



## **FOR IMMEDIATE RELEASE**

### **ALLIED BRAND CAPITAL HAS PARTNERED WITH VP RACING FUELS ON ZERO-PERCENT FINANCING PROGRAM**

KINGSTON, NJ, January [ ], 2016 - Allied Brand Capital, a leader in equipment financing to the retail petroleum industry, is offering financing incentives from as low as zero percent to VP Racing Fuels dealers seeking to upgrade their fuel dispensers and payment technologies to meet new EMV payment standards.

VP Racing Fuels branded dealers benefit from 24 to 60 month financing terms and attractive financing rates through this program. Dealers upgrading fuel dispensers qualify for the special zero-percent financing for 24 months (or 5.19% financing for 60 months) from Allied Brand Capital. The rate and term offer a hassle-free way to meet the new EMV payment standards ahead of the announced deadlines. In addition, Allied Brand Capital has been able to negotiate discounted equipment pricing on a broad range of POS systems, on behalf of VP Racing Fuels branded dealers.

“Allied Brand Capital has a strong reputation as being the industry innovator in providing equipment financing to fuel retailers. We are excited to partner with them to provide financing as low as zero percent on EMV dispensers to enable our dealers to be ready for the October 2017 EMV liability shift in their forecourt”, said Alan Cerwick, President of VP Racing Fuels. “This program allows VP dealers to provide an outstanding customer experience both at the fueling island and in-store.”

“VP Racing Fuels is one of the fastest growing retail petroleum brands and has developed a reputation of providing strong support to their dealer network,” said Mike Cerminaro, President, Allied Brand Services. “With both the EMV in-store deadline having passed last year and interest-rate increases on the horizon, there’s never been a better time for fuel marketers to be proactive in obtaining the equipment they need, with a minimal amount of hassle and maximum amount of flexibility.”

VP Racing Fuels dealers can take advantage of the financing incentives starting right now; the program ends on December 31, 2016.

### **About Allied Brand Capital**

Allied Brand Capital specializes in enabling small business owners to succeed by providing hassle free equipment financing in the retail and commercial petroleum industries. Working with its customers to enable them to optimize their financing and capital structures, Allied Brand Capital is a leading provider of capital equipment financing and leasing for re-imaging, EMV upgrades, UGST's, LED lighting, walk-in coolers, car wash equipment, in-store food processing equipment, franchise fees and much more. For more information call 844-562-6001, or visit [www.alliedbrandcapital.com](http://www.alliedbrandcapital.com).

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### **About VP Racing Fuels**

Leveraging its racing heritage and reputation for performance, VP Racing Fuels is among the most innovative and fastest growing brands in the country. VP's retail branding program enables gas stations and convenience stores to reduce their credit card processing expenses and lower their cost of supply as well as increase revenues with new profit centers built on VP-branded products, all while gaining more control over their business.

Best known as the World Leader in Race Fuel Technology™, VP is the Official Racing Fuel of Tudor United SportsCar Championship, AMA Supercross, NMRA, NMCA, World of Outlaws Sprint Cars and Late Models, Pirelli World Challenge, PDRA and Rally America, among more than 60 VP-sponsored series and sanctioning bodies. More information is available online at [VPRacingFuels.com/Branding](http://VPRacingFuels.com/Branding).

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