



Love's Products

Jeremy Tilton

Manager of Fleet Sales Development

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Who is this guy??



- Outside Sales for 25+ years
- Love's since 2013
 - First Factoring Representative Hired
 - Started Customer Engagement Team (small fleets)
 - Area Account Manager (OK, MO, AR, LA) for 6 years
- Married for 24 years
- Seven kids ranging from 4-21
- Enjoy basketball, sports (Celtics, Red Sox, Bruins, Patriots, Texas A&M), bourbon, stand-up comedy, movies, & camping in free time





How many locations does Love's currently have?



About Love's Travel Stops

- Family-Owned Company started in 1964
- Over 600 locations in 42 states
- 9th largest private owned company in the U.S. 2023 (Forbes)
- 40,000+ employees



Tom Love



Judy Love



Frank Love



Greg Love



Jenny Love Meyer



ABOUT LOVE'S



ABOUT LOVE'S

Founded in 1964 and headquartered in Oklahoma City, Love's Travel Stops & Country Stores has more than 580 locations in 41 states, providing professional truck drivers and motorists with 24-hour access to clean and safe places to purchase gasoline, diesel fuel, Compressed Natural Gas (CNG), travel items, electronics, snacks, restaurant offerings and more. Love's Truck Tire Care offers heavy-duty tire care including, TirePass, light mechanical services and roadside assistance. Love's Hospitality provides a growing network of hotels, and Love's Financial offers freight bill factoring and back-office support to professional drivers.

The Love's Family of Companies has more than 35,000 employees in our travel stops and country stores from coast to coast, our corporate offices in Oklahoma City and our corporate offices with Musket Corporation and Trillium. This is in addition to the men and women who transport our fuel across the U.S. with Gemini Motor Transport. Our employees are dedicated to helping Love's customers and the communities in which we work and live.

LOVE'S FAMILY OF COMPANIES

GEMINI

Gemini Motor Transport operates a fleet of more than 1,000 trucks. Gemini drivers transport fuel and other products to Love's stores nationwide, crude oil to refineries and ethanol to terminals throughout the U.S. Over the years, Gemini has been one of the industry's safest transportation companies.

MUSKET CORPORATION

Musket Corporation specializes in commodity supply, trading and logistics across North America. Providing expertise on both a marketing and operational level for our customers, Musket handles billions of gallons of crude oil, natural gas, petroleum products, renewable fuels and Diesel Exhaust Fluid (DEF) every year and continues to grow.

TRILLIUM

Trillium is a leading provider of alternative fueling solutions, specializing in fuel supply, design, installation and operation for innovation energy solutions. Trillium offerings include CNG, hydrogen, Electric Vehicle (EV) charging infrastructure, solar installation and on-site electricity generation.

SPEEDCO

Speedco provides comprehensive lube, tire and light mechanical services for professional drivers. Together, Love's and Speedco make up the largest oil change and preventative maintenance (PM) nationwide network on the road today. For more than 25 years, Speedco has been a leader in lube services and high-speed PM services at highway locations across the U.S.



Contact Love's Fleet Solutions
1-800-OK-LOVES // loves.com/fleetsolutions



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What is Love's primarily known for selling?

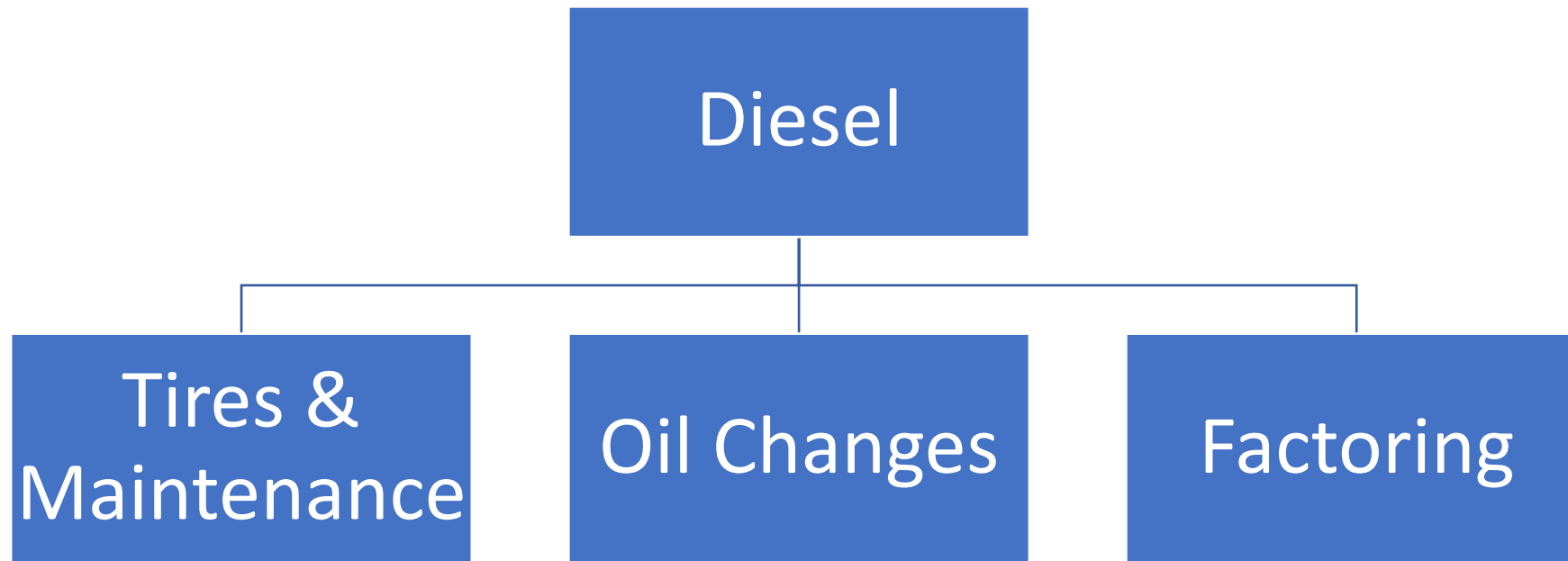


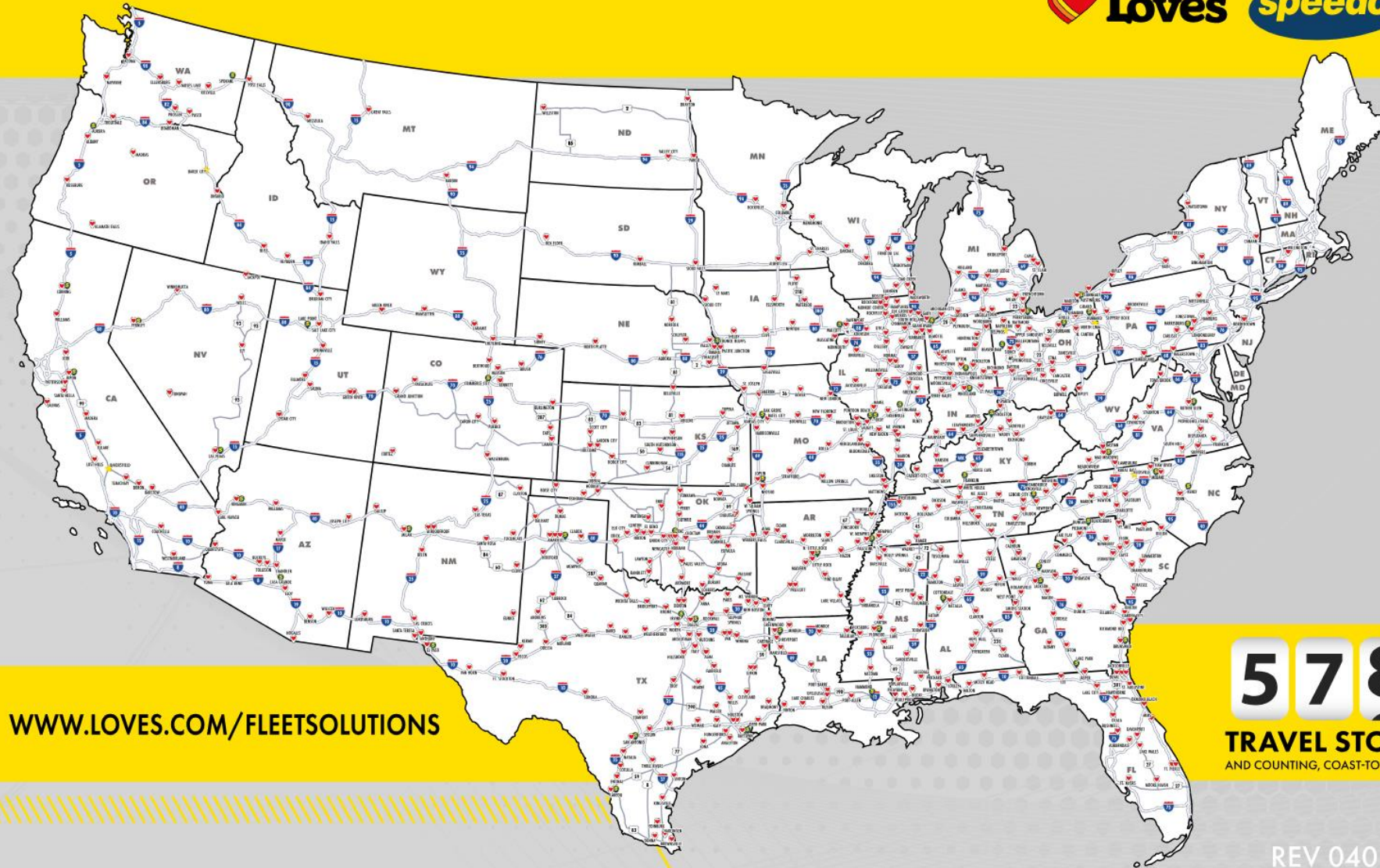
What are we selling?





Why does diesel play a major role in every sale?





WWW.LOVES.COM/FLEETSOLUTIONS

578
TRAVEL STOPS
AND COUNTING, COAST-TO-COAST

REV 040124



What is the greatest challenge most trucking companies have?



DRIVER BENEFITS



jorge@sillertransport.com

BENEFITS DRIVERS NEED

At Love's, we're committed to the promise of highway hospitality. Your drivers are your number one asset, and they are our number one focus. We are always finding innovative ways to keep your drivers happy on the road and provide them with more convenient, affordable and reliable options to get them back on the road quicker. From a place to sleep to a place to eat, Love's has it all for your driver.

GET BACK ON THE ROAD QUICKER

- Love's Connect app with shower check in and mobile pay features
- Improved customer service
- Service centers for tires, repairs, lube and maintenance
- Love's Express Billing Program
- Factoring



BEST REWARDS PROGRAM

- More ways to earn and spend points
- Free showers and drink refills
- Free basic Wi-Fi on .com & app

CONVENIENCE ON THE ROAD

- Fresh to Go and Hot to Go deli options
- Laundry facilities
- Dog parks
- More parking spaces



MY LOVE REWARDS



Member Status	Gallons Fueled This Month	Rewards Earned Next Month			
		Points Per Gallon	Points Per Dollar Spent	Showers	Drink Refills
DIAMOND	1,500 Gallons	4 pts.	4 pts.	Free Every Day	Free Every Day
PLATINUM	1,000 Gallons	3 pts.	3 pts.	Free Every Day	Free Every Day
GOLD	500 Gallons	2 pts.	2 pts.	1 Free Credit with 50+ Gallons	1 Free Credit with 50+ Gallons
BASE	499 Gallons or Less	1 pt.	1 pt.	1 Free Credit with 50+ Gallons	1 Free Credit with 50+ Gallons

DRIVERS GET MORE AT LOVE'S

My Love Rewards is a Love's exclusive loyalty program for professional drivers. Your drivers will earn rewards quickly and easily on every qualifying purchase. They can spend and earn points on fuel, store food and drinks, and merchandise at Love's Travel Stop locations; and on tires, oil changes and light mechanical services at Speedco and Love's Truck Tire Care locations.

FREE SHOWERS AND DRINKS

Drivers earn a free shower and free drink refill credit that does not expire for at least seven days, with each fuel purchase of 50 gallons or more.

REGISTRATION

- Professional drivers can pick up and register their new My Love Rewards card from a diesel cashiers at any Love's Travel Stop.
- Cards can be registered at a My Love Rewards in-store touchscreen, on the Love's Connect app or online at Loves.com/register.
- When registering, drivers have the option to sign up and receive special offers, exclusive discounts and tailored coupons based upon their buying preferences.

MORE WAYS TO EARN

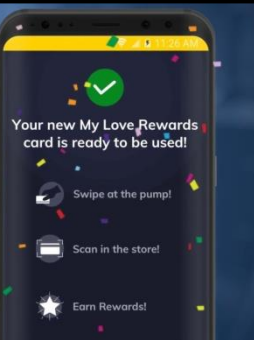
The more your drivers fuel, the higher their level and the more points they earn.

Reward Levels	Gallons Per Month
Diamond	1,500
Platinum	1,000
Gold	500



Congratulations!

Your new My Love Rewards card is ready to be used!



My Love's Rewards vs The Competition



My Love Rewards is the Best Program for Professional Drivers On the Road Today



Membership Tiers (by gallons)	0-499	Base	Reward Level 1	1st Gear
	500-749		Reward Level 2	
	750-999	Gold		Reward Level 2
	1000-1249	Platinum	Reward Level 3	3rd Gear
	1250-1499			
	1500-1749	Diamond		4th Gear
	1750+			Max Gear

Earning Points	Diesel/DEF	Base - 1 point per gallon Gold - 2 points per gallon Platinum - 3 points per gallon Diamond - 4 points per gallon	1 point per gallon	1st Gear - 1 point per gallon 2nd Gear - 2 points per gallon 3rd Gear - 3 points per gallon 4th Gear - 3 points per gallon Max Gear - 4 points per gallon
	Tire Care & Merchandise	Base - 1 point per dollar Gold - 2 points per dollar Platinum - 3 points per dollar Diamond - 4 points per dollar	Bonus points on select merchandise varies	1st Gear - 1 point per dollar 2nd Gear - 1 point per dollar 3rd Gear - 2 point per dollar 4th Gear - 2 point per dollar



Driver Benefits Features and Common Objections

Features & Benefits

1. Happy Drivers
2. Improved company moral
3. Driver retention
4. Potentially lowers hiring cost
5. Free perks for drivers

Objections

1. Companies might not want a driver choosing the fuel location to manage cost
2. Companies might want better pricing instead of driver perks

LOVE'S EXPRESS BILLING PROGRAM



ADVANTAGES OF LOVE'S UNIVERSAL

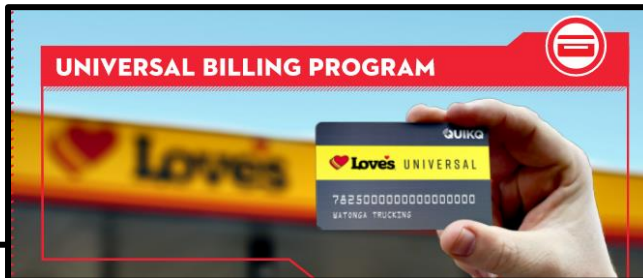
- 24/7 portal access and account control
- RFID (Radio Frequency Identification) and start code cardless fueling options
- Q-Checks available for cash flow assistance

LOVE'S UNIVERSAL BILLING PROGRAM

Love's Universal is the flexible and convenient billing program fleets have been waiting for. Issued by QuikQ, this new payment solution creates a unique and impactful opportunity for every truck on the highway. Love's Universal will bring you value with our Special Offers at Love's Travel Stops and the ability to purchase fuel and other products over the road at several major travel stops.

You will have four ways to pay for fuel and other products including card payment, SmartQ (RFID), Love's Mobile Pay (Connect App) and Start Codes. With the secure, integrated and comprehensive fuel purchase system, you'll also have increased visibility to control your fleet's fuel usage.

UNIVERSAL BILLING PROGRAM



The QuikQ platform first pioneered the use of RFID tags to process fuel transactions with the SmartQ solution. Using the same technology, QuikQ now also provides other efficient solutions including Q-Access, Q-Fuel, Q-Image and Q-Wash.

Providing flexibility on the road for your team of drivers, QuikQ also offers cash advances, Q-Check, and coming soon, a payroll card function.

To learn more about these solutions, go to quikq.com.



LOVE'S EXPRESS BILLING PROGRAM

Love's Express Billing Program provides your fleet with consistent, competitive pricing. It has no transaction fees and the terms are fair and simple to understand. Our online Love's Connect Portal also allows you to view your fuel, tire and maintenance invoices all from a single login.

COST SAVINGS

- No application or transactions fees
- No cost account maintenance
- Card / tag(s) free of charge
- Fuel cash price with our already competitive prices
- Use for in-store merchandise and services

ACCOUNT SECURITY/ FUEL THEFT PREVENTION

- Customizable purchase policies, product limits and fueling networks
- Customized driver prompts
- RFID tags available for commercial fuel
- Cardless fueling technology

RFID TECHNOLOGY

- Radio Frequency Identification (RFID)
- Reduces fueling time
- Simple installation
- Protects against fuel theft
- Available at all Love's Travel Stop and Speedco locations
- Eliminates the need for cards

ACCESS TO REAL-TIME REPORTING

- Fully customizable reports based on company requirements
- Reports maximize efficiency and minimize costs
- Monitor driver fuel stops 24/7 for security
- View available credit balance
- Back office integration with McLeod, Prophesy, TMW and others

Love's Express and Love's Universal Billing



Features & Benefits

1. Inexpensive/Free Billing option
2. Wide variety of reporting and data
3. Real-time transaction data
4. RFID – fuel theft protection

Objections

1. Companies need a universal fuel card in case Love's is not around
2. Not all my drivers want to go to Love's
3. Current fuel card has more features



EN ROUTE SERVICES:

OIL & LUBE SERVICES

Complete Oil Changes:

- Standard Preventative Maintenance (PM) Service
- Synthetic PM Service
- Synthetic Mid Service
- Express Oil Change

Other PM Services:

- On-site Oil Analysis
- Fuel Filter & Lube
- Auxiliary Power Unit (APU) Generator Service
- Gear Box Service
- Reefer Service
- Coolant Additive

TIRE SERVICES

- Service National Accounts
- Flat Repairs
- Tire Rotations
- Tire Balance

INSPECTIONS

- DOT Tractor Inspection
- DOT Trailer Inspection
- Mid-Trip Compliance, Safety, Accountability (CSA) Tractor Inspection
- Mid-Trip CSA Trailer Inspection

BATTERY SERVICES

- Free Battery Testing
- New Battery Installation

- 430+ Shops
- 40 States





Oil Changes

Features & Benefits

1. Nationwide coverage and pricing
2. Love's carries all major brands of oil
3. Get drivers back on the road quickly
4. Love's Branded Oil

Objections

1. It's cheaper to do all our oil changes in house
2. We like to bring our equipment back to the yard regularly
3. I have a mechanic for oil changes



RETREAD TIRES



A NAME YOU ALREADY KNOW AND TRUST

Love's and Speedco locations now offer a comprehensive retread product portfolio of high performance tread designs featuring application specific compounds and patented technologies, including SmartWay® verified products, to meet all of your fleet needs.

THE MOST INSPECTED RETREAD ON THE ROAD

We are here to change the mindset about retreads and their reliability. So much so, we are the only retread manufacturer that completes every inspection step available in the retreading process.

Utilizing the latest innovative technology in the industry, our five-step process utilizes visual light, electronic liner, laser shearography, x-ray and pressure casing analysis.

Our rigorous inspection and quality assurance processes provide your fleet with a reliable and consistent product that ultimately reduces your total cost per mile.

Our mission is to provide your fleet with a tire program to meet your needs. Now, with a broad selection of application specific and SmartWay® verified retreads available through a nationwide network, you can rely on us, every mile of the way.

BEST RETREAD WARRANTY IN THE INDUSTRY

The Love's retread warranty combines quality and safety and is designed with your fleet's efficiency in mind. Our warranty is simple: we warrant the retread and casing for the full life of the retread. Repairs are warranted for the life of casing when returned to Love's for retreading. The warranty begins at the inspection process. Not all casings qualify for our fleet retread program. We offer a comprehensive warranty like this because of our commitment to quality in using the best casing from the start.





RETREAD INSPECTION PROCESS



1 INITIAL INSPECTION

- Used tires arrive at our facility for inspection
- All casings are barcoded to be tracked during retreading
- Light and electronic liner inspections expose any internal issues
- Tires outside of defined repairable conditions of casing specifications are eliminated



CONTINUED >

2 BUFFING, X-RAY & SHEAROGRAPHY

- Buffing is computer controlled by customized profiles for each brand
- A measuring device controls the depth of undertread to ensure a cool running tire
- Casings are analyzed with laser shearography to detect belt separations
- X-ray inspection is used to verify any suspected sidewall or bead damage



3 PATCH & REPAIR

- Damages are fully identified and repaired
- All repairs utilize a thermal cure repair technique for optimum results
- Every Love's casing repair is guaranteed for the life of the casing



4 TREADING

- Heated cushion gum fills skives and buzz-outs while preparing casing for new tread
- Tread selection is based upon customer's specifications and application
- All retreads are enveloped, vacuum tested and cured in a computer controlled chamber



5 FINAL INSPECTION

- Inspecting hot casings after curing allows any anomalies to be detected
- A three-step pressure testing cycle ensures the integrity of the finished tire
- Our retreads are available at any Love's Truck Tire Care or Speedco location or for direct delivery to your fleet terminal location



Love's Retreads



Features & Benefits

1. Industry leading warranty
2. Nationwide availability
3. Inspection process
4. Auditor – 20 tires; employees at post (every day)
5. Shearography (Michelin; spotty)
6. High Pressure (Bridgestone 25%)

Objections

1. We don't run retreads
2. Retreads can't be run in the summer
3. Retreads are more likely to blowout and cause more damage



Shop Connect V.I.E.W.

Features & Benefits

1. Reduce unscheduled repairs & expense
2. Vendor optimization through telematics integration
3. Low cost/unlimited users
4. User friendly, web based, mobile app
5. All modules included
6. Inventory management

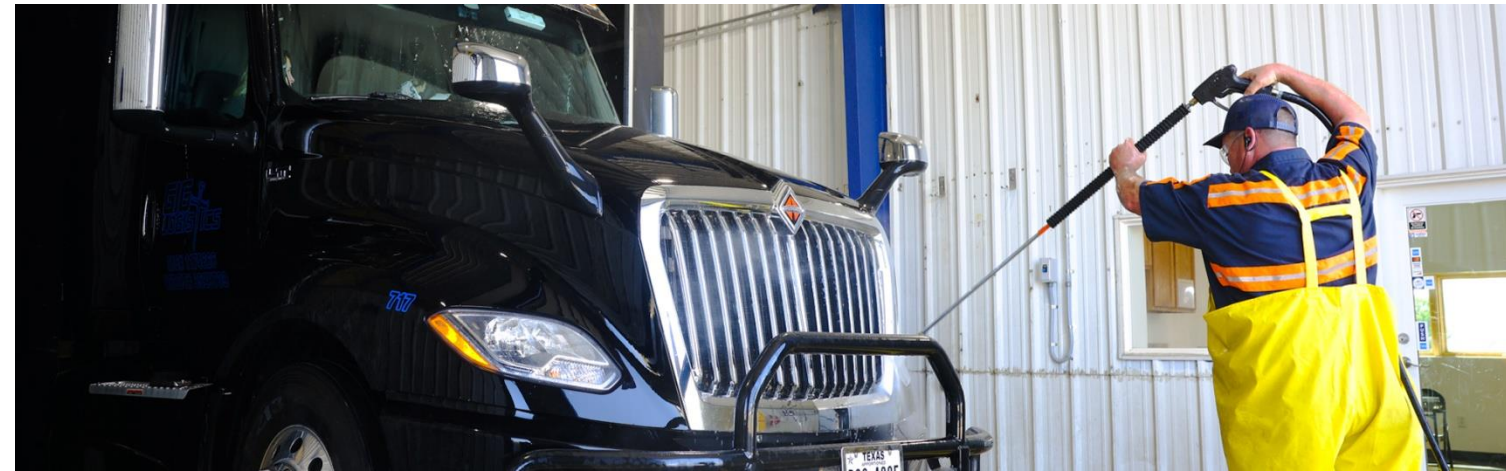
Objections

1. Happy with “the way we are doing things” already
2. Spent too much \$ on current system to switch
3. Integration – we don’t charge, but others might (ex: McLeod)
4. Cheaper systems
5. Does not integrate with our shops (yet)



Truck Washes at Love's Travel Stops

Keeping your truck or fleet clean shouldn't be a burden. That's why Love's is expanding our highway hospitality with our new truck wash services! Combining automated technology and a team dedicated to first-class highway hospitality, Love's Truck Wash provides the best value wash in just 15 minutes to get your truck or RV back on the road quickly! The process is easy! Simply pull up to the truck wash bay and let our designated employees know what service you'd like to purchase. After that, you'll pull into the bay, park your vehicle and let our automated system do the rest.





Truck Wash

Features & Benefits

1. Shorter time than competitors (15 minutes or less)
2. Shorter lines
3. Gantry system allows for truck specific wash
4. 70% Automated; 30% Manual
5. Lower Prices than competition

Objections

1. Current network (8 open; 4 in construction)
2. Truck must be straight
3. Not currently discounted



TVC

PRO-DRIVER

PROTECT YOUR FLEET. INCREASE YOUR PROFITS.

LEARN MORE ABOUT WHAT
TVC PRO-DRIVER CAN DO FOR YOU

For 35+ years, TVC Pro-Driver has helped fleets of all sizes keep more than 500,000 professional truck drivers rolling and earning. With TVC Pro-Driver, your fleet can maintain lower CSA scores and insurance rates, reduce costs to maximize profits, save administrative time, and attract and retain top drivers.



Time Savings

Leverage TVC Pro-Driver's team of professionals to handle your drivers' citations and DataQ challenges



Driver Retention

Exclusive discounts on healthcare, restaurants, hotels, gift cards and more



CSA Protection

Improved CSA rating to help keep your operating costs low



Financial Savings

Zero out-of-pocket access to the nation's leading attorney provider network



TVC Pro-Driver

Features & Benefits

1. Access to network of 7K + attorneys nationwide
2. Helps keep CSA scores low
3. Reduces insurance premiums by keeping driver's records clean
4. Protects a driver's CDL
5. Helps improve retention (rewards, AD&D policies, spousal benefits, etc.)

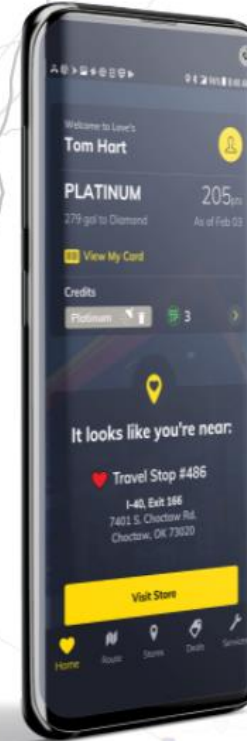
Objections

1. Cheaper products available*
2. "I/my drivers don't get tickets"
3. Using a competitive solution (Driver's Legal Plan, Legal Shield, etc.)
4. Don't have extra money to spend

Single Solution Provider



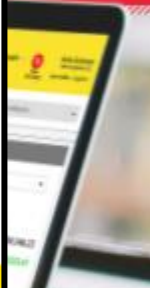
MOBILE PAY



**ARM THE PUMP.
GET RECEIPTS.
LEAVE HAPPY.**

Save time by fueling with
LOVE'S MOBILE PAY
for commercial drivers

Download the Love's Connect App from
the App Store or Google Play





What quality is the most important of a good salesperson?





Questions?



slido



Audience Q&A Session

