



press release

7 September 2016

WAITARA LOCALS CELEBRATE WITH AA SMARTFUEL 10CPL OFF

BP 2go Waitara celebrated its re-opening today after being closed for nine weeks.

The newly improved store has already proven a hit with Taranaki locals, with an upgraded forecourt offering all four products (unleaded 91, premium 95, Ultimate 98 and Diesel), a separate high-flow diesel area for trucking customers, a brand new 'Hungry As' food offer and barista-made coffee.

After being open for only a few weeks, Site Manager Gayle Simpson says regulars have already been telling her how much they love the new offer.

"Our new offer is really drumming up interest from passers-by too, so we're starting to see a lot more new faces in our store," she says.

"Top customer service is obviously key to that – we're pretty lucky to have 12 fantastic people working for us who care about the Waitara community."

BP NZ Dealer Manager Struan Reid says BP's long-standing partnerships with independent dealers are a really important part of BP's operations in New Zealand.

"The BP 2go Waitara team is a key part of the local community and we're thrilled that we can be a part of that too," Reid says.

Even Surf Lifeguards got in on the action, with volunteers from New Plymouth Old Boys and Fitzroy Surf Life Saving Clubs helping out on the forecourt and raising funds for their Club.

Surf Life Saving New Zealand CEO Paul Dalton says Surf Life Saving Clubs are run by volunteers and are heavily reliant on donations.

"BP has partnered with Surf Life Saving NZ for 48 years and that really demonstrates their significant commitment to our 74 Surf Life Saving Clubs and to New Zealand," he says.

"Celebrations like this one in Waitara strengthen the local relationship between BP and our local clubs and it's fantastic to see."

As part of today's re-opening celebration, customers will be able to save 10 cents per litre when they spend \$40 or more on fuel at BP 2go Waitara on Wednesday 7 September 2016. They can choose to accumulate or redeem instantly on up to 50 litres of fuel.

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