The brand image around a convenience fuel must be what comes out of the pumps. This means that whatever is purchased and delivered from refineries or imported, is inserted into a pipeline. The pipeline moves the gasoline to gas stations, whether branded or unbranded. Drivers might consider ARCO gasoline at their stations.

There are 3,366 stations within one-quarter of a mile from a highway or freeway. There are 904 Chevron stations within one-quarter of a mile from a highway or freeway. Sales totaling 1.7 billion gallons were concentrated in Los Angeles County, 36 percent. Gasoline sales in the San Francisco area, the branded gasoline sales totaling 1.0 billion gallons, averaged $3.70, $0.27 higher than the average of $3.43.

ARCO stations purchase gasoline from the refineries. Those drivers who fill up at stations within one-quarter of a mile from a highway or freeway are split between the branded and unbranded varieties.

Some locations focus their business on branded gasoline. The mix of fuel additives is injected at the pump. A customer filling an 18-gallon gasoline tank of a standard vehicle at a station within one-quarter of a mile from a highway or freeway may be doing so with any of a wide variety of stations to fill their gas tank.

A California city block is about 250 feet wide. The distribution of gasoline stations in the State of California in 2018 is divided by number of stations and by sales. Of these brand names, more than 60 percent are linked to any of the major brands, including ARCO, Chevron, Exxon, Mobil, and Shell. The remaining 40 percent are linked to branded, independent, or refiners.

In the Los Angeles area, the branded gasoline sales totaling 1.0 billion gallons averaged $3.70, $0.27 higher than the average of $3.43. It is one of the reasons why California drivers can choose from a wide variety of stations to fill their gas tank.