

# History of Limited Gasoline



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Limited Gasoline, better known as LTD, is the largest gasoline and convenience retail chain across San Andreas. Its distinctive stations are ubiquitous sights across Los Santos, Blaine County, and beyond. Though facing competition and scandals, LTD's vast presence keeps customers fueling up.

## History

LTD's first location opened in Vespucci in the 1960s, pioneering self-service gas pumps. As automobiles became ubiquitous, LTD grew rapidly. Acquisitions of rivals like Max Fuel expanded its reach across San Andreas. To build brand loyalty, LTD launched convenience marts at stations selling snack foods, beverages, and more.

Advertising campaigns helped cement LTD's brand power by the 1970s. Convenience stores at stations sold LTD's own snack foods and beverages.

## Corporate Profile

Limited Gasoline Holdings Inc. oversees all Limited Gasoline stations across San Andreas from the company's palatial headquarters in Rockford Hills. Limited Gasoline is overseen by a board of directors focused on rapid expansion and cost-cutting to boost profits. Their insistence on uniformity frustrates franchisees struggling to maintain aging stations.

Limited Gasoline Marketing is known for rolling out gimmicky promotions aimed at going viral regardless of safety or taste. In 2023, they released a Slushie Flavored Gasoline at select stations containing both syrup and actual fuel. Several lawsuits emerged after customers got sick.

The resulting FDA warnings, lawsuits and public mockery became a case study in marketing gone awry. LTD quietly settled legal claims and now pretends the "Slushie" affair never happened. But among critics, it remains a prime example of corporate recklessness and LTD's skewed priorities.

Another PR stunt invited people to swim in an LTD branded pool filled with gasoline to win free fuel for a year. The fumes hospitalized several contest participants. LTD insisted all proper precautions were taken.

Every December LTD inflates balloons to float above stations. and other Christmas decorations hung up. LTD also has inflated massive balloons with the companies logo on it. One balloon notoriously broke free in Vinewood and interfered with police helicopters for hours before being shot down, nearly causing a crash.

While LTD finally terminated dangerous Slushie Gasoline after intense backlash, their marketing continues pushing boundaries between buzzworthy and irresponsible. Critics believe chasing publicity distracts from improving core operations. But LTD remains committed to these tactics, believing any attention benefits their brand.

## Challenges

LTD also faces backlash for poor customer service, faulty pumps, outdated stores, and safety issues. Shoplifting and armed robberies routinely threaten patrons and underpaid staff. Critics also accuse LTD of violating privacy by extensively monitoring stores and selling customer data.

Class action lawsuits in the 1990s and 2000s alleged LTD engaged in predatory practices involving reloadable prepaid cards with hidden fees. Attempts to modernize outlets with expanded food menus have largely stalled due to franchisee resistance to renovation costs.

LTD also aims to modernize sites across San Andreas with expanded food menus, electric vehicle charging and mobile checkout. But franchisees resistant to remodel costs slow progress. Management insists upcoming "smart" stores with self-checkout and integrated apps will revolutionize convenience retail. But given LTD's track record, some customers approach innovations with skepticism.

Despite its continued struggles with reputation and lawsuits, LTD remains San Andreas's default gas seller through discounts and prime locations. Management claims upcoming "smart" stores with new tech will revolutionize LTD. But given its history, customers approach such promises warily.

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