# The Merger of MPSI and KSS Fuels Brings Valero Critical Pricing Data

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Jack Jones

SVP Store Operations

Valero

Dear Jack

Recently KSS Fuels acquired MPSI to create the world’s best system for capturing, reporting and analyizing the retail price for petroleum products at any level of detail you may require. KSS fuels offers Valero the most advanced system for tracking retail prices for petroleum prices in any market area you define from a few block radius ---- up to and including entire national markets.

We would like to share some details on how the merger has improved the service and why major petroleum retailers use this system to track petroleum prices around the world. We monitor prices in the North American and in european markets----- worldwide and are the world’s leading company in this space.

* **PriceTracker solution delivers custom price surveys in the format, frequency and time frame you need.**
* **PriceTracker allows you to set the scope of the data so that it matches your exact needs**
* **PriceTracker provides you the tools so that the overall pricing strategy and profit objectives are achieved.**



In closing we request an opportunity to share ideas and best practices that have provided our customers substantial opportunity for increased bottom line profit. We would like to set up a call to how the combination of KSS fuels and MPSI provides Valero the most advanced tools for price optimization decision making. We will call to set up a 30 minute introductory call at your convenience.

Thank you.

Paul Ludwig