



Drive your business forward  
with Top



# Welcome to our network

We are one of the major retail brands in Ireland and we are proud to make customer and retailer satisfaction a top priority, every day.

Top Oil has a deep-rooted history of more than 200 years in the oil and energy industry. Our strong Irish roots are supported by our Canadian parent company, Irving Oil. This large, multi-national reach allows us to provide top-tier service and and top quality fuel products to our customers.

In addition to our strong history and robust network, we remain flexible and foster a genuine business relationship with our partners. Our team is committed to supporting you, so that you can best serve your customers. We are always here for you.

Here is what you can expect from us, each and every day: top service, top quality and a top team.

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Our network includes **245+** fuelling locations and  
**6** motorway locations

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## Our customer promise



**Flexible, caring and helpful.**  
Our dedicated people provide great service, every day, and this is our biggest differentiation.



**High standards in quality.**  
From high-quality fuels to high standards in safety, cleanliness and the customer experience.



**Trusted, homegrown advantage.**  
Our strong Irish roots are the foundation of the accessible and knowledgeable service we provide.



# Your ideal fuelling partner

If you could build your ideal fuelling partner, you would want one with enormous brand recognition, control over a strong supply network throughout Ireland, top quality fuels and an honest company with a hardworking team dedicated to your success, every step of the way.

This is precisely what sets us apart from other fuelling partners in Ireland.



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## Big enough. Small enough.

The right size to take care of our customers

We are big enough to offer customers top-tier quality, service and capabilities.



We are small enough to care for customers as individuals and flex to their needs.



# Path to profitability

It's our goal to help your business to be successful and to do this we have built a holistic package, all working together to drive traffic to your site.

Here are some of the ways we drive traffic to your site, increasing your profitability.





# Building a better experience

When you become a Top retailer, you're joining a brand that understands your success is everything. Simply put, we have built a supportive retailer experience and we work hard to invest in a top team that supports and prioritises you – it's part of what makes us such a great partner.

As a Top retailer, you have the support of a large network of skilled teams and resources to help grow your business. You will have attention, support and guidance from our knowledgeable, local team.

## Meet your team

Consider us an extension of your team. This team was built with you in mind and helps you every step of the way. From setting up new retailers to day-to-day support and from branding to marketing, this team is well equipped to meet your needs. Meet the team members who you'd be working with in each area of the business.



**John Carey**

Senior Manager – Retail  
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**Cillian Moran**

National Retail Manager –  
Retail Dealers Ireland  
Tel: 087 956 5691



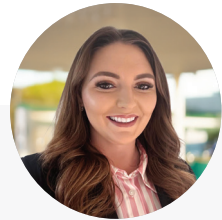
**Mark Phelan**

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Tel: 01 819 8067



**Mark O'Keeffe**

Retail Support



**Louise Hyland**

Marketing Manager



# The secret to winning more customers?

## Have a partner with a plan

As a Top retailer, you will have a dedicated marketing and promotions team who focus on holistic strategies and initiatives that drive more customers to your site.

Our brand, mission and values are the foundation of our business, with a strong focus on supporting a consistent, quality experience for customers every time they stop by.

### Here are some of the ways we do this:

#### 1 Social media promotion

We have more than 75,000 followers across our social media platforms. We promote our traffic-driving offers, share good-news stories, spotlight retailers from across the country and more.

#### 2 Engaging promotional events

Promotional campaigns are advertised country-wide and are crafted to drive more traffic to Top sites.

#### 3 Strong branding package

Our retailers receive a full and vibrant Top branding package for their site that helps them get noticed and get more business.

#### 4 Cross-business promotions

We promote fuel offers to our Top Oil commercial and home heating customers across the country, encouraging them to fuel at Top sites.

#### 5 Community-minded

We care about our communities and proudly partner with many local organisations. In addition, our flagship charity program, Fuel the Care, gives fuel vouchers to families who are travelling to receive medical care for their child.

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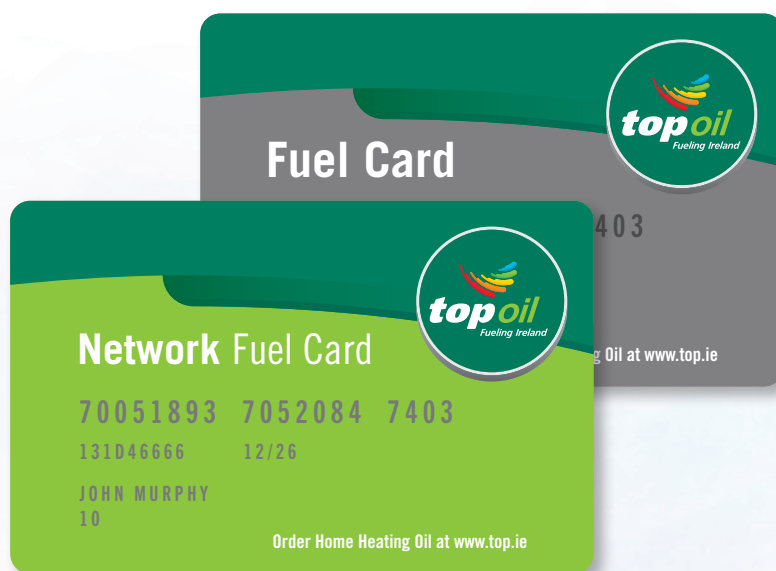
We received **75,000+** entries on our latest retail campaign and gave away **€45,000+** to customers

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# Access to a winning commercial fleet programme

Our Top Oil Fuel Card network is comprised of thousands of Professional Drivers. We talk to the entire network daily to offer competitive pricing to encourage them to fuel their fleet at Top.

Professional Drivers use their fuel card at more than 245 Top locations and six motorway locations, and we continue to expand our fuel card network, driving more traffic your way, every day.





# Top fuel quality and supply

We operate Ireland's only refinery, Whitegate refinery in Co. Cork, where we have high standards of quality testing and fuel production. We are compliant with the Irish Specification for Unleaded Motor Spirit (I.S. EN228) and for Automotive Diesel (I.S. EN590) and enforce safety protocols and quality monitoring from our port all the way to our retailers' forecourts.

Speaking of forecourts, we have Quality Assurance teams on the road who are available to perform on-site audits throughout the country.





# Multi-national business

Together with our parent company, Irving Oil, we form a strong multi-national business that not only operates Ireland's only refinery, but also operates Canada's largest refinery in Saint John, New Brunswick. Combined, our two companies have more than 300 years of experience in the energy industry and proudly serving customers.

With control over a large supply chain in Ireland and in Canada, we have the ultimate flexibility and ability to keep you supplied if supply disruptions happen, whether from local or world events. You can count on Top to fuel your business forward.

## Did you know?

Our consumer research indicates that fuel quality is a major driver in choosing a service station. Simply put, customers want to feel good about what they're putting in their tank.



# Community partners

As a company deeply rooted in our communities, we work hard to make a difference in the places we serve.

This includes partnerships which support Junior Achievers, Barretstown, Pride events and other local organisations throughout Ireland.

We have also partnered with the Children's Health Foundation to launch Fuel the Care – Top's flagship charity program that provides fuel vouchers to families travelling to receive medical care for their child.

Every time you visit a Top location, choose Top Oil to heat your home or visit our company-owned stores for your needs, you're supporting the Fuel the Care programme.



FUEL THE  
care









## Join the Top retail brand in Ireland

**Today, our network includes:**

245+ fuelling locations

6 motorway locations

20 local depots

For inquiries, email:  
**retail@top.ie**

To learn more about our Fuel Cards, email:  
**fuelcard@top.ie**

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**top.ie**

