

## **PriceAdvantage Selected to Help Mountain Express Maximize Fuel Volumes and Optimize Profitability**

### *Software Automates Fuel Pricing for Commission Sites – Relieves Store Staff of Tedious Fuel Pricing Processes*

Colorado Springs, Colo. ([PRWEB](#)) December 06, 2016 -- PriceAdvantage, a fuel price management software company and division of Skyline Products, announced today that [Mountain Express Oil Company](#) will utilize [PriceAdvantage](#) software to streamline and automate site-specific fuel pricing strategies for 70 commission sites throughout the United States.

“Mountain Express is creating a powerful commission model which utilizes software to remove the store staff from the burden of daily fuel price changes,” shared Chip Stadjuhar, President and CEO of Skyline Products. “This enables the store owner to focus on in-store profitability and provides Mountain Express critical data to make rapid, informed fuel pricing decisions.”

Mountain Express selected PriceAdvantage based on the software’s ability to consolidate critical market data, such as OPIS data fees and wholesale replacement costs, to help optimize fuel prices then push those prices to the store point-of-sale system, price signs, and pumps and then finally verify that those price changes were made. Removal of store staff from the pricing process makes Mountain Express attractive to retailers who are interested in the commission model and will help fuel the chain’s future growth.

“Our business model is very attractive to retailers interested in converting to commission sites. By automating fuel pricing from our headquarters to each store site, we alleviate store personnel from the time-consuming task of conducting competitor surveys and posting daily prices,” shared Ali Husain, Mountain Express COO. “Additionally, PriceAdvantage allows us to utilize our own algorithm and pricing strategies to establish competitive prices that will attract customers, give them choices, entice them to loyalty programs and deliver a first class consumer experience – as well as help us maximize fuel volumes and profitability.”

#### About PriceAdvantage

PriceAdvantage creates Software to Fuel Your Pricing Strategy™. Our easy-to-use, highly configurable, patented 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 singularly focused on fuel pricing software and is a division of a privately held U.S. company, Skyline Products, which produces software solutions and thousands of American-made electronic price and transportation signs annually. Learn more at [www.PriceAdvantage.com](http://www.PriceAdvantage.com).

About Mountain Express – Mountain Express Oil Company is a Georgia corporation based in Woodstock, GA involved in the wholesale distribution of gasoline, diesel fuels, racing fuels, renewable fuels, oils, lubricants, real estate, quick serve restaurants (Dunkin Donuts), and c-store operating businesses in the Southeast. Mountain Express is a family owned company that was founded in 2000 by Barry and Gail Bierenbaum on the principles to provide its customers with unparalleled access, service and support. For more information on Mountain Express, please visit the company’s website at [www.mountainexpressoil.com](http://www.mountainexpressoil.com).

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