



28 September 2016

BP COMMITS TO THE TOP OF THE SOUTH AGAIN!

BP Connect Haven Road swung open its doors this morning, marking the third Wild Bean Cafe to open in the Top of the South this year.

BP Head of Retail Debi Boffa says BP is committed to the region and excited to open another new store in the area.

"In the past six months we've opened three new stores; one in Blenheim, one in Richmond and one right here in Nelson.

"While there are new employment opportunities as a result of our expanded operations, it's fantastic to have seen so many familiar faces transition across from the previous stores as well," she says.

Boffa says BP has generated roughly 50 part-time and full-time positions across its three new stores.

The new 24-hour operation on Haven Road has wide lanes for easy access, ample parking, a carwash and four fuels across every pump; Unleaded 91, Premium 95, Ultimate 98 and Diesel.

BP Connect Haven Road customers will also benefit from BP Ultimate 98 with ACTIVE Technology – recently launched after five years of research and testing.

But according to Boffa, it's not just BP's quality fuel that sets them apart from the rest, noting that the Haven Road store will also accept New Zealand's first-ever pay-in-car technology.

"BPMe is our brand new App that was designed to simplify and accelerate the re-fuelling process.

"It's really fun to use and it's almost too easy," she says.

"The pay-in-car feature is only available to BP Fuelcard customers at the moment, but customers can still download the App and scan it at Wild Bean Cafe for coffee loyalty benefits until the personal payment features are ready later in the year."

With a Wild Bean Cafe offering comfortable seating, free WIFI, free newspapers to read while you are waiting and free coffee grinds to take home and use in your garden, Boffa says BP aims to provide a better experience for customers, "no matter what they're looking for".

Boffa says Wild Bean Cafe is also the number one retailer of barista-made coffee in New Zealand and has been serving Fairtrade Certified coffee since 2008.

The new BP Connect store will be added to the company's national carwash program that recycled more than 70 million litres of carwash water in the past 12 months alone – an initiative that other retailers are yet to implement to this level or scale.

BP has also invested in bright energy efficient LED lighting to reduce the site's power consumption and has installed heat pump technology that allows exhaust heat from air conditioning and refrigeration plants to be recycled and used to heat the building's water, delivering a more sustainable solution.



"But our commitment to the Nelson community doesn't just stop at our stores – it was fantastic to award Nelson Surf Life Saving Club with a brand new BP IRB this year," Boffa says.

Nelson Surf Life Saving Club President Marcus Gardner says he is extremely grateful for the new BP IRB because their old one had been "pushed to its limit".

"We are involved in a lot of call-outs around the Nelson-Tasman region so IRBs really are an essential part of our lifesaving armoury.

"It really means a lot; not only to the club, but to the entire community," he says.

Boffa says 2017 will see BP enter its 49th year as a partner of Surf Life Saving New Zealand.

"We believe this to be the longest unbroken corporate partnership in NZ history which is something we are really proud of and we're happy to be able to extend the benefits of our longstanding partnership into Nelson," she says.

To celebrate the store opening, from Wednesday 28 September, BP Connect Haven Road is offering a five-day discount for registered AA and AA Smartfuel cardholders of 10 cents per litre on up to 50 litres when a customer spends \$40 or more on fuel.

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