



FOR IMMEDIATE RELEASE

## **Rebel Oil Company, Incorporated dba ROC 1954 Celebrates 70 Years of Success and Innovation**

**Las Vegas, NV** – Rebel Oil Company, Incorporated dba ROC 1954, a leading wholesale fuel and lubricant distributor, is proud to announce the celebration of its 70<sup>th</sup> Anniversary. Since its inception in 1954, ROC has been committed to excellence, innovation, and service, and this milestone marks a momentous journey of growth and dedication.

From humble beginnings to continued success, ROC has grown to be a prominent fuel and lubricant supplier throughout Nevada, Arizona, California, and Utah. The Founder, Jack Cason, moved to Las Vegas in the early 1950s along with his brother, Pete, and business partner, Carl Bailey, and opened the first Phillips 66 gas station on the Las Vegas Strip. The trio parlayed the fueling station into a chain of convenience stores and gas stations supported by a wholesale operation. ROC divested the retail assets in 2015 and the family made a decision to reinvest time, capital, and resources into the wholesale distribution side of the business.

As a third-generation, family-owned and family-operated business, ROC places an emphasis on family values that have helped shape the company, breeding a culture of honesty, integrity, and empowerment. *“This anniversary is an amazing testament to the company’s enduring brand, innovation and growth, and the on-going relationships with our customers, team members, and the community,” said Dana Cason Teepe; Chairman of the Board and daughter of Founder, Jack Cason.*

*Chief Executive Officer, Jason Case added, “The foundation of family values has continued to today’s operations with a focus on personal development and ambition. ROC continues our mission of supporting families, communities and business partners by distributing premium petroleum and renewable products in the manner that has afforded us success the last 70 years.”*

To celebrate the 70<sup>th</sup> Anniversary, ROC has planned various commemorative events, special promotions, and community initiatives as a way to give back to those that have supported its growth. The anniversary celebrations will also provide an opportunity to

reflect on the company's journey, acknowledge the contributions of its team members, and strengthen its partnership with customers, suppliers, and the community.

About Rebel Oil Company dba ROC:

Rebel Oil Company, Incorporated dba ROC is a family operated business with headquarters in Las Vegas, Nevada. ROC is a wholesale distributor of fuels, renewable biofuels, DEF, lubricants, oils, and specialty products throughout Nevada, Arizona, California, and Utah. Celebrating 70 years in business, ROC is committed to providing quality fuel and lubricant products and excellent service to meet the evolving needs of their customers. ROC operates a pipeline connected fuel terminal, bulk plants, cardlock facilities, and a transportation division. ROC provides necessary energy products to various industries such as construction, agricultural, mining, transportation, government, wholesale, and retail fuel.

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