

# MEDIA RELEASE

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## BP INTRODUCES IN-CAR PAYMENT TECHNOLOGY IN A NEW ZEALAND FIRST

We can probably all agree that the digital experience for service station customers has been lacking (if not non-existent) against a backdrop of rapid global digital innovation. That is, until today.

Today, BP launched an impressive new mobile payment technology that is set to make future visits to the pump oh-so-easy.

The folks at BP call it 'BPMe' and, in a New Zealand first, the new technology allows you to pay for your fuel from inside your car.

Goodbye queues!

BP General Manager of Fuels and Marketing Debi Boffa says the sole purpose of BPMe is to make the customer experience at BP a whole lot better.

"Our customers have told us that they want faster refuelling, so over the past 12 months we have set about delivering them with that through BPMe.

"BPMe will make things much faster by removing congestion outside at the pump and inside at the register...you don't even need to reach for your wallet," she says.

"It's almost too easy!

"It also records all of your transactions and you can choose to have them emailed to you."

Goodbye paper!

For business customers, BPMe paperless receipts will no doubt make things quicker and easier at tax time.

BPMe will even personalise your customer experience.

Personalisation features mean that if you always fill up with \$40 worth of BP Ultimate 98 or, if you are a BP Fuelcard business customer who can only purchase diesel fuel, BPMe will remember.

BPMe can even replace your printed Wild Bean Cafe loyalty card, removing that bit of annoying extra plastic hanging from your keys.

Not a Wild Bean Cafe member? Not a problem. You can sign up on the spot in your car and start earning rewards straight away.

Immediate access to great Wild Bean Cafe deals through BPMe is just the start.

"We love the fact that everything will be right there in your hand, eliminating the need for your plastic cards," says Boffa.

"Removing the hassle of entering the shop is great for our valued customers who may be in a rush, mobility impaired or have young children in the car.

"Our friendly store staff will know you're a BPMe customer when you're refuelling, and if you wave, they can even pop out and take over if they're free."

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Boffa maintains that the best thing about BPMe is the convenience of using it and she assures us that while BP is offering BPMe to its business customers at selected stores first, the retail customer version “with all the bells and whistles will be available really soon”.

What will the next version of BPMe look like? Boffa says she can’t give too much away just yet.

“What we can tell you right now is that BPMe will be accepting credit and debit card payments very soon and, if you have an AA Smartfuel loyalty card, your points will be available to check, redeem and accrue right there on the spot...without even getting out of your car,” she says.

BPMe is about accelerating and personalising the refuelling experience through mobile payment technology and it’s as simple as installing an app on your iOS or Android phone.

“It’s like having BP in your pocket,” Boffa says.

“The options are endless for this new technology and we are excited to bring this brand new digital offer to the New Zealand market first.

“If you’re not a business customer and you don’t have a BP Fuelcard, you can still download BPMe and you’ll be push-notified when the personal payment features are ready.”

BPMe will be available from the App Store and Google Play Store on Monday 25 July. For more detail, visit [www.BPMe.co.nz](http://www.BPMe.co.nz).

**- ENDS -**

For media enquiries or to test BPMe at a BP site, please contact:

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