



## Sinclair Oil turns 100, eyes launching 2,700 stations by 2024

**Wyoming-based Sinclair Oil, known for its iconic Dino the Dinosaur trademark, celebrated its 100 years on May 1 making it one of the oldest continuous brands in the United States oil industry.**

As it gears towards the next century, the company has already started rebranding and revitalizing its 1,300 gas stations and incorporated new technology together with the launching of newly redesigned SinclairOil.com website, according to a company release.

“Many of our major competitors were talking a lot about [gasoline] quality. That was their primary marketing focus. We decided that in order to have parity with the other major brands we needed to be Top Tier as well, so we embarked on that journey about a year and a half ago and have reached that goal throughout our network,” said Jack Barger, Salt Lake City-based Sinclair Oil Corporation’s Vice President, Marketing and Supply.

The company, which has executive offices in Salt Lake City, Utah and more than 1,200 employees nationwide, has also set to expand its network by opening more than 2,700 gas stations in eight years.

It plans to invest in new locations through a recently launched licensing program while strengthening its core markets, according to a Tulsa World report.