

Retail Gasoline **OSR's**
Fuel Systems
Card Locks **C-Stores**
Car Washes



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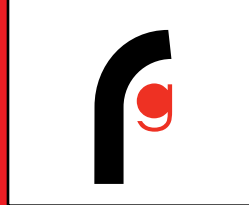
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fiedlergroup.com



A Legacy of Success



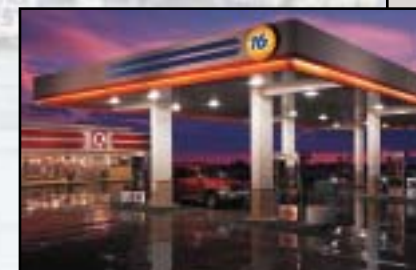
Meeting the industry challenges head on.

The demand for gasoline is forecast to grow steadily during the current decade. A rising population, an increase in number of vehicles and longer trip lengths are the major factors contributing to this growth. For the petroleum marketer, the industry will continue to be intensely fragmented and competitive. Independent gasoline marketers and many branded retailers may continue to consolidate operations or diversify into other types of businesses (C-Stores, QSR and Hyper-Markets) to increase profit margins. At the same time, government regulations requiring frequent upgrading of existing fuel dispensing systems will pose additional challenges. One thing is certain; consistent brand image, shopping convenience, excellent customer service and overall value will continue to be the hallmarks of a successful operation. Fiedler Group can help you make that happen.

Our industry history is unmatched.

For over 45 years, Fiedler Group, formerly Fred Fiedler and Associates, has provided premier architectural and engineering services to a broad spectrum of industries including petroleum and food services. Founded by a select group of personnel from the former Union Oil Company Engineering and Construction Departments, Fiedler Group got its start in petroleum and has been going strong in the industry ever since.

Fiedler Group maintains three offices throughout California covering 10 western states. From the beginning, our home office in Los Angeles proved ideally suited to support retail petroleum marketers as they expanded marketing operations throughout the Western U.S. Today, we count over 25 major U.S. petroleum marketers as current or past clients.



"Circle K" photograph courtesy of Phillips Petroleum Company

Fiedler specializes in the following areas:

Petroleum

- Fueling Systems
- Convenience Stores
- Convenience Store with QSR's
- Self-Service Car Washes
- Full Service Car Washes
- Express Lubes
- Auto Services
- Truck Stops
- Travel Centers
- Co-brand Facilities
- Card Locks

Fuel System Experience

- Retail Station Fueling
- Airport Fueling
- Marina Fueling
- Fleet Fueling
- Alternative Fuels
- Methanol
- CNG / LNG
- Hydrogen
- Compliance Programs
- California Air Resource Board (CARB) regulations, i.e. Enhanced Vapor Recovery (EVR)
- California State Water Resource Board, including SB989 and AB2481

Food Service/QSR

- Traditional
- Co-Brand
- Food Court
- Travel Centers
- Truck Stops
- Prototypical Design Development / Maintenance
- Site Adaptation
- ADA Compliance
- Regional Expansion Programs

Comprehensive Services.

Fiedler Group is comprised of a multi-disciplined staff providing a comprehensive range of professional services to guide your project from vision to reality. Selected areas of expertise include:

- Feasibility studies
- Permit and Entitlement Services
- Architectural Design
- Civil Engineering
- Mechanical, Electrical & Plumbing Design (MEP)
- Landscape Architecture
- Project / Program Management
- Bid and Procurement Services
- Construction Management

Insight, Knowledge, Experience.

When you partner with Fiedler Group, you're working with Project Managers and Principals who have years of experience in your industry. We take the time to understand your particular needs and treat your project as if it were our own. It's this "hands-on" attention that differentiates Fiedler Group from the competition. We also maintain solid relationships with hundreds of county and municipal contacts to ensure fast and efficient planning and building permit acquisition.



Innovative Technology.

At Fiedler Group, we understand that technology is crucial to managing complex projects and programs. Properly utilized, it can speed design and expedite quick turn-around of permit approval. To that end, Fiedler Group has developed a customizable software application called "PTS" (Project Tracking System) that allows for precise management of financial, schedule and permitting information at both the project and program level. Our clients may access their specific program information via secure internet access. Combine this with three-dimensional design, smart drawings, computer-aided facilities management and project modeling and you have complete control of your project.

We serve the best in the business.

At Fiedler Group, we are privileged to count clients from within the Fortune Global 500 in addition to small companies and individual entrepreneurs. Our client list includes industry leaders from petroleum companies and food service retailers to restaurant chains and government agencies. We create value and assist our clients in identifying and capitalizing on their most important business opportunities through our industry knowledge, service offerings and insight into existing and emerging technologies. We believe it's important to understand your business objectives, your project's unique goals, and your vision of success.

Our commitment.

Fiedler Group remains committed to offering architectural, engineering, planning and project management services of outstanding value. We understand that our success is dependent on that of our clients. Thus, we continue to assemble the finest professional staff and pertinent technology to insure our client's vision becomes a reality.