

VOL 6 ISSUE 1
SourceLine**Verifone**[®]

Source now offers
Verifone Products

**Source Moves to
Raynham, MA**

Effective Feb. 1, 2017, Source has moved its facility formerly located in Taunton, MA, to Raynham, MA. Visit Source at its new location:

Source – Massachusetts
95 Ryan Drive, #4
Raynham, MA 02767
(800) 588-0395

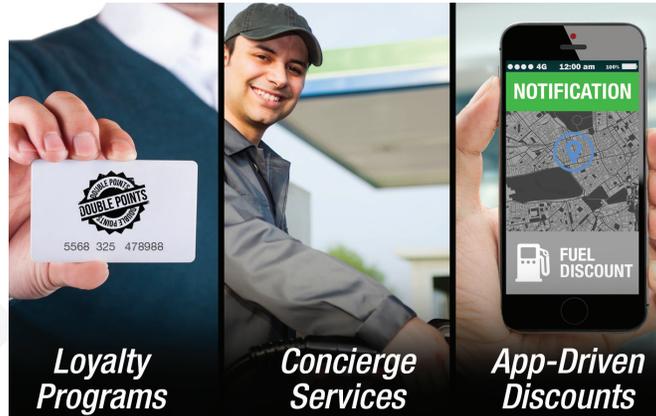
Located about 30 miles south of Boston and 20 miles northeast of Providence, Rhode Island, the new facility's central location is extremely convenient to access. Read this [SourceLine News & Insights story](#) to learn more.

**CUSTOMER TESTIMONIAL
SPOTLIGHTS:**

Solutions Design Group
Source Trailer Program



**WATCH
THE VIDEO!**

**The Future of
Customer Acquisition**

*Loyalty
Programs*

*Concierge
Services*

*App-Driven
Discounts*

New Business Models Emerge

Whether you call it a *paradigm shift* or *disruption*, there are new business models emerging that could alter the fundamental business concepts within our industry. Fuel marketers need to acknowledge this shift and look for ways to adopt the new practices to remain competitive. Consider this:

Concierge Customers: Volvo recently introduced a program that allows customers to order services such as fueling and car washes. Made possible through a digital key, an authorized service provider completes the requested tasks. The concept of concierge services suggests that fuel retailers who partner with automakers to provide these services will be able to leverage the car manufacturer's customer base.

Loyalty & Payment Partners: Ford and Honda are shaking things up through in-vehicle loyalty/payment programs, which are proven to draw repeat business. Retailers who support these in-vehicle programs stand to reap the benefits.

The Upside to Upside: Fuel marketers on the East Coast have partnered with Upside, a company that negotiates price discounts for fuel sold at individual gas stations and passes the savings on to customers. Upside only offers their fuel discount to the first station in the area that reaches out to Upside. Although the margins of the fuel sold to Upside customers may take a hit, the app represents a way to draw new customers that could bolster C-store sales.

The EMV Connection

Every retailer's automated dispenser payment terminal will need to be EMV compatible in 2020 to avoid financial liabilities. Retailers who plan to also incorporate software and hardware upgrades that support future growth will maximize their capital investments. For more information, watch [Fuel Marketer News](#) for Source's next "Fueled for Thought" column.

**Cities Abroad Ban Diesel
Is the U.S. Next?****DIESEL
FUEL**

Four major cities — Paris, Madrid, Mexico City and Athens — announced plans to [ban diesel](#) cars and vans by 2025. Will U.S. cities follow suit? Maybe, maybe not. The reason might be found in a quick history lesson. Visit our [website](#) to learn about the evolution of diesel overseas and in America, and the prospect of bans in U.S. cities.

**California Looks to Triple
EV Charging Stations**

As part of California's goal to have 1.5 million clean energy cars on the road by 2025, state regulators approved the installation of [7,500 new EV charging stations](#) in California. There are currently an estimated 3,600 public charging stations in California. The project, which will be developed and administered by Pacific Gas & Electric Co., represents the single largest deployment of EV stations in the United States.

**Autonomous Fueling Is
Focus of New Article**

Learn about the possibilities that autonomous vehicles could bring to the forefront in Source's latest "[Fueled for Thought](#)" column in [Fuel Marketer News](#).

What's Next for Ethanol in the U.S.?

Last November, the U.S. Environmental Protection Agency announced final volume requirements for biofuel blending in 2017. Total renewable fuel volumes grew from 18.11 billion gallons in 2016 to 19.28 billion gallons in 2017.

That includes 15 billion gallons originating from corn-based ethanol. [The Petroleum Marketers Association of America](#) said in an announcement that it would work with the Trump Administration to cap the ethanol mandate at 9.7%, which it said would resolve UST compatibility concerns with E10 blends and reduce RIN prices.

National Ethanol Conference Set for February

The Renewable Fuels Association is holding its annual National Ethanol Conference February 20-22, 2017, in San Diego. For more information, visit <http://nationalethanolconference.com>.

Did You Know?

Some states require a 1-micron fuel filter for E85. [Contact your Source representative](#) to confirm your site's ethanol filter needs.



Our Trade Show Schedule

Source North America will exhibit at several major trade shows in the coming months. We hope to see you there!

WPMA

Feb. 21-23, 2017

Booth 209, Mirage Convention Center, Las Vegas, NV

Southeast Petro-Food Marketing Exposition

March 8-9, 2017

Booth 815, Myrtle Beach Convention Center, Myrtle Beach, SC

NECSEMA

March 22, 2017

Booth 149, DCU Center, Worcester, MA

M-PACT

April 18-20, 2017

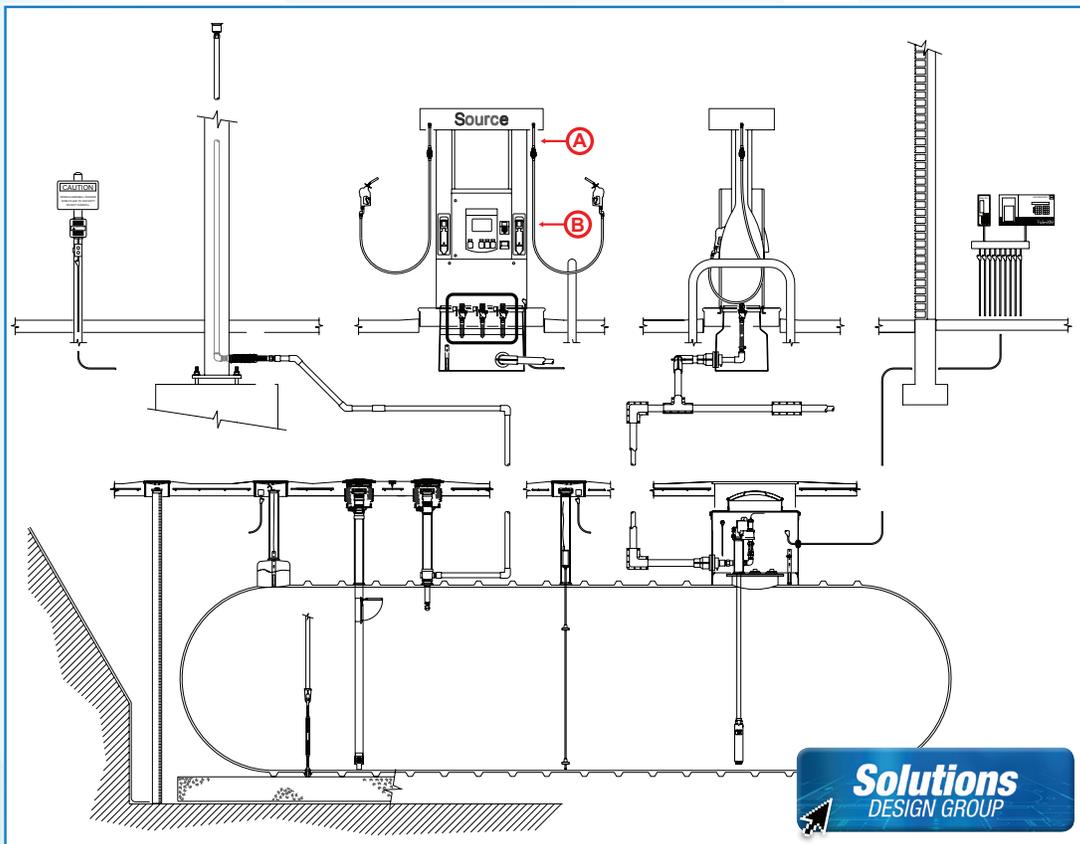
Booth 1701, Indiana Convention Center, Indianapolis, IN

Nice work, Jeff D.!

Source's Jeff Dzierzanowski recently presented a talk about current and future equipment requirements for fuels compatibilities. The discussion was part of a Walsh, Long & Company, Inc. seminar held in January in Illinois.



Equipment Guide: More to Dispensing Hoses Than Meets the Eye



Pictured in the Diagram:

A. The whip hose connects to the dispenser's hose outlet. B) The primary hose assembly is joined to the whip hose via a breakaway, which disconnects the primary hose from the whip hose if a driver pulls off with the nozzle still in the vehicle.

What dispensing hose does: The hose at the dispenser transfers fuel from the fueling system to the nozzle. It is one of the most prominent components of the entire fueling system that the average person sees and uses. As such, it is subject to significant wear and tear.

Selecting the right hose: There are numerous types of hoses for specific applications: conventional gasoline and diesel; vapor recovery; biodiesel and ethanol of various ratings. In addition, some states require low-permeation hose for environmental compliance reasons. Check with your Source representative to determine the right hose for your application.

Source solutions: Source is proud to offer hoses from ContiTech, Franklin Fueling Systems, Goodyear, Healy and Thermoid, and is particularly pleased to offer [conventional hoses fabricated by Source](#) for most conventional fueling applications. Call (800) 572-5578 or visit [Source Simple Solutions](#).