

Call-To-Action CTA Newsletter



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July 29, 2025

Featured Topics

Get Ready for The Giving Pump 2025!

We're gearing up to launch The Giving Pump this September to bring even more energy and impact to our communities. Make sure you're prepared with the tools and key dates below.

Promotional T- Shirts Available to order

Raise awareness and show support with official Giving Pump shirts, starting at just \$8.95 and 100% co-op eligible. Order now through August 15 at shellusauniforms.com.

Key Dates to Know:

- **August 4** – Local Marketing Toolkits Go Live. Boost site traffic with customizable materials for social media and local outreach. The Wholesaler & Charity Marketing Toolkits will be available on the [MarketHub Force for Good](#) & [Charity Campaign](#) pages.
- **August 5 @ 11AM CST** – [Shell Mobility Academy](#): Get a first look at the 2025 campaign, including POP previews, marketing tips, and collaboration best practices.
- **August 25** – POP Kit delivery will be completed to sites.
- **September 1** – The Giving Pump Launches!

Fuel Rewards® New Member Offer Extended through October 31

Shell is excited to share that to keep up great momentum, the Fuel Rewards® New Member Offer has been extended through October 31, 2025! The campaign extension pertains to all digital channels.

With this extension, New Fuel Rewards® members that join the program during the campaign will continue to earn 10¢/gal* on their first fill, 20¢/gal* on their second fill, and 30¢/gal* on their third fill. This offer applies to all enrollment channels, including if a new member signs up through a Site Staff Rewards badge, through an ad, on the Fuel Rewards® website, or through enrollment at the pump.

This campaign extension is digital only. Therefore, you will remove all 10/20/30 POP on August 4 and put up the new Shell Fuels & Loyalty Forecourt campaign materials previously communicated to you. These new POP kits are shipping at the end of July.

Reminder: Sites to Display NEW POP on Monday, August 4

As a reminder, sites will receive new Point-of-Purchase (POP) kits this week to support the upcoming Shell Fuels and Loyalty forecourt campaign. Please help ensure all sites display the POP material contents on Monday, August 4, 2025.

The POP kits include a planogram with detailed instructions on which elements will need to be removed and which should remain. Please note that your store profile and exemption status determine the materials you will receive. If you do not receive certain POP materials, you may contact Pointsmith (800-762-5213 or shellmailorders@pointsmith.com), or you may need to update your store profile or exemption status.

To view the POP assets, including the planogram, Site Staff Training Guide, and the Cashier Script, please visit the [Advertising Page on MarketHub](#).



The Power of Loyalty

In-Store Rewards – August Offers

Help drive consumer awareness and increase your c-store sales by printing the POP and displaying the In-Store Rewards products near the register. As a reminder, members with Platinum Status earn 2x on all In-Store Rewards offers.

- **Power Deal - Buy 2 Reese's/Hershey's/KitKat Std., earn 5¢/gal**
- Buy 3 Snapple® any size, earn 10¢/gal
- Buy 2 100% Natural Spring Water 1.5L, earn 10¢/gal
- Buy 3 100% Natural Spring Water 20oz, earn 7¢/gal
- Buy 2 Pure Life® 1L, earn 5¢/gal
- Buy 1 Saratoga® 16oz/28oz, earn 5¢/gal
- Buy 2 Sl +Caffeine 16oz, earn 5¢/gal
- Buy 2 Airheads 5 Bar Packs, earn 5¢/gal
- Buy 2 Sour Punch Bites, 5oz, earn 5¢/gal

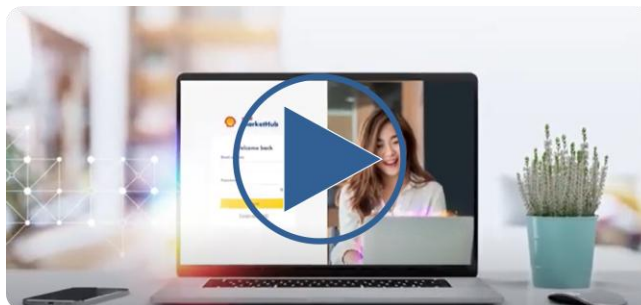
[Click here](#) to view the reference materials including high resolution artwork, POP templates for local printing, flyer with UPCs, change mat inserts and Wayne Anthem dispenser slides. Check the Fuel Rewards® or Shell App regularly to view additional short-term digital only offers. If you have any questions, please contact mark.dyer@shell.com

More Updates

MarketHub 2.0 is Coming This Fall!

We are focused on taking Shell, our wholesalers, and our organizations to the next level. The future of how we do business is coming soon. If you didn't get the chance to attend the SMA on July 1, where we highlighted the exciting new features coming to MarketHub 2.0, you can [click here to watch the session recording](#).

Click the play button below to watch the MarketHub 2.0 highlights video!



Customers can enter for a chance to enjoy the Austin Grand Prix like VIP!

Don't forget, now through August 31, 2025, customers who join Fuel Rewards® and existing Fuel Rewards® Members have an opportunity to enter for the chance to win a VIP Experience at the Austin Grand Prix!

Winners will receive top-tier Grandstand seats, exclusive paddock tours, food, accommodation and Shell and Ferrari Merch! Customers can learn more by visiting Shell.us/experience. This is yet another way SVPN+ continues to offer MORE.



Shell Solutions Center: Updated Consumer Support Hours

Shell aims to provide the highest caliber support to both our wholesalers and consumers. At Shell Solutions Center (SSC), every customer encounter matters. We know that meaningful support drives exceptional experiences. Therefore, in the spirit of continuous improvement, we are focusing our team of customer service specialists on peak-time responsiveness and enhancing our live chat options. As a result, our end-consumer SSC hours will shift to 8 am- 5 pm CST, Mon-Fri starting August 4 to best serve our customers.

What does this mean for Shell consumers?

- Updated hours will be 8am - 5pm Central Time Mon-Fri beginning August 4, 2025
- Link to [Customer Support](#)

What does this mean for Shell wholesalers?

- No change to support hours for wholesalers; Hours remain Mon-Fri: 7am-8pm Central Time
- Phone: 866-447-4355 (option 5)
- The SSC is closed on these holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.