

Marathon Marketing History

Marathon thanks Scott Benjamin and Wayne Henderson, co-authors of Guide to Gasoline Logos the source of much of this information. Visit their website at www.pcmpublishing.com, where you'll also find their magazine, "Petroleum Collectibles Monthly." Updates and corrections to their work were made with their approval.

The Ohio Oil Company (**Ohio Oil**) was founded in 1887 when several northern Ohio oil production firms joined together to market their crude oil, primarily to Standard Oil. So much so, that in 1889, Standard purchased Ohio Oil and operated the company as a production subsidiary until the breakup of Standard in 1911. After the breakup, Ohio Oil continued as before with oil exploration and production, satisfied to sell their products as crude oil and leave the refining and marketing to others.

Ohio Oil first ventured into marketing with the June 1924 purchase of Lincoln Oil Refining Company of Robinson, Illinois. Lincoln Oil operated a refinery and 17 retail gasoline stations in the Robinson-Terre Haute area at the time of the purchase by Ohio Oil. With an assured supply of crude oil for the small refinery, the **Linco brand** began to expand. By 1930 Ohio Oil had expanded the Linco brand throughout most of the current Marathon territory—Ohio, Indiana, Illinois, Michigan and Kentucky.

In the meantime, Ohio Oil had been involved in numerous successful oil production ventures and found they needed even more retail outlets for their products. In 1930 Ohio Oil purchased Transcontinental Oil, a refiner/marketer that had marketed gasoline under the trademark, **Marathon**, the Pheidippides (Greek Runner) trademark and the *Best in the long run* slogan since 1920. They had acquired the brand from a Pittsburgh operation, Riverside Oil Company that we believe to be a forerunner of Republic Oil Company. Transcontinental sold gasoline under the Marathon name across the Midwest and South, from North Carolina to New Mexico. Transcontinental can best be remembered for a significant "first" when in 1929 they opened several Marathon stations in Dallas, Texas, in conjunction with Southland Ice Company's "**Tote'm**" stores (later 7-Eleven) creating the first gasoline/convenience store tie-in.

The Marathon brand proved so popular that by World War II the name had replaced Linco at stations in the original five-state territory. During the War, the widespread Marathon territory couldn't be properly supplied and marketing operations outside the Great Lakes-area were sold, primarily to Tydol. The rest were cut back 60 percent of pre-war supply. Concentrating their marketing within a smaller territory allowed Marathon to expand within the territory and the 1950s brought the first of many acquisitions, the Tower Oil Company of Cincinnati,

Ohio, that would expand the company's marketing presence. Numerous other purchases are detailed in the listing below with a group of marketing companies brought together by the 1980s under a subsidiary, **Emro Marketing Company**, which merged into **Speedway SuperAmerica LLC** in 1997.

Ohio Oil, renamed Marathon Oil in 1962, was purchased by U.S. Steel (now USX) in 1981 and continued to market through retail dealer and jobbers under the Marathon name in North Central states and through Emro Marketing under several brand names, primarily Speedway and Starvin' Marvin, throughout the South and East. Emro Marketing Company merged into Speedway SuperAmerica LLC on Dec. 31, 1997.

In 1998, USX/Marathon Oil and Ashland Inc. formed a refining/marketing joint venture by combining their refining and marketing operations into a single company. The joint venture was named Marathon Ashland Petroleum LLC and included seven refineries, four provided by USX/Marathon and three provided by Ashland, and related assets, including 1,653 Marathon branded stores that were operated by Emro Marketing and 4,033 outlets operated under other brands, and 598 Ashland/Rich Branded/SuperAmerica stores.) USX/Marathon Oil, held 62 percent of the ownership of the venture. In January 2002, USX and Marathon their separated and Marathon became an independent, stand-alone energy corporation.

On June 30, 2005, Marathon Oil Corporation (NYSE:MRO) purchased Ashland Inc.'s 38 percent interest in the joint venture and renamed the company, Marathon Petroleum Company LLC.

Today Marathon is the fourth-largest U.S.-based fully integrated international energy company engaged in exploration and production; integrated gas; and refining, marketing and transportation operations. The Company has exploration and production activities in the United States, the United Kingdom, Angola, Canada, Equatorial Guinea, Gabon, Indonesia, Ireland, Libya and Norway. Marathon also is developing integrated gas projects that are linking stranded natural gas resources with key demand areas where domestic production is declining and demand is growing, particularly in North America.

Marathon is the fifth largest refiner in the U.S. with 974,000 bpd of crude processing capacity in its seven-refinery system. Marathon retail operations include over 4,200 Marathon branded stations, spanning 16 states throughout the Midwest and Southeast, as well as an additional 1,600 outlets owned and operated by Speedway SuperAmerica LLC. Marathon Branded locations are operated by independent entrepreneurs, proudly "Fueling the American Spirit". Marathon serves the Midwest and Southeast as a petroleum products marketer with 87 company-owned and -operated light product and asphalt terminals. Additionally, the Company owns, operates, leases or has an ownership interest in approximately 9,900 miles of pipeline.

MARATHON OIL SUBSIDIARY COMPANIES

Aurora Gasoline Co.: A Detroit refiner and marketer that introduced the “Speedway” brand in the early 1930's. Acquired by The Ohio in 1959. The purchase included Aurora's Detroit Refinery, 680 service stations and crude oil reserves in the Scipio field, Mich. The company's premium product, “Speedway 79 Stratofuel” was introduced before WWII. From the war's end until 1962 “Speedway 79” was the primary brand name. In 1959 Marathon purchased Aurora Gasoline Co. and the Speedway 79 logo was redesigned and gas pump globes were eliminated at this time. The Speedway brand was replaced by Marathon in 1962, only to re-emerge in 1975 with Emro marketing Speedway and Starvin Marvin C-stores.

Bonded: An affiliate of Gaseteria-Bonded, Bonded of Ohio remained independent after Gaseteria-Bonded sold out to Esso's Oklahoma division in 1957. Marathon purchased Bonded in 1975 and then merged it into Emro Marketing Company in Nov. 1976.

Cheker Oil Co.: Incorporated as Small Bros. Oil Company in 1954, changed name to Cheker Oil Company in 1967. A collection of Chicago-area brands, the Cheker name replaced “Chief” and Road Chief” in 1968. Marathon acquired a 52.2% majority interest in 1968 from Globe Oil and Refining Co. Marathon's interest was reduce to 50% when a stock option held by J.J. Hannigan was exercised. Cheker purchased the SunGlo operation in 1970 and converted those stations to the Cheker brand. In 1976, Cheker purchased the Imperial refineries operations. Imperial remained a separate brand until 1983 merger with Marathon/Emro. Marathon purchased the remaining 50% interest in Cheker in 1983 and the shares then were all transferred to Emro Marketing Company. Emro replaced most of the Imperial brand with Ecol after 1984.

Colonial/Progressive, Ft. Wayne, Ind.: Independent marketer, founded in the 1930s that operated Colonial stations in Indiana and Progressive stations in Michigan. Colonial Oil Company, Inc. and Progressive Oil Company of Indiana, Inc. were incorporated in 1962. Rock Island purchased 50 shares of United Oil Service, Inc. in 1965 and then purchased 75 more shares in 1972. Progressive Oil Company of Indiana, Inc. merged into Colonial Oil Company, Inc. in 1976 and in 1983 Colonial merged into United Oil Service, Inc.

Consolidated: Purchased by Marathon in 1972 and rebranded Speedway in 1982. Merged into Emro Marketing Company in Jan. 1985.

Crystal Flash: Marathon purchased 31 stores located in Michigan in 2002.

ECOL- Jackson, Miss.: Regional independent that marketed throughout the Southeast. Marathon acquired 50% interest in 1978 and acquired the remaining 50% interest in 1984. It was merged into Emro Marketing Company in 1985.

Emro Marketing Company, Del.: incorporated as Bonded Oil Company in 1974 then changed its name to Emro Marketing Company in 1976. Consolidated Stations Incorporated, Bonded Oil Company [Ohio], Speedway petroleum Corporations and Gastown, Inc. of Delaware merged into Emro in 1976. The following mergers then occurred: Cheker Oil Company [1984]; Port Oil Company retail marketing subsidiaries [1984]; Globe Oil Company, U.S.A. [1986]; Webster Service Stations, Inc. [1987]; New Service Corporations [1989]; R. I. Marketing, Inc. [1989]; Bonded Supply Co. and Express Oil Company [1993]; Bosart Co. [1993]; Wake Up Oil Co., Inc. [1993]; Emro Propane Company [1994] In 1997 Emro Marketing Company merged into Speedway SuperAmerica LLC.

Gastown, Inc. of Delaware: Cleveland marketer in which Marathon purchased 50% interest in 1963, acquired the remaining 50% in 1971, and then merged it into Emro Marketing Company in 1976.

Globe Oil Company, Chamblee, Ga.: Regional independent that marketed in Georgia and North/South Carolina. Marathon purchased 50% of outstanding shares in 1977 and then purchased the remaining 50% in 1985. Shares were all sold to Emro Marketing Company in 1986. Globe Oil was the originator of the “Starvin’ Marvin” convenience store operation, and the name was adopted for use by all of the Emro operation stores. Globe also claimed the c-store name of “Low Ball Luke,” although it was never used by Emro.

Golden Imperial, Indianapolis, Ind.: Small, regional independent purchased by Rock Island in the 1970s. A wholly-owned subsidiary of United Oil Service, Inc.; 50% was purchased by Rock Island Refining Corporation in 1965; additional shares purchased in 1972. Merged into United Oil Service, Inc. in 1983.

Hi-Way: Republic’s secondary brand.

Imperial Refineries, Clayton, Mo.: Founded in 1915 as a refiner/marketer. Imperial operated discount stations throughout the Midwest and South until the early 1980s.

J.A. Hogshire Oil Company, Indianapolis, Ind.: Founded in 1926 and an original member of the Independent Oil Men of America, Hogshire operated under the **Criteria brand**. In 1937 the **Wake Up** brand was introduced. Wake Up System, Incorporated started in 1938, changed name to Wake Up Oil Co., Inc. in 1947. Rock Island Refining Corporation purchased 1/3 of issued and outstanding shares, R.M. Stith and J.A. Hogsten each owned 1/3. In 1962, Wake Up purchased Stith’s shares. In 1989 Marathon acquired a 50% interest in Wake

Up Oil Co., Inc. with the purchase of Rock Island. In 1993, Wake Up merged into Emro Marketing Company.

Kwik Sak, Nashville, Tenn.: Regional convenience store chain purchased by Emro in mid 1990's and sold in 2002.

Lincoln Oil Refining Co.: Purchased by Ohio Oil in 1924 and served as the primary brand until about 1939. Operated the Linco brand, which was merged with the Marathon Brand.

Martin Oil Service, Alsip, Ill.: Martin Oil Service was a division of Martin Oil Company (family-owned) that expanded coast to coast in the late 1950's. J. D. Street (Zephyr), eventually purchased the originally Martin Oil Company operation. However, Martin Oil Service continued to operate separately until being sold to Marathon's Emro Marketing in 1993.

Naph-Sol Refining Co, Muskegon, Mich.: Naph-Sol entered the gasoline market with the introduction of Zephyr gasolines in 1932. Marketing continued through jobbers and independent dealers in Michigan and Wisconsin until 1989 when Naph-Sol was bought out by Rock Island Refining.

Old Dutch refining Co.: Founded in 1930, Old Dutch was purchased by Aurora Gasoline Co. In the late 1950's.

Osceola refining Co., Reed City, Mich.: Independent Refiner/marketer purchased by United Refining in 1973. Naph-Sol purchased the operation after the 1970s petroleum shortages and continued to operate the brand, in limited markets, until the mid-1980s.

Pilot Travel Centers LLC: Knoxville, Tenn.: Marathon acquired 50% of outstanding share of Pilot Oil Corp. (Tenn.) in 1965 and transferred that interest to Emro Marketing Company in 1988. In exchange for shares of Globe Oil Company, U.S.A., Emro transferred its 50% interest back to Pilot Oil Corporation. In 2001, a joint venture was formed with 50% owned by Pilot Corporation and 50% owned by Marathon. By 2007, PTC stores numbered 269 and stretched across 37 states and Canada. In 2008, Marathon sold its interest in Pilot Travel Centers LLC.

Port Oil Co. –Charleston, S.C.: Regional independent that marketed in North and South Carolina. Marathon purchased 50% interest in 1979 and remaining purchased by Marathon/Emro in January 1984.

Red Fox Oil Co.: Purchased by Linco in 1928 and rebranded Linco at that time

Republic Oil Co.: Dating from early 1923, Republic was a successor of Riverside Oil Co., originator of the "Marathon" trademark. By the 1950's the

corporate name was Plymouth Oil Co.. Marathon purchased the operation in 1962.

Rock Island Refining, Indianapolis, Ind.: Founded in Duncan, Oklahoma in the 1920s, Rock Island was a mid-continent marketer until WWII. Having shifted to war-time refining and virtually abandoning retail gasoline. The company was purchased by the Koch family in 1946 and moved to Indianapolis, where it became a major source of unbranded gasoline for independent marketers. Over the years, the company acquired several Indiana and Michigan marketers including Colonial/Progressive, Ft. Wayne; Tulsa of Detroit; United of Indianapolis; Naph-Sol of Muskegon, Mich.; and Golden Imperial of Indianapolis. By the mid-1980s, "United" had become the primary brand, replacing the others where convenient. In 1989 Marathon's Emro Marketing purchased Rock Island and many United locations were converted to the Speedway brand.

Speedway SuperAmerica LLC: incorporated in Michigan as Speedway Petroleum Corporation in 1938. In 1949, 50% of outstanding shares purchased by Aurora Gasoline Company, which then acquired the remaining 50% in 1957. In 1959 The Ohio Oil Company acquired 100% in Aurora. Speedway Petroleum Corporation was dissolved in 1962 and reincorporated in Delaware. In 1975 Marathon Oil Company purchased 1,000 shares of Speedway Petroleum Corporation, which was merged with Emro Marketing Company in 1976. Emro subsequently merged into Speedway SuperAmerica LLC in 1997. The company is now headquartered in Enon, Ohio.

Tower Oil Co.: Purchased and rebranded Marathon in 1958.

Transcontinental Oil Co.: Purchased by Ohio Oil in 1930 and kept separate from Linco until 1936. Marathon brand had replaced Linco by WW II. The purchase included 376 service stations and 96 bulk plants and the Marathon brand.

Tulsa Oil Co., Detroit, Mich.: Tulsa is an old Detroit independent brand that sold out to Crystal Refining in the early 1970s, Rock Island Refining Corporation purchased 50 shares of United Oil Service, Inc. in 1965, which changed its name to R. I. Marketing, Inc. in 1983. In 1983 Tulsa Oil Corporation merged into United Oil Service, Inc. The United brand name replaced Tulsa in 1985.

United Oil Service, Inc., Indianapolis, Ind.: United was an Indianapolis-based discount marketer with stations throughout Indiana and few in Michigan. Rock Island Refining Corporation purchased 50 shares of United Oil Service, Inc. in 1965. United Oil Service, inc. changed its name to R. I. Marketing, Inc. in 1983. and became the brand name used to consolidate all of Rock Island's marketing. In 1989, Rock Island Refining Corporation merged into Emro Marketing Company. Most of the United stations were rebranded Speedway in 1990 but some locations remained United.

Value-Webster Service Stations- Greenville, S.C.: Regional independent that marketed in North and South Carolina. Originally incorporated in 1964, Marathon owned 50% and purchased the remaining 50% in 1984. Merged into Emro Marketing Company in 1987. Value marketed under both the Value brand and the Gas King brand.