

Petroleum Carriers LLC, Selects Gravitare TMS for Dispatch and Integrations

A Virginia carrier serving fuel retailers across the mid-Atlantic selects Gravitare TMS, joining a growing carrier network on the platform.

RICHMOND, VA, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- Gravitare, the fuel supply chain software company, today announced that Petroleum Carriers LLC has selected [Gravitare TMS](#) as the operating platform for its fuel transport business. Petroleum Carriers is a common carrier headquartered in Virginia. Founded in August 2000, the company has spent 26 years operating nearly 100 trucks and serving more than a dozen leading fuel retailers across the mid-Atlantic states of Georgia, South Carolina, North Carolina, Virginia, West Virginia, and Maryland. Each of those customer relationships carries its own supply chain requirements, delivery windows, and data exchange expectations.



“

We don't just haul gasoline and diesel—we also manage ethanol, jet fuel, and specialty products. Every customer has unique requirements, so we needed a platform built to handle that complexity.”

*Lloyd Bradley Jr, Vice
President of Operations,
Petroleum Carriers LLC*

As Petroleum Carriers continued to grow its customer base and geographic footprint, the limitations of a legacy general-purpose transportation management system became increasingly difficult to work around.

Fuel transport at this scale involves requirements that general-purpose platforms were not designed to handle: multi-compartment load coordination, cross-drop prevention at the rack, petroleum-specific billing with customer-specific rate books and accessorial rules, multi-modal driver settlement across hourly and load/mileage pay structures, and real-time data exchange with retail customers who each operate under their own EDI and

order-acknowledgment requirements.

Managing those demands across more than a dozen customer relationships, with supply changes flowing throughout the day, created a level of operational complexity that generic freight software could not efficiently support.

Petroleum Carriers selected Gravitare TMS, a transportation management platform built specifically for fuel transport carriers.

The platform replaces a legacy general-purpose system with tools designed around the actual requirements of petroleum transport: AI-driven dispatch and route optimization that improves loaded miles and driver utilization, digital in-cab driver workflows that eliminate manual arrival and departure logging and BOL rework, automated freight invoicing with customer-specific rate books and accessorial rules, and multi-modal driver settlement that handles both hourly and load/mileage pay structures in a single platform.

A defining element of the implementation is the customer connectivity delivered through [Crossroads](#), Gravitare's connectivity layer that links carriers and fuel retailers through a common integration framework.

Through Crossroads, Petroleum Carriers' entire customer ecosystem flows through a single data layer. Inventory readings, orders, supply changes, and delivery confirmations flow automatically, replacing the ad-hoc communication and manual portal work that previously consumed dispatcher and terminal manager time. The result: connecting with a new customer no longer requires a custom integration project. The framework handles the translation.

"Our operation is incredibly diverse. We don't just haul gasoline and diesel—we also manage high-volume ethanol, jet fuel, and a wide range of specialty products. Every customer has unique operational and reporting requirements, so we needed a platform built to handle that level of complexity. Gravitare gives us exactly that. It allows us to compete more effectively in an ever-changing market while providing our dispatchers and back-office team with the tools they need to operate more efficiently. As we continue to grow, Gravitare enables us to scale our business without adding headcount every time we expand. Maintaining our competitive advantage requires a continuous investment in cutting-edge technology and AI-driven solutions. As customer expectations evolve and our industry becomes increasingly data-driven, leveraging advanced automation and artificial intelligence is essential to improving efficiency, enhancing decision-making, and delivering a higher level of service. Staying at the forefront of innovation isn't just an investment in technology—it's a commitment to the future of our business and our customers," said Lloyd Bradley Jr, Vice President of Operations, Petroleum Carriers LLC.

Part of what made the decision straightforward for Petroleum Carriers was the network it was joining. Several of Petroleum Carriers' key customers already operate on Gravitare, meaning many of its Crossroads integrations are not new builds. They are existing connections, already

live and proven in the Gravitare network.

As more carriers and retailers join the platform, every participant benefits from a growing ecosystem designed specifically for the fuel supply chain.

"Petroleum Carriers is one of the most operationally sophisticated common carriers in the Southeast, with long-standing relationships at some of the highest-volume retail accounts in the country. The combination of auto-dispatch, Crossroads integrations, and multi-modal driver settlement on a single platform is exactly what an operation this complex needs. And as more retailers switch to Gravitare, those integrations are plug-and-play from day one. That is the network effect in action," said Mike Scharf, Co-founder and CEO, Gravitare.

With Gravitare TMS, Petroleum Carriers replaces a legacy general-purpose transportation management system with a platform built around the specific demands of multi-regional petroleum transport operations.

Key benefits include:

- AI-driven dispatch and route optimization, improving loaded miles and driver utilization
- Digital in-cab driver workflows eliminating manual logging and BOL rework
- Automated freight invoicing with customer-specific rate books and accessorial rules
- Crossroads connectivity with fuel retailers through a single integration framework
- Automated flow of inventory readings, orders, supply changes, and delivery confirmations across all customer relationships
- A platform designed to support continued growth across regions, customers, and operational complexity

Petroleum Carriers' selection reflects a shift playing out across the independent carrier market. As major fuel retailers move deeper into digital operations, the expectation of real-time data exchange and automated order acknowledgment has become a baseline requirement. Carriers running general-purpose freight software are finding that gap increasingly difficult to close. Gravitare was built to close it.

About Gravitare

Gravitare is the fuel supply chain software company connecting carriers, retailers, refiners, and wholesalers through a unified operating platform. Its solutions include Gravitare TMS, purpose-built for petroleum transport carriers; Supply & Dispatch for fuel retailers; and Crossroads, the connectivity layer that enables data exchange across the fuel supply chain. For more information, visit gravitate.energy.

About Petroleum Carriers

Petroleum Carriers is a family-owned common carrier headquartered in Richmond, Virginia, providing safe and reliable transportation of gasoline, diesel fuel, ethanol, jet fuel, transmix, lubricants and biodiesel throughout the Mid-Atlantic. Founded in August 2000, the company has

spent 26 years building some of the strongest carrier relationships in the region. Operating a fleet of nearly 100 trucks, the company serves major fuel retailers, wholesalers, and dealer customers across Georgia, South Carolina, North Carolina, Virginia, West Virginia, and Maryland. Learn more at www.petroleumcarriers.com.

Joel Davies

Gravitate

marketing@gravitate.energy

Visit us on social media:

[LinkedIn](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/934039514>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.