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SINCLAIR OIL CORPORATION HISTORICAL OVERVIEW

SALT LAKE CITY – Sinclair Oil Corporation has been a well-known and respected petroleum company for 100 years. It is recognized worldwide by its iconic logo featuring an Apatosaurus known as Dino (pronounced “DIE-no”). Today, the family-owned company continues to expand across the country as it celebrates its centennial year.

Who

- Harry F. Sinclair founded Sinclair Oil Company in 1916 from the assets of 11 small petroleum companies. By the end of the 1920s, Sinclair Oil refineries had a production capacity of 100,000 barrels a day. With stations coast to coast, the company was ranked as the seventh largest oil company in the United States and the largest in the Midwest. Sinclair retired as president of Sinclair Oil and Gas Company in January 1949.
- Sinclair Oil is one of the oldest continuously operated brands in the oil business. Its first corporate emblem, SINCO, was registered on Nov. 1, 1916. The well-known dinosaur icon known as Dino was registered in 1932 after it appeared in early marketing pieces. An exhibit at the 1933 Chicago World’s Fair displayed nine life-size dinosaurs and further solidified Sinclair’s Dino as the symbol of the company.
- Sinclair Oil was acquired in 1969 by the Atlantic Richfield Company (ARCO). In 1972, ARCO sold most of Sinclair Oil’s assets to PASCO, Inc. PASCO then sold all of its assets to Earl Holding in 1976.
- Holding was actively involved in the management and leadership of Sinclair Oil until his death in 2013. The Holding family continues to own and run the business today under the leadership of Chairman and CEO Ross Matthews.

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What

- Sinclair Oil Corporation's reach includes:
 - More than 1,300 Sinclair-branded stations located in 24 states and served through 400 distributors, mostly west of the Mississippi River.
 - The largest refinery operations in the Rocky Mountain region.
- Sinclair Oil Corporation provides:
 - Distribution program – Sinclair markets high-quality products, including DINO CARE™ TOP TIER™ Gasoline, through a network of 400 distributors.
 - Dealer incentives – Dealers benefit from partnering with an iconic brand through a variety of programs. Sinclair provides a credit card network with competitive rates, low transaction fees and customer service support, with easy-to-follow compliance guidelines and more.
 - Station licensing option – If a station operator is located outside the area in which Sinclair can supply gasoline, it likely is eligible to participate in the Sinclair Licensing Program, which provides licensees with Sinclair brand identification and the use of the internationally known Dino symbol, plus all the benefits that other Sinclair stations enjoy. That includes the Sinclair credit card network.
- Sinclair Oil Corporation includes a fully integrated oil company as well as hospitality and ranching ventures:
 - Sinclair units are involved in exploration and production, refining, distribution and marketing of the highest-quality gasoline, diesel, jet fuel, asphalt and petrochemical feedstock.
 - Company-owned refineries are located in Casper and Sinclair, Wyoming.
 - Sinclair owns and operates The Grand America Hotel in Salt Lake City, the Little America hotels and travel centers, The Westgate Hotel in San Diego, California, Sun Valley Resort in Idaho, and Snowbasin Resort in Utah.
 - Sinclair owns and operates large cattle ranches in Montana and Wyoming.
 - Sinclair has more than 1,200 employees nationwide.

Where

- Sinclair is incorporated in Wyoming. Its executive offices are in Salt Lake City.
- Two refineries located in Wyoming.
- Sinclair owns and operates a network of crude oil and finished-product pipelines and terminals in the Rocky Mountain and midcontinent regions.
- Dealer and/or licensed Sinclair stations are located in 24 states.

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When

- 1916 – Harry F. Sinclair starts Sinclair Oil Company.
- 1917 – Sinclair’s pipeline delivers 7 million barrels of crude oil from the oil fields, expanding to more than 12 million in 1920.
- 1932 – The Sinclair dinosaur, an Apatosaurus, is introduced in company advertising.
- 1933-34 – Sinclair Oil debuts Dino and friends at the Century of Progress World’s Fair in Chicago.
- 1935 – Sinclair has 20,000 employees, 8,100 company-owned or long-term lease service stations and 14,000 miles of pipelines.
- 1963 – The Dino balloon debuts in The Macy’s Thanksgiving Day Parade in New York City.
- 1964 – Nine large Sinclair dinosaurs are exhibited at the New York World’s Fair.
- 1969 – ARCO (Atlantic Richfield Company) acquires Sinclair.
- 1972 – ARCO sells Sinclair assets to PASCO, Inc.
- 1975 – The Dino balloon becomes an Honorary Member of the Museum of Natural History.
- 1976 – Earl Holding purchases the Sinclair assets from PASCO, Inc. He serves as chief executive officer of the company until 2009 and remains actively involved in the leadership of the company until his death in 2013.
- 1980 – A refinery worker strike impacts more than 100 companies. Labor demands a \$1 wage increase and certain company contributions toward their health insurance. Sinclair already offered employees full health coverage and quickly agreed to increase wages by 96 cents per hour. By those actions Earl Holding earned the trust of his employees. By a vote of more than 60 percent, they decertified their union and continue today to be nonunion.
- 1983 – Sinclair purchased a Texaco refinery in Oklahoma that had been forced to shut its doors the previous year because of an oil embargo, deregulation of oil prices and other shifts. Earl Holding was able to increase production by 75 percent with little more than half the workers who had operated it previously. Sinclair Oil sold the Tulsa refinery in 2009.
- 2009 – Ross B. Matthews becomes chief executive officer of Sinclair Oil.
- 2014 – Sinclair introduces DINO CARE™ TOP TIER™ gasoline for today’s more complex engines. The product contains a powerful fuel additive designed to improve gas mileage and lower maintenance costs by preventing carbon deposits from forming in an engine.
- 2016 – Three-dimensional design technology enables engineers to make precise pipe and structure improvements during plant upgrades at Sinclair’s refineries in Casper and Sinclair. On Sunday, May 1, Sinclair Oil turns 100 years old.

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