

Cenex® Rolling Stock Transition Program

Objective

To help Cenex® branded customers off-set the cost of identifying bulk distribution vehicles with the new Cenex branded rolling stock graphics, as outlined in the **Cenex Branded Distributor Manual effective May 1, 2020.**

Eligible customers are identified as a cooperative dealer and/or distributor that transports Cenex refined fuels and/or lubricants products.

Program Dates

Orders must be placed between **June 1, 2020 and December 31, 2021,*** to be eligible for reimbursement.

**Any decal orders, requested after December 31, 2021, will follow the standard ad share/decal reimbursement programs as outlined per CHS Energy business unit.*

General Program Guidelines

1. Funding: Each customer may receive 75% reimbursement per eligible bulk branded distribution vehicle up to the max amounts below for costs associated with branding an eligible distribution vehicle with the new graphics outlined in the Cenex Branded Distributor Manual effective May 1, 2020.

Max Amounts:

- Up to \$8,000 if the Cenex and product marks are used on the side
- Up to \$5,000 if only the Cenex mark or co-branded option is used on the side

Eligible costs include:

- Removing existing decals
- Cleaning and prepping an eligible vehicle for new decal application
- Painting an eligible vehicle to cover decal shadowing caused by previously applied graphics
- Printing an eligible new decal through the preferred rolling stock graphic vendor of CHS
- Shipping of a new decal
- *Professional* installation of a new decal

Costs *not* eligible for reimbursement:

- Fixing any damage or corrosion on an eligible vehicle
- Installation completed by a non-professional party
- Additional vehicle accessories
- Cab decals or paint
- Cost to print or install a decal that is not a part of the new Cenex branded graphic options outlined in the Cenex Branded Distributor Manual effective May 1, 2020
- Previous decal removal, cleaning, prepping and or/painting an eligible vehicle prior to new decal application completed by a non-professional party
- Decals of customer logos or any other brand graphics

2. Branding: Transportation/delivery vehicles used by Cenex branded customers, to move bulk or package fuels or lubricant product are eligible for rebranding. Customers must select a branding option outlined in the new *Cenex Branded Distributor Manual*. All guidelines outlined in the manual must be followed at all times, in order to be eligible for reimbursement.

The following vehicles are eligible for decal reimbursement:

- Tractor/trailer box trucks
- Van body box trucks
- Tractor/tank trailer trucks
- Small and mid-sized tankers

The following are ineligible for decal reimbursement:

- Fuel storage tanks
- Propane storage tanks
- Propane bobtails
- Small personal vehicles (pickup trucks, cars, etc.)

3. Submission Process: To receive reimbursement for rebranding eligible costs as herein defined, CHS customers must submit the following required documentation to the designated CHS Energy marketing representative listed on the form on the next page.

1. Pictures of the entire vehicle (both sides and back) with the new decal applied
2. An *itemized* receipt for the labor and parts associated with removing, cleaning, painting and/or prepping the vehicle for decal application
3. An *itemized* receipt for the labor and parts associated with the application of the new decal
4. An *itemized* receipt for the production of the new decal

4. Approval: All customers must follow the process outlined in the Cenex Branded Distributor Manual, effective May 1, 2020, for ordering a decal. Once all supporting documentation is received, reviewed and approved the customer may receive reimbursement in the form of a credit to the applicable CHS Account. CHS reserves the right to deny a claim for an eligible expense if the eligible bulk branded distribution vehicle was not properly cleaned, painted or prepped prior to new decal application.

All submissions must be received by January 31, 2022, to receive reimbursement under this program.

Program Terms

- Customers must have a current and active agreement in place with CHS Lubricants or Refined Fuels that allows use of Cenex and/or Cenex branded product marks
- All decals must be purchased, printed and shipped through the preferred rolling stock graphic vendor of CHS Energy
- Customer is responsible for sourcing a professional company to remove previous decals and complete all steps needed to clean, prep and/or paint the vehicle prior to new decal application. Removal completed by a non-professional party is not eligible for reimbursement
- CHS reserves the right to deny any reimbursement of any claim that does not comply with the above terms of the program, or the guidelines outlined in the Cenex Branded Distributor Manual, effective May 1, 2020

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Date _____ Customer _____

Address _____

City _____ State _____ ZIP _____

Customer Contact Person _____ CHS Account # _____

Phone _____ Email _____

Important:

Attach and email the completed form with required supporting documents to the specified **CHS Marketing representative** as listed below by **January 31, 2022**. **Decals must be ordered between June 1, 2020 and December 31, 2021, in order to be eligible for reimbursement.**

CHS Marketing Representatives:

Refined fuels decals, submit to: refinedfuelsmarketing@chsinc.com

Lubricants decals, submit to: lubricantsmarketing@chsinc.com

Eligible Cenex customers must follow the guidelines outlined in the Cenex Branded Distributor Manual effective May 1, 2020, at all times.

Item Being Claimed	Required Documentation	Claimed Amount
Labor and parts to remove, clean, paint and/or prep the vehicle for decal application	An itemized receipt or invoice broken out for labor and parts.	\$
Print and production of new decal	An itemized receipt or invoice broken out for printing and shipping the new decal.	\$
Labor and parts for installing new decal	An itemized receipt or invoice broken out for labor and parts. Final images of vehicle with new decals installed. Images must include the cab, both sides and the back of the vehicle.	\$
Total		\$

Eligible Cenex brand customers may receive 75% reimbursement on items submitted under the categories above up to \$8,000 per vehicle if a Cenex product mark is used on the side and up to \$5,000 per vehicle if only the Cenex mark or co-branded option is used on the side.

Customer signature*: _____ Date _____

*By signing, I acknowledge that I have complied with the program terms.

Credits will be issued within 45 days of receiving completed and approved submission. CHS reserves the right to deny reimbursement if a vehicle was not properly cleaned, painted or prepped prior to graphic application.

CHS reserves the right to deny reimbursement, discontinue this program, or change the incentive at any time.