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[Home](#) > Velocity has landed at BP

22 April 2015 | [Velocity Frequent Flyer](#) [1]

Velocity has landed at BP [2]

Image not found

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BP customers are getting ready to take to the skies more often following the launch of a new partnership with multi award-winning loyalty program Velocity Frequent Flyer today.

The Australian-first partnership allows customers at more than 1,000 participating BP retail sites across Australia to earn two Velocity Frequent Flyer points for every litre of fuel purchased and two points for every dollar spent in-store, with no minimum spend on their purchase*, by simply swiping their Velocity Frequent Flyer card.

Andy Holmes, President BP in Australia and New Zealand, said, “BP’s partnership with Velocity Frequent Flyer is a win for our customers, who will benefit every time they enter one of our stores.

“This is the first time an Australian fuel provider has brokered a direct partnership with an airline loyalty program. We’re incredibly excited to be able to give back to our customers who will be able to earn rewards with Velocity on their everyday spending.

“The loyalty program is another way BP is committing to growing our retail business in the Australian market by improving our customer offer.”

Velocity Frequent Flyer Chief Executive Officer, Neil Thompson said, “The Velocity Frequent Flyer program is renowned for providing valuable benefits to its more than 4.8 million

members and rewarding them in unique and genuine ways.

“We are thrilled to be joining forces with BP, and this exciting partnership is yet another example of how Velocity is transforming the loyalty landscape in Australia,” Mr Thompson said.

For more information on the BP in Australia and Velocity Frequent Flyer partnership, please visit: www.velocityfrequentflyer.com/bp [3].

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Links

[1] <https://newsroom.virginaustralia.com/news/80>

[2] <https://newsroom.virginaustralia.com/release/velocity-has-landed-bp>

[3] <http://www.velocityfrequentflyer.com/bp>

[4] <http://twitter.com/share>