

16 November 2014 | [Velocity Frequent Flyer](#) [1]

Velocity Frequent Flyer and BP announce Australian first partnership [2]



Velocity Frequent Flyer and BP today announced an Australian-first partnership that will see an award-winning airline loyalty program enter into a direct partnership with one of Australia's largest fuel retailers.

With more than 1400 BP service stations around Australia, the ground-breaking multi-year deal will allow all members of Velocity Frequent Flyer to earn Points on fuel and retail spend at BP by simply swiping their Velocity card in store.

This is the first time an airline loyalty program in Australia has brokered a direct partnership with a fuel provider and will close a gap in the market in rewarding customers on this important aspect of everyday household expenditure.

Velocity Frequent Flyer Chief Executive Officer, Neil Thompson said: "We recognise the importance of rewarding our members on everyday spend and we are thrilled to announce a direct partnership with one of Australia's leading fuel retailers.

“Today is a major milestone for Velocity Frequent Flyer as we introduce the ability to earn Points on such an important aspect of household expenditure for the first time in the program’s history.

“Our primary focus is to deliver the best rewards to our members and we will continually look at ways to enhance our offering and bring new benefits to our growing membership base,” Mr Thompson said.

President of BP Australia and New Zealand, Andy Holmes, said: “BP’s partnership with Velocity Frequent Flyer is an exciting new direction for BP in Australia, and is part of our commitment to grow our retail business in the Australian market.

“I’m delighted that this partnership will provide our customers across Australia with even better value and another reason to visit our stores.

“BP is proud to be working with Velocity Frequent Flyer, the award-winning loyalty program of Virgin Australia- a brand that is equally committed to doing more for its customers.”

The ability to earn Points through BP retailers will commence in early 2015. To support the partnership, BP will also launch a mechanism for customers to participate instore and earn Points through Velocity Frequent Flyer on same day purchases.

The deal follows the finalisation of the sale of 35% of Velocity Frequent Flyer to Affinity Equity Partners in October, a strategic transaction designed to accelerate the growth of the program and fast track its strategy to become a world-leading loyalty program.

Velocity Frequent Flyer now has more than 4.5 million members in the program and is free to join. Visit www.velocityfrequentflyer.com [3] for more information.

BP is engaged in the exploration for and production of oil, natural gas and liquefied natural gas and the refining, transportation and marketing of petroleum and lubricant products. BP is one of the largest suppliers of fuel to Australia’s industrial sector via its two refineries and a national network of terminals, depots and Truckstops. BP also has a network of some 1,400 retail service stations. For more information about BP in Australia please visit www.bp.com.au [4].

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