

Air Resource Vending, Inc.

AIR/VACUUM (AIR/VAC) MACHINES: DIGITAL VS. TRADITIONAL

TEST: AIR/VACUUM (AIR/VAC) MACHINES: DIGITAL VS. TRADITIONAL – Air Resource Vending, Inc.

OBJECTIVE: Determine whether a digital air/vac machine attracts more customers than a traditional machine by measuring the sales revenue over a three-month period.

SCOPE:

- Test Period: June – August 2013
- No cost to CITGO-branded Retailers.
- Retailers receive half of all revenues generated.

MEASUREMENT:

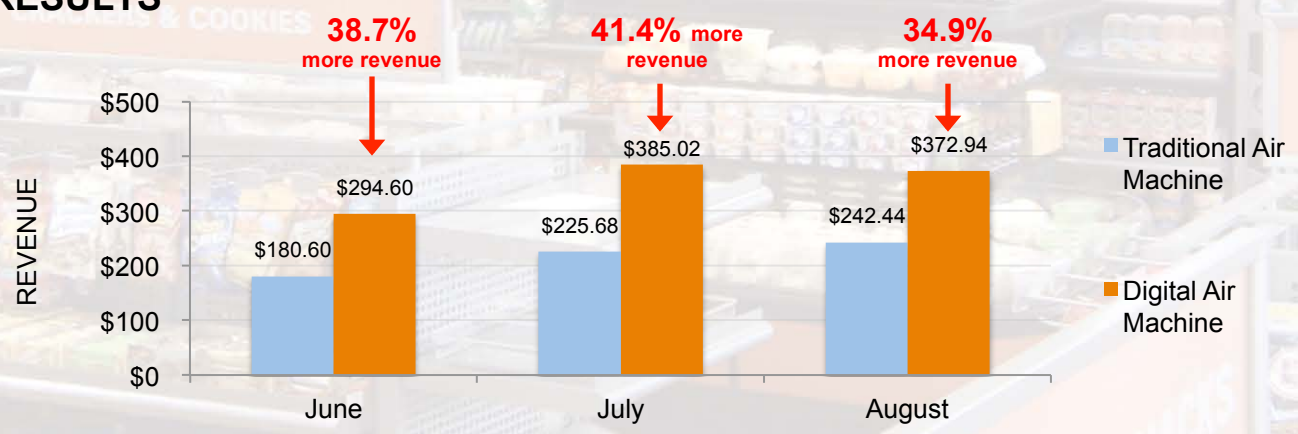
- Customers were able to choose between two air/vac machines placed side-by-side—one digital, one traditional.
 - Digital – Customer keys in how much air is needed in each tire; machine stops when air pressure reaches the appropriate mark.
 - Traditional – Customer manages air pressure manually using the air gauge provided on the machine.
- Total revenues for each machine were compared monthly.



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RESULTS



- Over the course of the testing period, the digital air/vac machine outsold the traditional air machine by 38.3%.
- Women most often used the digital air/vac machine.
- Elimination of all maintenance costs.
- Maximization of revenue.

BENEFITS OF A DIGITAL AIR/VAC MACHINE FROM AIR RESOURCE VENDING, INC.

- No cost to CITGO-branded Retailers.
- Retailers keep half of all revenues generated.
- All machines come equipped with cellular monitoring for 24/7 service and revenue reporting.
- Faster service response times.
- Optional credit card readers to increase revenue.
- Optional digital pressure regulation (30%+ increase over traditional air/vac machine)
- CITGO-branded equipment available.
- Better customer experience.



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RECOMMENDATION

Digital air/vac machines attract more customers than traditional machines. Their ease of use and convenience make them especially popular with women. With no out-of-pocket expense and the potential to earn half of all revenues generated, we recommend using digital machines at all CITGO-branded retail locations.