



Media Release

3 July 2019

BP CURBS QUEUES WITH COFFEE PRE-PAY TECHNOLOGY

BP New Zealand is curbing coffee-lovers' commuting time by enabling drivers to order and pre-pay for their coffee before they leave home.

The innovative BPMe App, which already allows customers to pre-order their hot drinks and pre-pay for their fuel in-car has now introduced the ability to pre-pay for their hot drinks, skipping queues and reducing time spent getting the morning caffeine fix.

Through the BPMe app, New Zealanders can pre-select what time they wish to pick up their hot drink – between five and 30 minutes in advance of arriving at their chosen Wild Bean Cafe. A built-in drive-time indicator helps select the most appropriate collection time based on traffic.

“We know that New Zealanders spend on average 1,400* million hours travelling every year, with half that time spent behind the wheel,” says Debi Boffa, Managing Director of BP New Zealand.

“A hot coffee is a welcome companion for many of us on our daily commutes or weekend journeys. With the introduction of this new pre-pay element to the BPMe app, we're hoping to cut down commute time so New Zealand drivers can still get their fix and have extra time to spend on the things they care about most.”

Developed by Kiwis for Kiwis, the BPMe app was launched in 2016. New Zealand was the first country to introduce the pay and go app within the global BP network which operates in more than 30 countries, including China, Austria, South Africa, Poland, Australia, United Kingdom, Spain and the USA. BPMe is also the first fuel payment app in New Zealand and boasts a 4.9/5 star rating in the Apple app store, making it the highest ranked New Zealand fuel payment app on both the Apple and Google Play app stores.

Since 2016, the app has been frequently updated with new functions to improve customer experience, from pre-ordering hot beverages to giving drivers the option of pre-paying for their fuel in-car and using their linked AA Smartfuel card to accumulate and redeem fuel discounts.

BPMe is free to download and can be used across 105 BP Connect sites nationwide to order personalised tea, Fairtrade coffee and hot chocolate drinks with a choice of syrups and specialty milks, all served in commercially compostable cups. For every five hot beverages ordered, the sixth comes free. The app tracks orders so customers can easily redeem their free hot drink from the comfort of their vehicle.

BP is the largest retailer of Fairtrade-certified coffee in New Zealand.



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The BPM_e App can also be used for fuel purchases and AA Smartfuel loyalty at 89 BP 2go and dealer sites around the country.

-Ends-

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Note: BP 2go Mt Smart in Auckland and BP 2go Powderham in New Plymouth are not currently able to offer the BPM_e pre-pay function for hot beverages.

*Ministry of Transport Household Travel Survey December 2018