers familiar with the brand. From our research, we also believe that Amoco's heritage and quality positioning will appeal to an emerging Millennial consumer. Amoco will have the same premium positioning as BP and will be targeted at the same quality-conscious consumer. All grades of Amoco gasoline will be treated with BP's proprietary additive, Invigorate, at the same levels as current BP products.

This is an exciting step forward in our growth strategy. We have a well-positioned and competitive refining, trading, and marketing business in the US, as well as a robust and growing fuels marketing presence with almost 7,000 BP branded retail sites. Together with you, our Branded Marketer, we have every intention of continuing to grow the strength of our network and the value of our brand.

If you have questions about how to take advantage of the Amoco brand, please reach out to your Sales Representative.



A trusted brand  
with quality fuel and  
a great retail offer