

# Media Advisory

1 August 2019



## Free fuel today at two BP stations

Today at 11am, two BP stations are giving away free fuel for one hour, with no catch, to celebrate the launch of BP's upcoming loyalty campaign – Fuel on Us.

The two sites, one in Auckland and one in Christchurch, are BP Connect Ormiston, 255 Ormiston Road, Flat Bush, and BP Connect Dallington, 712 Gloucester Street, Linwood.

Drivers of passenger vehicles and motorcycles that make it to one of the two sites between 11am and noon today, will have the chance to fill up with their choice of fuel for free. There is also the chance to win spot prizes. BP aims to get as many customers a free fill as safely as possible.

BP Managing Director, Debi Boffa says "We're thrilled to say fuel's on us to the Ormiston and Dallington communities in Auckland and Christchurch.

"We regularly develop promotions that give back to our customers and thank them for their loyalty to us, and this is another example of that. Our free fuel giveaway is an exciting way to kick off the Fuel on Us promotion, which is designed to celebrate our long-standing partnership with AA Smartfuel and say thanks to our customers who use the programme."

Today's free fuel giveaway is to generate some excitement for the Fuel on Us campaign that BP is running for six weeks from Sunday 4 August until Sunday 15 September. This promotion will see 10,000 possible winners have the chance to instantly win back the cost of their fuel, up to 50L every day for six weeks. A customer simply needs to fill up and swipe their AA Smartfuel or AA Membership card in-store to see if they are a winner.

### Free fuel locations for 11am-12pm, August 1:

- BP Connect Dallington, 712 Gloucester St, Linwood, Christchurch 8062 (entry from Woodham Road)
- BP Connect Ormiston, 255 Ormiston Rd, Flat Bush, Auckland 2016 (Entry from Murphy's Road end)

-Ends-

For further information on the Christchurch fuel giveaway, contact: Esther Dawson | Porter Novelli | Phone 022 080 6536

For further information on the Auckland fuel giveaway, contact: Rhiannon Hughes | Porter Novelli | Phone 027 244 8354

### About the Fuel on Us promotion:

The Fuel on Us promotion is a BP promotion that runs from Sunday 4 August until Sunday 15 September. During this time customers could win back the cost of their fuel instantly, up to 50L. 10,000 possible winners will be selected randomly every day! To enter customers just need to purchase fuel and swipe their AA Smartfuel or AA Membership card in-store. Winners will find out if they have won after they've swiped their card – so we hope there will be a lot of pleasantly surprised customers at BP over the coming six weeks. You can keep track of the promotion on the BP Facebook page or by subscribing to BP and AA Smartfuel emails. T&C's are at [www.bp.co.nz/fuelonBP](http://www.bp.co.nz/fuelonBP).