

5 July 2016 | [Velocity Frequent Flyer](#) <sup>[1]</sup>

## **Velocity and BP customers to pay for fuel with Points in Australian-first** <sup>[2]</sup>



Velocity Frequent Flyer and BP Australia today announced Pay with Points, an Australian-first initiative that will revolutionise the way members use the program by enabling BP customers to pay with Velocity Points at the point of sale.

From next week<sup>1</sup>, customers can redeem between \$10 and \$60 off their eligible fuel and in-store purchases<sup>2</sup> at participating BP service stations. It is the first time an Australian airline loyalty program has allowed its members to use their frequent flyer points as currency in a retail store.

With Australia's average household expenditure on fuel around \$60<sup>3</sup> per week, Pay with Points gives customers the opportunity to save each time they refuel, reducing the money spent at the pump and putting disposable income back into the pockets of Australians.

BP General Manager, Marketing & Offer Development Adam Arnold said: "This new offer will help Australians rethink how they refuel. The cost of fuel is a significant household expense, and we want to help reduce the impact on household budgets by opening up more ways to

pay, thanks to our partnership with Velocity Frequent Flyer.

“This offer is an evolution of our best-in-class promise to our customers. BP’s focus continues to be on how it can best serve its customers and provide them with the benefits they want and need,” said Mr Arnold.

Velocity Frequent Flyer CEO Karl Schuster said: “This is a game changer for Australians, with Velocity Points soon to be a form of currency at BP service stations.

“Velocity is committed to rewarding our members on their everyday expenditure, and this initiative with BP takes that one step further. We know some members drive much more than they fly, so this gives them an alternative way to use their Points that will ease the pressure on their wallet.

“Nearly one million unique members have swiped their Velocity card at BP since the launch of our partnership in April 2015 and we are excited about how this new initiative will ensure the partnership continues to go from strength to strength,” Mr Schuster said.

From next week, customers can begin using their Velocity Points in participating BP stores by following three easy steps:

1. Create a 4-digit Velocity PIN at [velocityfrequentflyer.com/createPIN](http://velocityfrequentflyer.com/createPIN)

*Once a PIN has been created, the default setting is a \$10 BP in-store redemption option, however this value can be changed at any time up to \$60.*

2. Swipe Velocity membership card in store before payment

3. Redeem

*The purchase can be paid for with Velocity Points if the value of the purchase is equal to or above the dollar value of the BP in-store redemption option. Follow the pin pad prompts to pay for all or part of the purchase with Velocity Points. 1667 Velocity Points is equal to \$10.*

A Video News Release is available for download [here](#) [3].

<sup>1</sup>Participating stores across Australia will progressively be rolled out over the coming months.

<sup>2</sup>Points will not be earned and cannot be redeemed on selected purchases, including but not limited to Tobacco, Fleet and Gift Cards.

<sup>3</sup>Australian Bureau of Statistics Media Release 24 September 2013

<http://www.abs.gov.au/ausstats/abs> [4]

@.nsf/Lookup/by%20Subject/4670.0~2012~Media%20Release~Households%20spend%20\$99%20per

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