



Top 30 Most Competitive Brands by Region * Must have at least 30 stores to qualify. Number shown indicates the average daily differential in cents per gallon of the brands station price versus the other stations in the zip code where it resides. All calculations are done on a daily basis for each zip code where a brand has a site and rolled up to the regional level for the entire year.

| Rank | Region | Brand | Outlets | Price Differential |
|------|-------------|--------------------------|---------|--------------------|
| 1 | Great Lakes | Costco | 50 | -15.06 |
| 2 | Great Lakes | Sams Club | 79 | -11.74 |
| 3 | Great Lakes | GOLO | 28 | -4.96 |
| 4 | Great Lakes | Amstar | 16 | -4.38 |
| 5 | Great Lakes | Murphy Usa | 127 | -3.76 |
| 6 | Great Lakes | Thorntons | 104 | -3.34 |
| 7 | Great Lakes | Turkey Hill | 17 | -2.78 |
| 8 | Great Lakes | Kroger | 311 | -2.74 |
| 9 | Great Lakes | United Dairy Farmers | 142 | -2.65 |
| 10 | Great Lakes | Admiral | 114 | -2.62 |
| 11 | Great Lakes | Flying J | 27 | -2.43 |
| 12 | Great Lakes | Pilot | 85 | -2.29 |
| 13 | Great Lakes | Freedom Oil (IL/FL) | 30 | -1.97 |
| 14 | Great Lakes | Pdq | 33 | -1.60 |
| 15 | Great Lakes | Speedway | 1228 | -1.53 |
| 16 | Great Lakes | Gulf | 16 | -1.46 |
| 17 | Great Lakes | Clark | 243 | -1.37 |
| 18 | Great Lakes | Petro Stop | 16 | -1.34 |
| 19 | Great Lakes | Travelcenters Of America | 30 | -1.31 |
| 20 | Great Lakes | Loves | 33 | -1.30 |
| 21 | Great Lakes | Circle K | 644 | -1.29 |
| 22 | Great Lakes | Motomart | 55 | -1.25 |
| 23 | Great Lakes | Road Ranger | 52 | -1.24 |
| 24 | Great Lakes | Circle S Mart | 26 | -1.19 |
| 25 | Great Lakes | Get Go | 94 | -1.17 |
| 26 | Great Lakes | Pac Pride | 25 | -1.10 |
| 27 | Great Lakes | Fast N Fresh | 26 | -1.10 |
| 28 | Great Lakes | Rich | 35 | -1.07 |
| 29 | Great Lakes | Hucks | 77 | -1.01 |
| 30 | Great Lakes | Bucky's Express | 51 | -1.00 |