



Valero Announces New Branded Station Design
Vanguard

SAN ANTONIO, April 18, 2018 – Valero announced that it plans to introduce a new, contemporary branded station design named *Vanguard*, giving Valero marketers and distributors a fresh new look and an opportunity to further develop U.S. markets and strengthen customer loyalty, while also exploring new, international markets, particularly in Mexico.

“*Vanguard* demonstrates our commitment to continue growing the Valero brand,” said Eric Fisher, Valero Vice President Wholesale Marketing and International Commercial Operations. “The new look created by world-renowned design firm Antista Fairclough is a significant investment in our business that we expect will appeal to consumers and provide our marketers a distinctive tool to bolster the Valero top-tier quality fuel brand.”

For nearly three decades, Atlanta-based Antista Fairclough has developed strategic design solutions for a number of Fortune 50 and 500 companies and is a leader in the global petroleum world, creating retail brand identities for well-known petroleum marketers. The firm has provided design expertise to Valero for more than 13 years and developed the current Ultramar brand design in use in Canada.

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“*Vanguard* evolved after a process of fully understanding Valero’s brand strategies and its customer base,” said Thomas Fairclough, Co-owner of Antista Fairclough. “Valero’s brand heritage and image played an important role in the new design. Knowing how far Valero wanted to move its brand image on an evolutionary scale created a framework for the new image to successfully come to life.”

More than a dozen alternative designs were considered and evaluated in a national consumer survey. The new *Vanguard* design was the overall favorite with consumers and was lauded for its progressive and modern look that is considered “clean,” “likable” and “safe.”

Vanguard will be available to the market during second quarter 2018.

About Valero

Valero Energy Corporation, through its subsidiaries, is an international manufacturer and marketer of transportation fuels and other petrochemical products. Valero, a Fortune 50 company based in San Antonio, Texas, with approximately 10,000 employees, is an independent petroleum refiner and ethanol producer, and its assets include 15 petroleum refineries with a combined throughput capacity of approximately 3.1 million barrels per day and 11 ethanol plants with a combined production capacity of 1.45 billion gallons per year. The petroleum refineries are located in the United States (US), Canada and the UK, and the ethanol plants are located in the Mid-Continent region of the US. In addition, Valero owns the 2 percent general partner interest and a majority limited partner interest in Valero Energy Partners LP, a midstream master limited partnership. Valero sells its products in both the wholesale rack and bulk markets, and approximately 7,400 outlets carry Valero’s brand names in the US, Canada, the UK and Ireland. Please visit www.valero.com for more information.

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