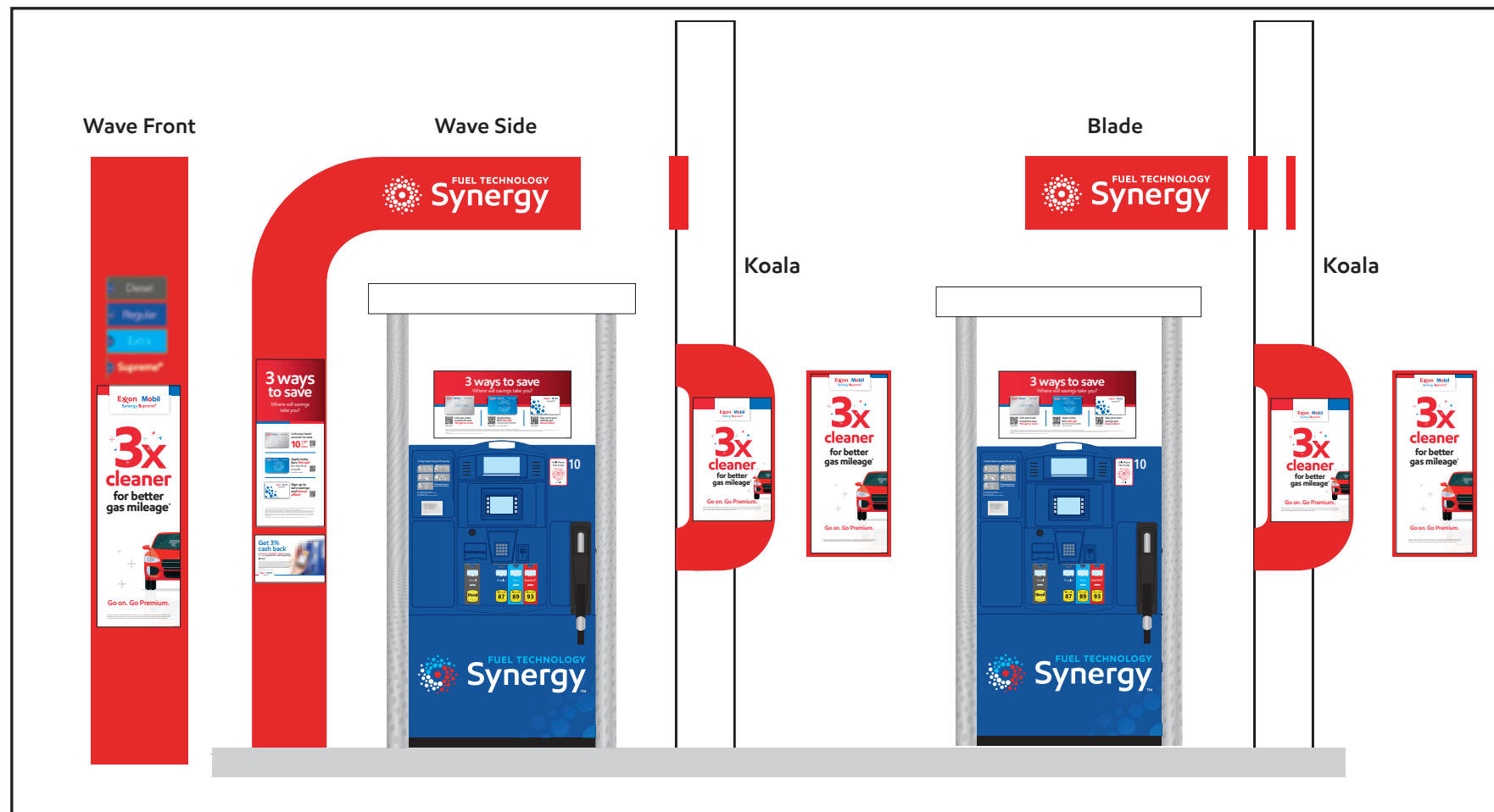


National Promotion July 1, 2024 – February 28, 2025 Synergy™ Imaged



National Promotion

July 1, 2024 – February 28, 2025

Synergy™ Imaged

IMPORTANT INFORMATION

NOTE: To enhance the effectiveness of on-site messaging, please destroy all signage from prior ExxonMobil campaigns, unless otherwise indicated.

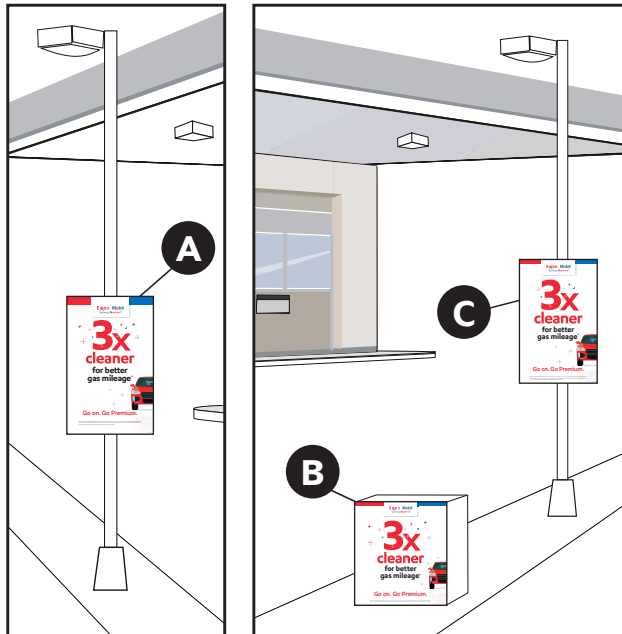
1. Post all OSA by July 1, 2024.
2. This placement guide is for sites that have the Synergy™ site image ONLY.
3. For **commercial canopy**, replace FleetPro and Synergy Diesel Efficient signage.

ExxonMobil

REORDER INFORMATION

- If you have questions about your order or reorder information, contact RPM support at exxonmobil@imsretail.com or call **1-800-636-4767**.
- **Important – update your RPM station profiles.** Please ensure your BW has updated your station's profile on the RPM website. Shipments of OSA is based on the sites profile setup within RPM. If you did not receive the correct signage, login to **emrpm.com** to update the site profile.
- Please allow up to two weeks delivery for your order.

Site Perimeter

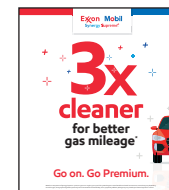


Put Up

A Sandwich Pole Sign



B California Sleeve



C EZ Mount/Snaplock



Destroy

Sandwich Pole Sign



NYC locations only

California Sleeve



NYC locations only

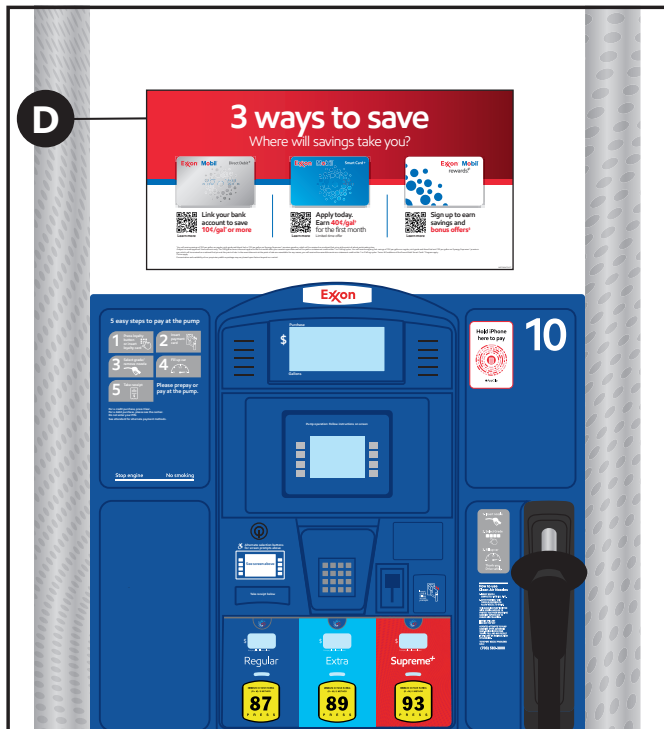
EZ Mount/Snaplock



NYC locations only

ExxonMobil

At the Pump



D Pump Topper



NYC locations only



Destroy

Pump Topper



NYC locations only

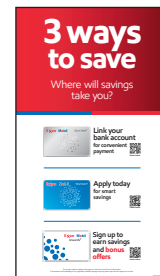
ExxonMobil

Forecourt



Put Up

E Vertical Building Sign



NYC locations only

F Horizontal Building Sign



NYC locations only

G Window Sign

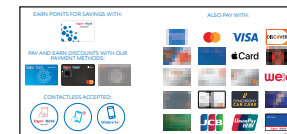


H Door Decal



Keep Up

I Card Acceptance Decal



Destroy

Vertical Building Sign



Horizontal Building Sign



Window Sign

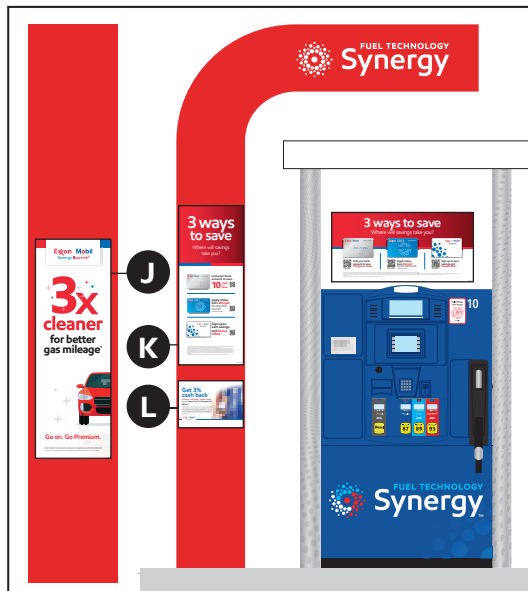


Door Decal



ExxonMobil

Waves



J XL Wave



K Large Wave



NYC locations only

L Small Wave



Destroy

XL Wave



Large Wave



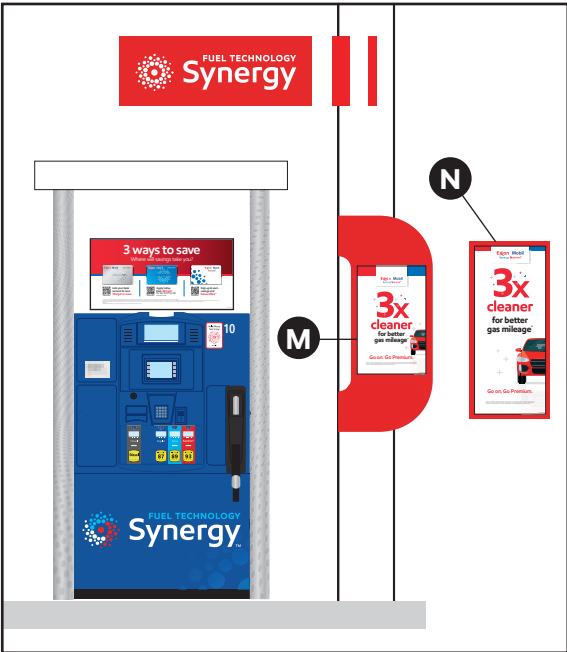
NYC locations only

Small Wave



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Koalas



M Medium Koala



N Koala Back



Destroy

Medium Koala



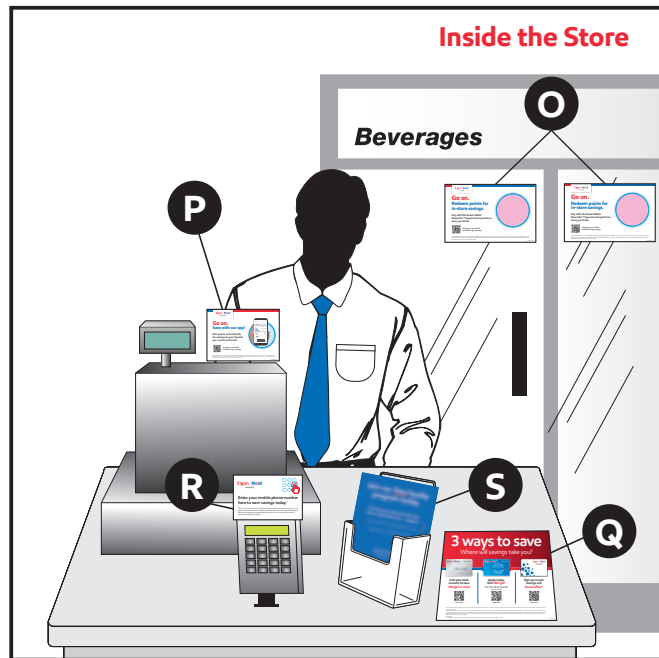
NYC locations only

Koala Back



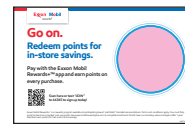
ExxonMobil

In Store



Put Up

O Cooler Cling



Remove pink area and apply to cooler

P Register Card Topper

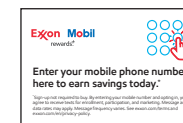


Q Counter Mat



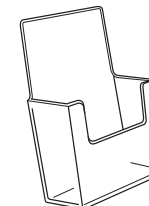
NYC locations only

R PIN Pad

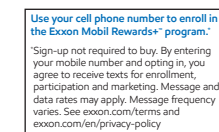


Keep Up

S Card Carrier



Rail Card



Destroy

Cooler Cling



Register Card Topper



Counter Mat



PIN Pad



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Applications



1 Smart Card+ Riser Card



2 Fuel Your Journey Program Brochure



4 Exxon Mobil Smart Card+ Brochure



3 Exxon Mobil Fleet Brochure



ExxonMobil

Smart Card+ Riser Card



Exxon Mobil Smart Card+ Brochure

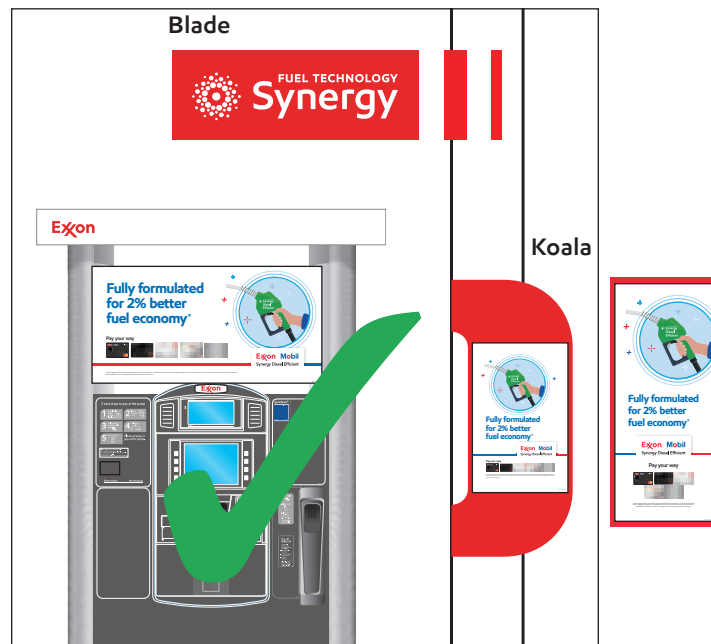


Fuel Your Journey Program Brochure



Commercial Canopies and Commercial Diesel Islands

Stand-alone diesel pump

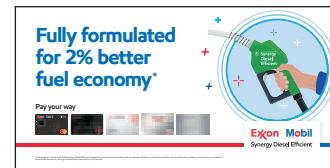


If your site has a commercial canopy with open koala spaces, please order them by contacting RPM support at exxonmobil@imsretail.com or call 1-800-636-4767. Commercial Canopy sites will be receiving new pump toppers.

ExxonMobil



Pump Toppers



Medium Koala



Koala Back



XL Wave



Pump Toppers



Medium Koala



Koala Back



XL Wave

