

## Quality State Oil (QSO)

Quality State Oil's roots date back to 1958, when a single truck operated by the company's founder delivered fuel to residential, farm, and commercial customers. This personalized service and attention to detail are values that are at the foundation of Quality State Oil's success.

Over the years QSO has grown to become a large regional fuel distributor providing a full line of high quality fuel products and lubricants. Partnerships with both major oil companies and large independent fuel suppliers guarantees consistent supply, and efficient deliver at competitive prices.

Today Quality State supplies over 50 independent owned and operated convenience store, gas stations and auto service centers. With its branded partners QSO offers its customer's competitive retail fueling programs to drive business both at the pump and in the store. In addition QSO has developed its unbranded network which emphasizes the retailers own operation.

QSO's team looks forward to helping you with all your petroleum needs.



## QUALITY STATE OIL DISTRIBUTION CENTER AND OFFICE



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## QUALITY STATE OIL Co., INC.



- **CONSULTATION**
- **SUPPLY**
- **PARTNERSHIP**
- **SERVICE**
- **TRANSPORTATION**

**“FUELING YOUR FUTURE”  
WITH A STRONGER PARTNERSHIP**

## BRANDING

Quality State Oil (QSO) is a branded fuels distributor serving independent retailers with quality branded fuels.

The retailer operates their store under it's own name, but features the name recognition of a major brand.

QSO as a contracted distributor for BP, CTGO, Exxon and Mobil offers the retailers competitive brand prices, while providing support of the retail programs offered by the brand of choice. QSO also offers proprietary operational programs including loyalty, industry education and operational assistance.

Finally QSO will continue to serve both the retailer and the brand long after the first load of fuel is delivered.



## PARTNERSHIP

QSO promotes a partnership with its retailers to achieve mutual success. This partnership goes beyond supply and distribution, it encompasses the entire retail operation.

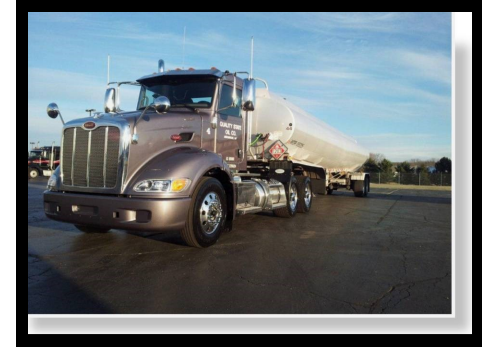
QSO recognizes that a partnership requires communication, support and an exchange of ideas. These are core values which QSO emphasizes in every interaction with its customers.

## SERVICE

QSO's brand strategy focuses on extraordinary service to increase retailer opportunity for success. This service touches every aspect of the retailer's operation including:

- Assistance with new site development including design, financial, and operations.
- Utilization of all branded marketing programs to build store and brand awareness.
- Timely fuel deliveries and reduced supply interruptions through the operation of its own fleet of fuel transportation vehicles.
- Delivery of quality brands with a strong market presence.
- Awareness of market, industry and operational changes that affect retail business.
- Continual support to build retailer business and streamline operations.

## TRANSPORTATION



QSO operates a fleet of fuel transport trucks from its offices in Sheboygan, Two Rivers, and Cedarburg. Company drivers load fuel at the terminal and deliver directly to retail location.

QSO is a licensed common carrier serving the state of Wisconsin. Drivers meet all DOT and EPA training and operational requirements.

Competitive freight rates and flexible dispatch scheduling adds to the many other support tools used by QSO to better serve its customers.

**QUALITY STATE OIL CO., INC.**

**YOUR SUCCESS IS  
OUR SUCCESS**