

CustomerFirst™

Mystery Shop Program



2007



Focusing on the Importance
of the Customer Experience

Global Marketing



Our Family of Brands

Welcome to Customer First



2005

Focusing on the importance of the customer experience



2002

Earning customer loyalty one shop at a time



1998

Because satisfied customers keep coming back



1987

Looking at our stations through customers' eyes



1907

Our first station opens for business

“Customer First” – the name alone represents the epitome of any retail business, but for Chevron and Texaco Marketers and Retailers, the name represents the high standards and quality service that customers expect from Chevron and Texaco locations.

This program is a valuable tool to help motivate your employees to deliver consistently outstanding customer service and ensure your facility is always clean and inviting. Your level of commitment to the program, and how you reinforce customer service and cleanliness expectations with your employees, makes a big difference toward the level of success your business achieves.

The Customer First Mystery Shop Program is one of the core elements of our retail strategy, enabling us to build a best-in-class retail business, recognized for quality products, service and cleanliness. The program measures our performance toward delivering a superior experience to consumers, while providing you with actionable feedback on ways to improve your business.

In 2007, we will continue to focus on our three key customer-facing areas: Forecourt (Approach and Fueling), Store and Restroom, and Customer Service Delivery (including CSR Appearance). We have also made small refinements based on your input, consumer research, and feedback from our mystery shop supplier, GfK NOP. These refinements are minor, which indicates how well our survey was already aligned with the elements customers find most important during their fueling or convenience store shopping experience.

The changes include:

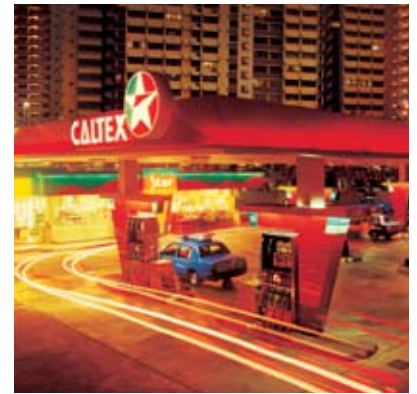
- Updates to the uniform and name tag requirements.
- The addition of a point value to the question monitoring the placement of the Chevron and Texaco brand POP.
- A return to a consolidated awards structure where Chevron and Texaco Marketers and Retailers compete equally for awards regardless of brand.
- An increase in the minimum volume requirement for the Marketer Grand Prize Trip from 3 million to 5 million gallons, reflecting our contractual minimum volume requirement.

As we enter the 20th year of our Mystery Shop Program and the third year as Customer First, please take a moment to acknowledge yourself and your employees. By participating in the Customer First program, you can make a difference in the success of your business and make the Chevron and Texaco brands “#1 in the hearts and minds of our customers!”

I look forward to following your progress.

Sincerely,

N. A. (Al) Norris
Manager, Retail Programs
Chevron Products Company



Customer First Program Overview



Customer First is the Mystery Shop Program that focuses on the customer's experience at Chevron and Texaco facilities. It is the program by which we measure the customer's experience and ensure compliance with customer service and cleanliness standards. Mystery shopping is a core retailing element that enables us to build a best-in-class retail business that is recognized for consistent execution and customer-facing culture.

The Customer First Program consists of a survey, performance standards, the reporting of the mystery shop results and incentive awards.

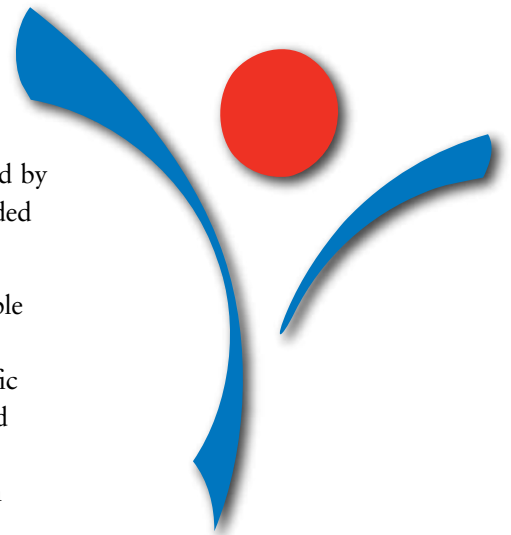
The Customer First Program Survey focuses on three specific areas:

- Forecourt (Approach and Fueling Area)
- Store and Restroom
- Customer Service Delivery (including CSR appearance)

The standards for these are measured by trained and certified shoppers provided by our supplier, GfK NOP.

Mystery shop results will be accessible through a Web site hosted by GfK NOP. The Web site provides specific site results, ranking summaries, and an analytic tool that allows you to identify performance gaps and turn results into action.

Focusing your facility on the importance of the customer's experience can result in overall improved business performance.



Jan. 1- Feb. 28	1	March 1- April 30	2	May 1- June 30	3	July 1- Aug. 31	4	Sept. 1- Oct. 31	5	Nov. 1- Dec. 15	6
--------------------	----------	----------------------	----------	-------------------	----------	--------------------	----------	---------------------	----------	--------------------	----------

2007 Mystery Shopping Periods -
Mystery shop visits occur every two months for a total of six for the year.

How the Program Works

GfK NOP Is Our Mystery Shop Services Provider

For more than 12 years, GfK NOP Mystery Shopping has focused exclusively on measuring the consumers' experience, helping companies achieve retailing excellence. Among the fastest growing mystery shopping companies in the U.S. and the largest supplier in Europe, GfK NOP Mystery Shopping delivers complete insight into the service delivery process, identifying specific actions for improving performance and results.

Among GfK NOP's satisfied customers are Coca Cola, Toys R Us, and The UPS Store. They have also partnered with gasoline majors such as BP and Shell.

GfK NOP Mystery Shopping has conducted over 2 million mystery shops in over 30 countries. Their shoppers are screened, trained, tested, and certified on their program scenarios and their performance is monitored constantly. Their programs have multiple levels of quality control that utilize both technology and human interaction to ensure accuracy and data validity.

They also provide a custom, flexible online reporting tool that offers Marketers, Retailers, and company personnel 24/7 internet access to mystery shop information. GfK NOP Mystery Shopping translates the data from the mystery shop into practical action plans, delivering guidance to every level of your organization down to the Customer Service Representative (CSR).

Every member of your team will have a sharp picture of service performance and clear direction for actions needed to be taken to create the most positive customer service experience.

The Mystery Shop Survey

The Mystery Shop Survey focuses on three key customer-facing areas: Forecourt, Store and Restroom, and Customer Service Delivery.

Forecourt (Approach and Fueling Area)

30 Points

1. Were the fueling and landscaped areas properly maintained? (8 Points)
 - Fueling area should be free of significant debris and free of recent spills such as food, soda, oil, grease, etc., which can be wiped clean.
 - Landscaped areas (grass, trees, flower beds, etc.) should be free of significant debris and well manicured.
2. Were the dispensers (pumps) and nozzle handles at the fueling position you used clean and well maintained? (8 Points)
 - Dispensers should be free of excessive gasoline, oil or grease.
 - Pump skirts should be free of dust and grease.
 - The nozzle handles are free of anything that could stain or leave an odor on the customer's hands.
 - The nozzle handles and covers should be free of excessive wear – major tears, abrasions and obvious signs of long-standing neglect.
3. Were clean waste containers available and not full or overflowing with trash/rubbish? (4 Points)
 - The surfaces of waste containers should be free of encrusted food or other build-up signifying poor maintenance or neglect. Waste containers should not be full or overflowing.
4. Were windshield washing materials available and in good condition? (4 Points)
 - Windshield washing facility nearest the customer must have clean water.
 - Sponge or window washer is available and in good condition.
5. Was the towel dispenser nearest to you properly stocked? (4 Points)
 - There was a paper towel dispenser with paper towels available for use nearest to the customer.
6. Were air and water available? (2 Points)
 - Air and water must be available and in working order.

Store and Restroom

25 Points

7. Was the store clean and orderly? (8 Points)
 - The floor should be free of litter, dry and free of dirt or gum.
 - Merchandise should be free of dust, and the store windows should have no marks, smudges or spots.
 - The counter should be free of litter and dust.
 - Waste containers should not be full or overflowing.
- OR
- If there was no store, was the payment area clean and orderly?
- The payment area windows should have no marks, smudges or spots.
 - The counter area should be free of litter and dust.
 - The ground/floor surrounding the payment area should be free of litter or other debris.
 - The approach to the payment area should not be cluttered with advertising or product displays that hinder a customer's access.
8. Did the restrooms appear clean and orderly? (10 Points)
 - The mirror, sink and counter should be free of recent spots or dirt.
 - The floor should be dry and free of litter and dirt.
 - The restrooms should not have unpleasant odors.
 - Waste containers should be present and not full or overflowing.
 9. Were the restrooms appropriately stocked? (7 Points)
 - Toilet paper, soap and paper towels should be readily available.
 - If the restroom had a hand-drying machine, it must be in working order.





Customer Service Delivery (including CSR appearance)

40 Points

10. Did the Customer Service Representative offer you a polite greeting when it was your turn to be served? (10 Points)
- The Customer Service Representative must verbally greet the customer politely and with enthusiasm.
 - They must make eye contact with the customer. They should also smile.
11. Did the Customer Service Representative attempt to determine if there was anything else you needed? (5 Points)
- The Customer Service Representative must either:
- Ask if there was anything else needed, OR
 - Offer the current promotion, OR
 - Offer an item associated with the customer's primary purchase.
12. Did the Customer Service Representative verbally confirm the transaction? (2 Points)
- The Customer Service Representative must state the total amount of the sale to the customer.
13. Was the Customer Service Representative attentive and prompt in serving you? (5 Points)
- The Customer Service Representative should promptly start the transaction; there should be no delay in serving customers. They must be attentive to the customer during the transaction.
14. Did the Customer Service Representative offer you a friendly parting remark? (10 Points)
- The Customer Service Representative should thank the customer for their purchase; offer a friendly parting remark; make eye contact and smile.
15. Was the Customer Service Representative who assisted you wearing an authorized name badge? (2 Points)
- All Customer Service Representatives must wear the authorized name badge or an approved uniform shirt with a name embroidered at all times.
 - The name badge or embroidered name must be easily visible to the customer
- and it must clearly show the Customer Service Representative's name.
- It may display the word "Trainee" on it.
 - A temporary name badge made with a label maker is acceptable. However, a handwritten badge is not acceptable.
 - Name badge logos must be clear, not faded, cracked or peeling.
 - A name badge should not cover a company logo.
 - The badge should not be covered by a sweater, safety vest or long hair.
- 16a. Did the Customer Service Representative have on an approved uniform, and were they neat and tidy in appearance? (3 Points)
- A proper uniform is clean and free of wrinkles, tears, holes and missing buttons.
 - Full-length button-down uniform shirts must be tucked in, and pants and shorts must be worn on the hip or waist.
 - All uniforms must feature a collared shirt with proper logo.
 - Uniform shirts must display an approved Chevron, Texaco or store's proprietary trade name/logo (Chevron and Texaco Uniform and Name Badge Standards).
 - All uniforms, outerwear and caps must display a Chevron, Texaco or approved proprietary trade name/logo. Caps must be worn facing front (i.e., bill forward).
 - Chevron, Texaco or proprietary store logos on uniforms must be crisp and clear, not faded or damaged.
 - A safety vest may be worn over an approved uniform shirt or jacket. However, the name badge must be worn on the outside.
 - Socks must display an approved Chevron, Texaco, or store's proprietary name/logo and may be worn over uniform shirts.
 - T-shirts are not acceptable.
- 16b. Did the Customer Service Representative who assisted you have jeans on? (3 Points)
- The Customer Service Representative should not be wearing jeans.

U.S. Region

5 Points

- 17a. Were the station lot, fueling area, outside, and interior of the building free of unprofessional and unauthorized signage? (2 Points)
- The station lot, including landscaped areas, fueling area, and outside surfaces of walls and windows, should be free of unprofessional and unauthorized signage.
 - Interior windows and restrooms should be free of unprofessional or unauthorized signage.
 - For authorized and unauthorized signage guidelines, reference the Chevron or Texaco Image Stewardship Example Guides.
 - Handwritten signs in any form are not allowed.
- 17b. Did the station have the correct National Point of Purchase posted? (1 Point)
- Current National Chevron or Texaco Point-of-Purchase promotional materials must be posted.
18. Were you able to obtain a Chevron or Texaco Credit Card application? (2 Points)
- Credit Card applications can be obtained from an information display.
 - If there were no applications available, the Customer Service Representative may provide the 1-800 Credit Card application phone number or Web site.

General

(No Points Given)

19. Was there anything else that affected your experience today?
- Examples provided: site renovations, busy or very quiet.
20. Did your experience make you feel appreciated and valued as a customer?
- These are actions that make a customer feel that the Customer Service Representative is genuinely interested, and the customer has received preferential treatment, which is appreciated.



The Awards, Rewards and Recognition

All Marketers and Retailers are eligible to compete for Gold, Silver and Bronze level awards, including a recognition plaque.

Gold Level - Grand Prize Trip for Two to Vienna, Austria*

- 92 Station Winners (46 East, 46 West)
- 15 Marketer Winners

Silver Level - \$1,000 Cash Award*

- 82 Station Winners (41 East, 41 West)

Bronze Level - \$350 Cash Award*

- 600 Station Winners (300 East, 300 West)

** Company-operated stations are not eligible to win Gold, Silver or Bronze Awards.*

Grand Prize Trip for Two to Vienna, Austria

From May 15–20, 2008, Retailers who win a Gold Level travel award based on their mystery shop scores (and credit card tie-breaker, if necessary), will join top Marketers and credit card winners nationwide on a Grand Prize Trip for two for an adventure in the dazzling capital of Austria.

Vienna is rich in history and still dominated by the castles of the imperial times. With its cultural treasures, fantastic musicals, impressive art collections and fine museums, Vienna is also one of the leading cultural centers of Europe. Here, visitors can enjoy numerous exhibitions, exciting concerts, dance and film festivals, operettas, operas, and classical and experimental plays. If your tastes are not so culturally oriented you can savor the Viennese coffeehouse atmosphere, visit traditional wine taverns or enjoy the delights of Viennese cuisine.

As Gold Level winners, you and your guest will enjoy a city full of historical treasures, traditions, romance, fun and much more. While in Vienna, you will take a walk in the past, strolling along ancient cobbled alleyways; experience the imperial ambiance at Schonbrunn Palace or at the Imperial Palace-Hofburg; admire the imposing architecture and pompous facades along the Ring Boulevard; and visit the places that once inspired some of the world-famous classical musicians like Mozart, Beethoven, Brahms and Strauss.



Awards

Gold, Silver, and Bronze Level awards are based on the total number of points achieved over six mystery shop visits for a total of 600 possible points. Stations must have six shops to qualify.

Awards are distributed as follows in the East and West: The first 46 winners are awarded Gold, the next 41 winners are awarded Silver, and the next 300 winners are awarded Bronze.

Contest Tie-Breaker

In the event that facilities are tied with the same number of points, a two-level tie-breaker based on Chevron and Texaco Credit Card approvals will be employed.

Level-One Tie-Breaker: Tied facilities will get credit for the number of mystery shopping periods in which they have obtained a minimum of three approved Credit Card applications (up to a maximum of six periods).

Level-Two Tie-Breaker: If facilities are still tied after the level-one tie-breaker (i.e., have obtained at least three new Credit Card approvals in the same number of mystery shopping periods), then they will be ranked according to their total number of Credit Card approvals for the year.

Facilities and Employees Have Opportunities to Win Throughout the Year!

40 Club Award

Individual Customer Service Representatives who achieve 40 points on the Customer Service Delivery section of the survey form are entitled to a \$40 cash bonus.

Company-Operated stores' employees receive their award through their employee incentive program – POWER.

In the case of Chevron or Texaco direct-served facilities, cash awards will be made via EFT into the Retailer's account for distribution approximately 10 days after an evaluation has been completed.

In the case of Marketer-served facilities, cash awards will be transferred into Marketers' accounts for distribution to stations where the winners are employed.

Along with the program guide, you should have received 10 "Customer First and You" brochures for your employees, which explain more about the 40 Club and what your CSRs can do to earn awards.

100 Club Award

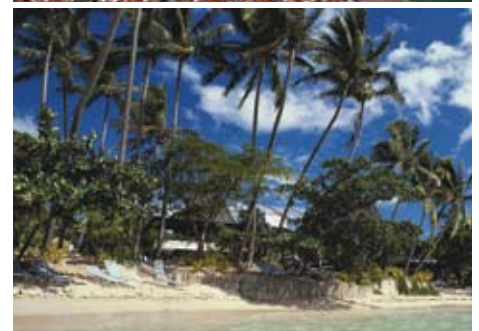
In each two-month mystery shop period, all participating facilities achieving 100 points on the Mystery Shop Survey will receive a \$100 award.

This money is intended to be used to reward and further motivate all employees to continue to meet and exceed customer expectations.

For the payment process, see the 40 Club Award description.

Regional Recognition Events

Gold, Silver and Bronze Level award winners will be invited by their specific Districts to attend an exclusive, fun-filled gala in their honor.



• Awards Disclaimer:

- You must be the Marketer or Retailer-of-record throughout the entire program year and at the time the prize is awarded in order to win Gold, Silver, or Bronze Level awards.
- The Gold Level Grand Prize Trip participant must be the Marketer-of-record, Retailer-of-record, or a current employee of the facility, and a spouse or adult guest.
- In lieu of a trip, Gold Level Grand Prize winners may elect to receive \$1,500 in cash.
- If you win two Gold Level Grand Prize trips (i.e., Credit Card contest and facility contest) for the same facility, you will be eligible to receive both trips or receive \$1,500 in cash in lieu of the trip for the Credit Card award.
- If the wins are credited to two different facilities, you may choose to receive two Grand Prize trips.
- Accommodations are for the winner and one guest per room only. The guest must share the accommodation with the winner.
- Any Gold Level Grand Prize winners who cancel their trip within 30 days prior to the date of the trip are not eligible for reimbursement or credit.

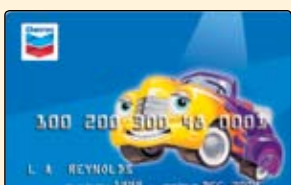
Credit Card Solicitation



How Can Soliciting More Chevron and Texaco Credit Card Customers Strengthen Your Business?

- Customers who apply on-station and are approved are twice as likely to activate their cards.
- There is no processing fee for Chevron and Texaco Credit Card transactions.
- Chevron and Texaco card-holders tend to fill their tanks, and they generally fill up at least four times a month.

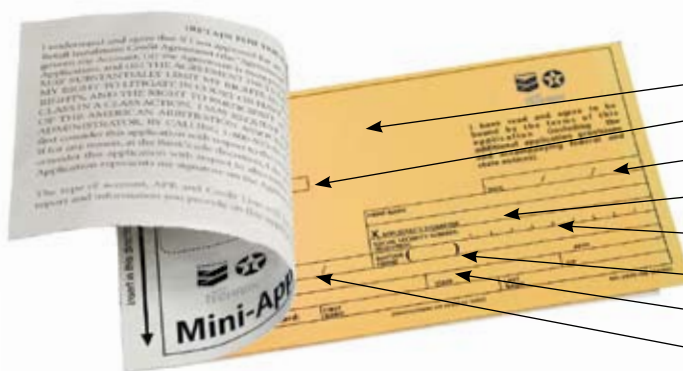
We Accept These Cards!



The more you and your employees solicit new Chevron and Texaco Credit Card applications, the better your chances of earning more awards, including cash and Grand Prize Trips.

Employees Earn \$2 Mini-Application Awards!

Chevron will pay \$2 for every completed Mini-Application submitted. Plus, CSRs will receive an additional \$5 if the Mini-Application is approved. To make sure your employees don't lose out, please share the following tips with them:



Write Clearly...

- Imprint applicant's major credit card
- 3 or 4 digit employee I.D.
- Date
- Applicant's signature
- Applicant's Social Security number
- Daytime telephone number
- Applicant's address
- Birthdate

! Make sure your facility number and the employee's 3 or 4 digit ID number are on all written applications, Mini-Apps and phone cards.

Note: Only properly completed Mini-Apps will qualify for awards!

To Order Materials and Solicitation Tools:

Call 1.800.542.3766, fax 1.916.375.0832 or write to K/P Corp., 3700 Seaport Blvd., West Sacramento, CA 95691

Phone Application Materials	Form #
1-800-FREE-APP Cards (Consumer)	CCE-4-DB
1-800-FREE-APP Cards, Spanish (Consumer)	CCE-23-DB
1-800-FREE-APP Kit, English	CCE-5-DB
1-800-FREE-APP Kit, Spanish	CCE-24-DB
1-800-243-8358 Cards, English (Business)	CCE-19-DB
1-800-243-8358 Cards, Spanish (Business)	CCE-33-DB
1-800-243-8358 Display, English (Business)	CCE-18-DB
1-800-243-8358 Display, Spanish (Business)	CCE-34-DB

On-Station Solicitation Tools	Form #
Basic Written Application	CD1B-CC-DB
Spanish/Bilingual Application	CD1B-BSV-DB
Premium Card Application	CD1B-PC-DB
Spanish/Bilingual Premium Card Application	CD1B-PCSV-DB
Business Card Application	CD-117-DB
Mini-Application	MS-2000-DB
Business Card Sales Kit	CCE-68-DB
MS-218 Credit Card Policy Guide	MS-218-D
Application Displays	Form #
Clear Plastic Four-App. Holder, Interior	CCDAH
Clear Plastic Single-App. Display, Exterior	CCAHC

How Employees' Credit Card Solicitation Awards Can Add Up:

Credit Card Awards*			
Type of Award	Mini-App (Consumer Only)	All Other Consumer Types	All Types of Business Apps
Application	\$2.00	\$0.00	\$0.00
Approval	\$5.00	\$5.00	\$20.00
Total	\$7.00	\$5.00	\$20.00

* Stations must be enrolled in Customer First to be eligible for credit card awards.

Annual Awards

The more you and your employees solicit Chevron and Texaco Credit Card applications, the better your chances are of earning more awards including a Grand Prize trip to Vienna, Austria!

Year-End Bonus		Annual Grand Prize Travel Award*	
Approvals	Total Award	Type of Award	# East/West Awards
200 or more	\$1,400	Top Retailer Nationally	1
150 - 199	750	Top Retailer Regionally	1/1
100 - 149	400	Top Retailer-Approval Increase Over 2006**	1
50 - 99	150		
20 - 49	40		

* Top Retailers must be enrolled in Customer First to be eligible for the Grand Prize Trip to Vienna, Austria.

**Retailer must have a minimum of 25 approvals to qualify.

Keeping Track of Your Cash Awards

- Credit Card and Year-End Bonus awards for all approved Credit Card applications will be made available via EFT.
- Marketers and Retailers who have five or more approvals for the quarter will also receive a mailed report listing the number of approvals, employee ID and application type for each approval and total applications processed during the quarter.

Make Sure You're Ready!

The mystery shopper may ask for an application, so don't get caught short. All the supplies you'll need to solicit new Chevron and Texaco Credit Card holders are available free of charge from K/P Corporation.



Please Note:

- To win the Credit Card awards you must get at least **FIVE** approvals each quarter.
- For the Gold, Silver, and Bronze Level Mystery Shopping Contest Tie-Breaker described on Page 6, you must get at least **THREE** approvals per two-month shopping period.



To order your free interior or exterior acrylic credit card application displays, call 800.542.3766

Request for Action



What You Can Do if You Need More Information or Do Not Agree With the Mystery Shop Results

A Marketer, Retailer or Business Consultant can submit a Request for Action (RFA) when they would like additional details regarding a question(s) or when they strongly feel there was an error made during the course of the evaluation.



Submitting a Request for Action (RFA)

The RFA can be submitted online through the Customer First Mystery Shop Reporting Web site.

From the FACILITY REPORTS Tab

- Access the Customer First Reporting Web site from Chevron Business Point.
- From the Facility Reports tab, enter the Facility Number for which you want to see the RFA status; then click **FIND FACILITY**.
- Click **R** after the long blue bar of the period you wish to RFA.
- Referencing a copy of your Facility Report, select the question(s) you wish to include in the RFA.

- Then click **CLICK HERE TO ADD DETAILS**

- Continue completing the RFA:

Action Requested: select one of the following selections
Appeal, Clarification or Both.

Details: Type your details regarding the RFA.

Email: Enter your email address and any other email addresses you would like notified regarding the response. Be sure to use a semicolon (;) to separate multiple email addresses.

Phone number: Enter your phone number.

If you've selected multiple questions, click **NEXT**.

If you've selected the incorrect question, click **DELETE QUESTION**.

If you've selected one question or an RFA for the entire survey or have reached the last of multiple questions, click

SUBMIT REQUEST FOR ACTION.

- The RFA is then submitted and you are returned to the Facility Reports page.
- **R** has now changed to **R** indicating the report has been submitted.

From the OVERALL RANKINGS Tab

- Access the Customer First Reporting Web site from Chevron Business Point.
- Click the **➔** for the facility report you wish to view online
- From the online report, click **R** next to the Excel download icon located in the upper left of the report.
- Follow the process detailed under the section "From the FACILITY REPORTS tab."

Be sure to include all issues with the survey when you submit the RFA.

If you forget to include an item after submitting an RFA or do not have access to the reporting tool, contact the Retail Marketing Center (RMC) at 877.243.8457, (Option 1, Option 2), and a Vantive active case will be opened.

Only one RFA can be submitted per survey.

All RFAs must be received by the deadlines indicated on page 11.

2007 Mystery Shopping Period/RFA Deadlines

Jan. 1- Feb. 28	1	March 1- April 30	2	May 1- June 30	3	July 1- Aug. 31	4	Sept. 1- Oct. 31	5	Nov. 1- Dec. 15	6
March 15, 2007		May 15, 2007		July 15, 2007		Sept. 15, 2007		Nov. 15, 2007		Dec. 31, 2007	
RFA Deadlines - Dates by which RFAs must be received											

Escalation Process

In the event the RFA results do not satisfy the Marketer, Retailer or Business Consultant, and it is felt there is sufficient reason to challenge the RFA “Reason For Decision,” an escalation can be filed.

Escalations must be submitted within two weeks from the date of the posted RFA resolution.

Submitting Escalations

- The user should contact the RMC either by email (ID = rmcemail) or phone (1.877.243.8457, Option 1, Option 2). A Retailer Advocate will be assigned to the matter.
- The user needs to provide the original RFA tracking number (the reference number located at the bottom of the station’s report), the station number and comments.

- The Retailer Advocate opens a Vantive case and emails the Mystery Shop RFA Desk, referencing the original issue.
- The Mystery Shop RFA Desk reviews the escalation, adds pertinent information and forwards it to the North America Mystery Shop Program Coordinator.
- The North America Mystery Shop Program Coordinator makes the final decision and advises the RFA Desk and Retailer Advocate.
- The Retailer Advocate replies to the user.
- The Vantive case is closed.



General Program Guidelines

Enrollment

- As of 2006, new stations and those with contracts up for renewal are required to enroll in the Customer First Mystery Shop Program in order to receive brand authorization.
- You may enroll in the 2007 Mystery Shop Program at any time during the year by calling the RMC at 1.877.243.8457 (Option 1, Option 2).
- Participants in the 2006 program are automatically re-enrolled in the 2007 program at their 2006 enrollment status.
- Stations that enroll (or are automatically re-enrolled) between November 1, 2006, and February 28, 2007, will receive a full complement of six mystery shops and will be billed \$350.
- Billing for the 2007 program year will occur in January 2007. No refunds of participation fees will be given after the program begins on January 1, 2007.
- Stations that enroll between March 1, 2007, and June 30, 2007 (and are opened and ready to be shopped), will receive one mystery shop for each remaining period in the program at the time mystery shops begin, and will be billed \$350.
- Stations that enroll between July 1, 2007, and October 31, 2007 (and are opened and ready to be shopped), will receive one mystery shop for each remaining period in the program and will be billed \$150.
- If a station enrolls after October 31, 2007, their shops will begin on January 1, 2008, provided they are open and ready to be shopped and the RMC has been notified. The program fee will be billed in accordance with the program rules for 2008.
- Active participants in the Mystery Shop Program for 2007 will be automatically re-enrolled in the 2008 program.

Canceling Enrollment

- If a station will be closing in 2007, you may terminate participation in the 2007 Mystery Shop Program without incurring a program fee by giving notice on or before December 31, 2006.
- To end this station's participation in the Mystery Shop Program, please contact the RMC at 1.877.243.8457 (Option 1, Option 2).

Refunds

- No refunds of participation fees will be given after the program begins on January 1, 2007.
- After January 1, 2007, any station enrolled in the Mystery Shop Program is responsible for the full program fee, even if the station closes.

Change in Ownership/ Operator Changes

- If a station changes ownership during the program year, and the principal enrollee changes as a result, the Mystery Shop surveys and scores from the outgoing Marketer, Retailer or CSI station will be deleted from the database. There will be no make-up shops for the incoming Marketer or Retailer.
- In the event that a station operator change occurs during the program year and the program fee has been paid, the incoming operator may continue to participate in the program for the remainder of the year without incurring any additional fee.



New Facilities Under Construction

- If a Marketer or Retailer has one or more stations under construction which are already enrolled in the Mystery Shop Program, it is their responsibility to notify the RMC when the station is open and ready to be shopped.
- Once such notification is made, the Marketer or Retailer will be billed in the same month, and the station will receive a shop for each remaining period in the program year.

Temporary Closures (Less than 30 days)

- If a station is undergoing construction or repairs or needs to close due to special circumstances (e.g., damages to the station, theft, damage as a result of acts of nature and/or man, etc.) it is the responsibility of the Marketer, Retailer or Business Consultant to notify the RMC immediately to avoid a mystery shop during the time of closure.
- When a Marketer or Retailer fails to notify the RMC that a station has closed, and a mystery shop is attempted at that station, the Marketer or Retailer is responsible for the cost of the mystery shop. The Marketer or Retailer will be billed a fee of \$58 once the RMC confirms that the station is closed.
- If you notify us that a station will be closed longer than 30 days, the facility will remain enrolled and on “hold” in the program.
- **It is the Marketer, Retailer or Business Consultant’s responsibility to notify the RMC when the station has re-opened and is ready to be mystery shopped.**
- If the Marketer or Retailer gave proper notice, then upon the station re-opening after a temporary closure, the Marketer or Retailer may request a make-up mystery shop no later

than one month following the end of the mystery shopping period in which construction was completed or the hold was released.

Collusion

- Infraction of company policies, unethical practices, collusion between Marketer and Retailers, or any other attempt to gain unfair advantage in a manner inconsistent with the spirit of the program will result in disqualification.

Tax Liability

- Any liability for federal, state or other taxes imposed on any award in the program will be the responsibility of the award winner, not Chevron.

Audits

- Chevron reserves the right to audit the Marketer or Retailer’s records and to disqualify participants in the event of irregularities.

Cancellation Clause

- Chevron reserves the right to cancel, amend or revoke this program at any time.





Focusing on the importance of the customer experience can result in overall improved business performance.



Global Marketing



© 2006 Chevron Products Company, San Ramon, CA.
All rights reserved.

♻️ Recycled/recyclable paper

12.5M CBRES IDC 5734 12/06

CVX-008