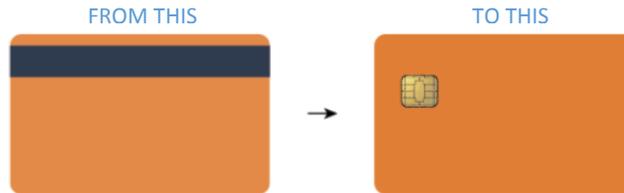




EMV – Coming Ready or Not!

In October 2015, there will be a change in how we pay and get paid with credit and debit cards. The new standard which is called EMV (developed by Europay, MasterCard, and Visa) will create a more secure way of paying. Every customer's card will have an embedded microchip, instead of a magnetic stripe.



The reason for changing the way a card is read is to improve security and reduce liability for financial companies who support the pay-by-card system. EMV cards are already in use in Europe, Canada and even Mexico and have had the affect or reducing in-person fraud by 80 percent in those countries, while fraud in the USA has increased by 43 percent.

How Will EMV Affect You?

- Starting in October 2015 liability for fraudulent card transactions at your Points Of Sale (POS) will become your responsibility, unless you have the new EMV card readers with PIN compatible terminals. If you do not have a card reader that can read a card with a computer chip and take a PIN number and you accept a card that has been stolen, you pay for that loss yourself. In October 2017 this liability will be extended to your forecourt dispensers.



The Benefits of EMV?

- Security is greatly improved.
- This new technology also opens up the way for other technologies such as mobile payments.
- A reduction in charge-backs.

What Happens If I Do Nothing?

- Starting in October 2015 you will pay for fraudulent card transactions at your filling station.

What Are The Alternatives?

- You can carry on as you do now, but will assume liability for fraudulent transactions.
- You can invest in upgrading any of your equipment which is compatible with the new standard. The scope of work required for an upgrade like this will depend on the type of equipment you currently have and its age. We can help you determine the best solution for your situation.



Alternatives Continued...

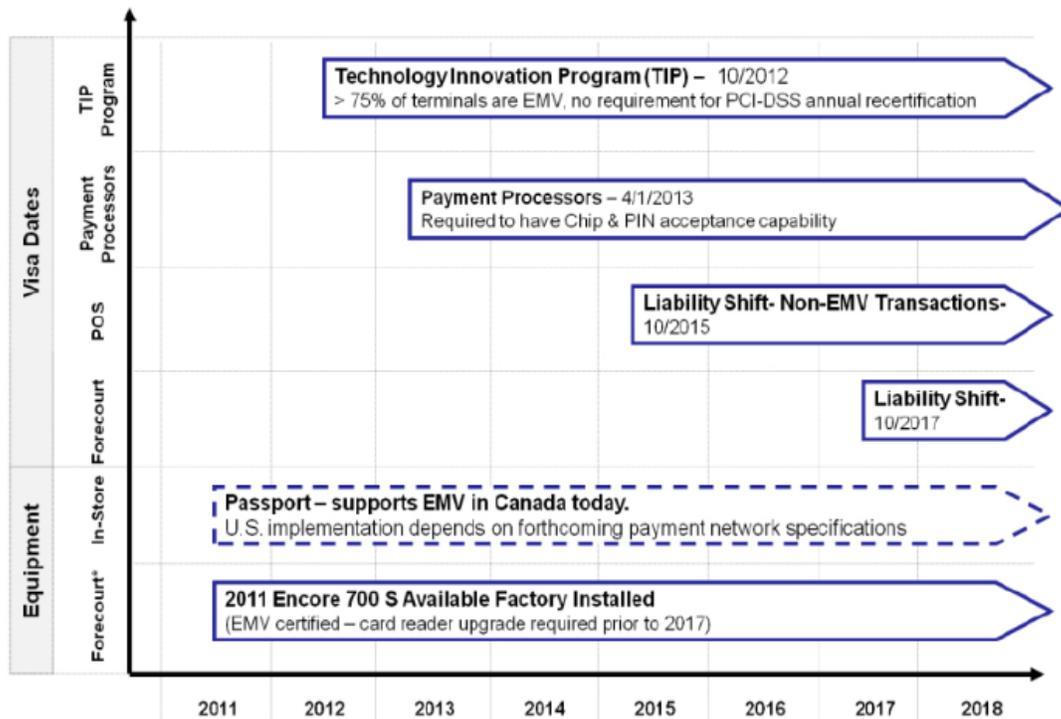
- You can upgrade your point of sale card readers and switch off the readers at your forecourt dispensers. All transactions would then occur at your points of sale. Point Of Sale activity will increase if you do this, which could impact staffing levels. Some of your customers who enjoy the convenience of making payments at your dispensers will take their business to a competitor who has the upgraded card reading technology.

What if My Equipment is Not Upgrade Compatible?

- You may need to invest in either new dispensers, point of sale equipment, or both. Ask us about the best alternatives available for your situation.

When Is The Best Time To Act?

- There are more than 2,700 gas service stations and convenience stores in Oklahoma, most of them will need new equipment before the October 2015 deadline and there are finite resources available to do this work. The sooner you plan for the EMV transition, the more likely it is that your upgrades will not be pushed out beyond the liability deadline.



*- Note: Gilbarco will offer dispenser EMV-upgradeable retrofit kits well in advance of the 2017 forecourt deadline

What Can Petroleum Marketers Equipment Co. do to Assist?

- We can assess your current equipment, review with you the upgrade options available and provide the best and lowest cost solution for your situation.

Source: Gilbarco and other industry web sites (Google “EMV” for further information).