



**Media contact:**  
Allison Wroe  
PriceAdvantage  
719.439.8341

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## SpeedyQ Uses PriceAdvantage Mobile App to Expedite Fuel Price Changes

*-- Fuel Pricing Mobile Solution Provides Fuel Retailer Flexibility to Quickly Price Fuel Anytime, Anywhere – Freeing Nearly Four Hours Daily to Focus on Critical Business Operations --*

**Colorado Springs, Colo., June 11, 2015** — PriceAdvantage, a fuel price management software company and division of Skyline Products, announced today that By-Lo Oil Company has leveraged the PriceAdvantage mobile solution to dramatically reduce the amount of time required to establish and post new fuel prices across their 18 SpeedyQ Market locations throughout Michigan. The performance improvements are featured in a recent [case study](#) alongside other organizational benefits derived from using PriceAdvantage mobile fuel pricing technology.

In 2013, the family owned and operated convenience store chain knew that to effectively respond to competitors and maximize fuel profits they would need to increase the speed and efficiency with which they updated new fuel prices. Like many long-established family c-store chains, they used manual systems – including emails, phone calls, and texts – which were tedious and time-consuming.

With the adoption of the PriceAdvantage mobile solution, the SpeedyQ team was able to reduce the amount of time required to make multiple daily fuel price changes from approximately four hours to just minutes. Yet the benefits reach far beyond just fuel pricing. Kyle Lawrence, By-Lo President, stated “The greatest benefits have been improving area manager’s communications with our stores and optimizing our employee’s potential to market and sell more products and services.”

Specifically, SpeedyQ managers have more time to develop their store employee’s sales and marketing skills – helping them serve more customers in less time, raise the average transaction, and improve customer satisfaction. The PriceAdvantage mobile app provides Lawrence the freedom to make pricing decision on-the-go, allowing him more face-to-face time with his managers, store employees, and customers.

“We know that each of our customers have a unique fuel pricing need and each day we learn of their unique successes,” stated Chip Stadjuhar, President and CEO of Skyline Products. “For Kyle and his team, our mobile application has given them the freedom to make rapid, reliable fuel price changes and use the time savings to focus on other critical business functions. We are proud to partner in their continued success!”

### **About PriceAdvantage**

PriceAdvantage creates *Software to Fuel Your Pricing Strategy™*. Our easy-to-use, highly configurable solution allows fuel marketers to execute their unique fuel pricing strategy faster and more accurately by reducing manual processes and human errors. PriceAdvantage enables customers to make rapid, informed fuel pricing decisions based on their unique business rules, then automatically post new prices to their POS systems, fuel pumps and price signs, and then receive price change confirmation – all in just minutes. PriceAdvantage is a privately held U.S. company singularly focused on fuel pricing software. Our parent company, Skyline Products, produces software solutions and thousands of American-made gas price and transportation signs annually. Learn more at [www.PriceAdvantage.com](http://www.PriceAdvantage.com).

### **About By-Lo Oil Company and SpeedyQ Stores**

SpeedyQ Markets has a long history, and although the company names have changed through the years, the one constant has been the Lawrence family.

In 1962, Claude and Alexa operated the Pengra Oil Company and White Rose gas stations. However, after ten years of operating under this name, they decided to change the name from Pengra Oil to By-Lo Oil Company and rename their stations PDQ Markets. Claude and Alexa were joined by two of their sons, Craig and Charlie, in the family business. In 1977, as the convenience store industry began to grow, they incorporated PDQ Markets.

In 1980, Claude and Alexa sold the business to Craig and Charlie. In 1983, PDQ Markets became SpeedyQ Markets. In 2003, Craig Lawrence became sole owner of the family business, and as history repeats itself, he has recently been joined by his two sons, Kyle and Patrick. Today, SpeedyQ Markets currently have 19 locations including a car wash - serving the thumb region of Michigan. Learn more at [www.speedyqmarkets.com](http://www.speedyqmarkets.com)

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