



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	West	Costco	146	-21.29
2	West	Sams Club	33	-18.76
3	West	Arco	1222	-14.88
4	West	Quik Stop	80	-13.66
5	West	Pilot	27	-13.61
6	West	Fred Meyer	83	-12.07
7	West	We Got It	48	-11.88
8	West	Corner Store	77	-11.16
9	West	Space Age	20	-10.90
10	West	Pac Pride	82	-10.47
11	West	United	17	-10.22
12	West	Smiths	17	-10.18
13	West	Rotten Robbie	33	-10.04
14	West	USA Gasoline	244	-9.75
15	West	Loves	18	-9.13
16	West	Flying J	17	-6.99
17	West	Maverik	28	-6.30
18	West	Vons	19	-5.43
19	West	Unbranded	997	-5.15
20	West	Safeway	165	-4.59
21	West	Tower Mart	40	-4.17
22	West	Flyers	49	-2.78
23	West	Tesoro	112	-2.74
24	West	7-Eleven	504	-2.53
25	West	Circle K	327	-2.41
26	West	My Goods Market	211	-1.15
27	West	Rebel Oil	54	-1.01
28	West	Beacon	25	-0.48
29	West	Zip Trip	26	-0.40
30	West	Exxon	26	-0.28