

VOL 4 ISSUE 6 SourceLine



Find Close-out Deals at Source's S³ Website

Source North America's new retail website, [Source Simple Solutions \(S³\)](#), features more than 3,000 fueling products including a new promotional [close-out section](#). Here customers will find nozzles, POS displays and more at significantly discounted prices (while supplies last).

To learn about the latest close-out deals or to browse station and dispensing equipment, POS systems, aboveground and underground containment and more, please visit [Source Simple Solutions](#).



NACS 2015: Videos, Photos and More

Source North America and Ace Tank had an extremely strong showing at the 2015 PEI Convention at the NACS Show in Las Vegas, NV.

During the show, Ace Tank's Jessica Vanderville explained the benefits of an Ace FuelSafe[®] Remote Fill System. Watch the [video](#) posted on Source's homepage featuring Jessica describing the system's remote filling capabilities.

To see photos and read about highlights from the show, see the story on Page 2.

2015 Story to Watch: What's Next for EMV Compliance?

Although the migration to the global payment standard EMV (Europay, MasterCard and Visa) has posed both a financial and logistical challenge for many fuel retailers, the conversion also represents an opportunity for fuel sites to become more competitive. Here's a look at where we stand now and how fuel sites should prepare for Phase 2.

What is the current status of the EMV conversion?

The liability for fraudulent POS charges shifted from banks to retailers this past October, and the liability for automated fuel dispenser transactions will shift to retailers in October 2017. C-stores and gas stations are in the midst of completing phase one and beginning phase two of the EMV conversion.

What could happen if a site delays conversion?

Although some retailers are frustrated about the conversion costs (averaging \$26,000 per site) and the limited security that the majority of EMV cards currently provide (most cards don't yet utilize PIN security), marketers would be wise to address EMV sooner rather than later. Retailers who delay their EMV migration are not only at significant risk for fraud liabilities resulting from increased card-skimming activity, they increase the likelihood they will experience EMV equipment installation delays due to extreme demand for a limited number of technicians.



As we head into Phase 2 of EMV, how can petroleum marketers maximize the upgrade requirements?

Because the second part of EMV focuses on updating automated fuel dispensers, Phase 2 represents a chance to execute other strategic forecourt enhancements in conjunction with EMV. For example, investing in media-rich advertising dispensing systems, which are shown to increase C-store sales, could offer a strong return on investment. Installing mobile payment technology in tandem with EMV upgrades could minimize future site downtime and help position a fuel site for the future of fueling. Working with a petroleum equipment expert to develop a comprehensive site plan is an essential first step. With over 35 years of experience, Source representatives can help. Call 800-572-5578 or visit Source's [EMV Web page](#).

Watch Fuel Marketer News for More Info

Source's Joe O'Brien will offer additional EMV tips for retailers in an upcoming article on [fuelmarketernews.com](#). Keep an eye on Source's Facebook and Twitter pages for an announcement when the new article has been published.



A Shot of Whiskey for a Gallon of Gas?

As implausible as it may sound, barrels of whiskey may soon be crossing paths with barrels of petroleum.

Brewers are beginning to tap into brewing byproducts in order to harness their energy potential. Earlier this year, New Zealand-based DB Export launched [Brewtroleum](#), a biofuel made from a beer yeast, and Scotland-based Celtic Renewables developed a [whiskey-based biofuel](#). Both fuels use byproducts created during the fermentation process.

The whiskey-based biofuel combines two residues — pot ale and draff — to create a new raw material that is converted into biobutanol. Brewtroleum is a combination of 90% petroleum and 10% ethanol, which is derived from yeast slurry. DB Export isn't the first brewing company to develop an ethanol-blended fuel — U.S. brewer [Molson Coors](#) introduced fuel-grade ethanol in 1996.

To learn more about biobutanol, please turn to Page 2 of the newsletter.



Source[™] North America Corporation is proud to serve you for over 35 years as the industry's central source for fueling equipment solutions.



Biobutanol: A Renewable Fuel with Potential

Biobutanol, also known as isobutanol, is an emerging fuel that is poised to give ethanol a run for its money.

The renewable fuel offers many of the benefits of ethanol and overcomes some of its limitations. Less corrosive than ethanol and offering the same oxygen content and combustion properties as E10, biobutanol has been shown to be highly compatible with E10-compatible vehicles. Up to 16% isobutanol can safely be blended into gasoline, and its high energy density delivers the same fuel economy as E10. Produced from the same sources as ethanol, the 4-carbon alcohol has a high renewable energy content, and its stability in water opens up pipeline transportation opportunities.

[PetrolPlaza](#) reports that Butamax Advanced Biofuels, a joint venture of BP and DuPont, hopes to replace U.S. ethanol with biobutanol by 2018.

Making a Difference at PEI: Source Brings Solutions to Retailers' Challenges

Source and Ace Tank's petroleum equipment experts welcomed visitors from near and far who stopped by Booth 6519 at this year's NACS Show to learn about the latest equipment innovations and service solutions.

"This year has brought some pretty significant changes to the retail petroleum industry," said Joe O'Brien, Vice President of Marketing for Source. "With the EMV migration [see related story on Page 1], revised UST regulations and emerging alternative fuel trends, marketers have a lot on their plates right now."

Education was a big part of this year's NACS, and that was also true at the Source booth.

"These are complex issues facing retailers. Source, with support from its channel partners, was proud to help customers navigate those issues and present practical, yet forward-looking solutions," O'Brien said.

The 2016 PEI Convention will be held Oct. 18-21 in Atlanta, Ga. Source looks forward to seeing you there!



Clockwise from top left:

THE SOURCE & ACE TANK TEAM:

Representatives from Source North America Corporation and Ace Tank at the 2015 PEI Convention at the NACS Show.

EXPERT RESOURCES:

Source's Steve Cassara (left) demonstrates the Source Expert online configuration tool at the 2015 PEI Convention at the NACS Show.

SOURCE LISTENS:

Source's Billy Dinkins (center) talks with PEI attendees at Source Booth 6519 on the opening day of the 2015 PEI Convention at the NACS Show.

SOURCE SOLVES:

Source's Jim Gaszynski (back, center) explains the benefits and services offered by the Solutions Design Group to a crowd at the 2015 PEI Convention.



PEI Corner: New Videos and Officers

The Petroleum Equipment Institute's [YouTube Channel](#) offers a library of educational videos, ranging from "Gas Station 101" to equipment how-to's to [PEI's Industry Outlook](#).

2016 Officers

Source congratulates the newly elected PEI officers including [Steve Trabilsy](#) and [Craig Hoyer](#). We wish PEI much continued success in the year ahead!

How Will the VW Scandal Affect Diesel Sales?

Diesel has had another image challenge to overcome recently as Volkswagen admitted to installing emissions "cheat devices" on its diesel models. Despite the potential tarnish the scandal could bring to the diesel industry's reputation, early reports suggest that U.S. consumer confidence in diesel vehicles remains largely unchanged. An [October NACS study](#) reports that 73% of respondents indicated their views were "about the same as before" and 6% said their view was "much more negative towards diesel vehicles."

But make no mistake, the final chapter of the diesel story isn't yet written as counteractive marketing influences, such as aggressive sales promotions, haven't demonstrated their full impact. Numerous consumer surveys suggest that price is a leading factor in buyer behavior. Volkswagen offers a [surprising illustration](#) of this: despite the emissions cheating scandal, demand for gasoline-powered Volkswagen models surged in October as consumers were greeted with heavy sales incentives.

Fuel retailers would be wise to keep an eye on sales of diesel cars in the next six months as it may be an indication of the long-term impact of the emissions scandal.

