

## Media Release

### QANTAS AND BP ANNOUNCE NEW CUSTOMER LOYALTY PARTNERSHIP

#### Qantas Frequent Flyer to join BP's new customer loyalty program, BP Rewards

**4 September 2019:** Qantas and BP Australia have today announced a new customer loyalty partnership that will see Qantas Frequent Flyer become the cornerstone partner of BP's new customer loyalty program, BP Rewards.

Launching in early 2020, the BP Rewards program will allow customers to earn Qantas Points on fuel and eligible in-store purchases across participating BP retail sites.

In addition, BP Plus fuel card will become the exclusive fuel partner of [Qantas Business Rewards](#), Australia's largest business loyalty program.

Brooke Miller, BP Australia Vice President of Sales and Marketing, said BP is excited to partner with such an iconic Australian brand as Qantas.

"Highly-valued, personalised loyalty offers are a key pillar in our retail strategy and they are bolstered by the strength of our strategic partnerships. Our aim is to delight our customers every day through quality experiences, relevant offers and valued rewards, and our new partnership with Qantas will help us deliver on this promise," Ms Miller said.

"We know that access to rewards is an important driver when it comes to consumer choice. Our research shows a significant portion of customers choose a service station based on rewards alone, and we look forward to giving customers even more reasons to pull into a BP site to refuel and refresh," she said.

Olivia Wirth, Qantas Loyalty Chief Executive Officer said the opportunity to earn Qantas Points on fuel and in-store purchases across BP would be welcomed by the airline's almost 13 million frequent flyers and 250,000 Qantas Business Rewards members.

"Earning Qantas Points on every day expenses is a real drawcard for our members and helps them maximise the value they get from our program," Ms Wirth said.

"Drivers spend thousands of dollars on fuel each year, our partnership with BP is an easy way for frequent flyers to earn points and get closer to their dream trip."

"Australia's love of earning Qantas Points has seen us build strong partnerships with some of the country's biggest brands. These connections are key to keeping our members active and engaged in the program and ultimately drive value for the business," Ms Wirth added.



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BP Rewards, including the partnership with Qantas Frequent Flyer and Qantas Business Rewards, launches in early 2020. More detail on points earned for each dollar spent will be available closer to this time.

The partnership arrangements are subject to approval from the Australian Competition and Consumer Commission (ACCC).

Further details on the partnership will be provided closer to the launch.

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