



MICHIGAN AUTOMOBILE DEALERS ASSOCIATION

P.O. Box 2525 • East Lansing, Michigan 48826-2525 • (517) 351-7800 • (800) 292-1923 • (517) 351-3120 fax

Date: January 8, 2010

Re: **MADA Announces Free Discount Fuel Program**

SuperFleet and the Michigan Automobile Dealers Association have developed the no-charge SuperFleet Association Fueling Program. This program offers the same features usually reserved for companies with large fleets. As a group, MADA members purchase enough fuel to qualify as a large fleet and therefore qualify for volume cost savings.

Any **new applicant** to the SuperFleet program can qualify for an introductory .10 cent per gallon discount for the *first three (3) months* on fuel purchases made at Speedway/Rich Oil locations only. The discount on purchases made at Marathon locations is .05 cents per gallon. *After the first three (3) months*, all fuel purchases qualify for a .05 cent per gallon discount, regardless of quantity of fuel purchased at SuperFleet participating locations.

Any **current SuperFleet customers** who are MADA members automatically get moved to the increased savings level through the new MADA association program and will begin saving .05 cents per gallon as of January 1, 2010.

With SuperFleet you also benefit from recent security enhancements to the program, such as On-Line management with 24 hour access to your account, additional prompts available to capture PO or Sales Order numbers, and Validated Driver Identification numbers giving you the benefit of security and tracking to ensure legitimate fuel consumption by employees. There is no cost for the added benefits...simply pay for your fuel purchases

New applicants can enroll by simply completing and returning the SuperFleet application (available at www.michiganada.org). The completed form can be faxed to (989) 837-8604. You will receive a return call upon receipt of your application to finish the account set-up and security options available.

If you have questions, please call Tom Farnham, Account Manager for SuperFleet, at (989) 615-2736 or e-mail inquiries to tcfarnham@ssallc.com. You may also call MADA's Larry Parker at (800) 292-1923 for additional details about the program.