



## Uber-backed startup offers gas delivery

**Los Angeles, California-based startup Purple is set to compete with traditional gas stations by delivering fuel to where vehicles are located.**

According to Business Insider, 15,000 users are already accessing the newest mobile app Purple to order gas.

The app, which is available on iOS and Android, also provides an option to have the fuel delivered in one hour or three hours and order between 10 gallons or 15 gallons.

On Purple, a gallon of octane 87 costs \$3.79 while octane 91 costs \$3.99 per gallon.

“Convenience is the first motivation,” according to Purple founder Bruno Uzzan who has already gained support from Oscar Salazar, co-founder of the app based transport service Uber.

The online gas delivery is available at the moment in Los Angeles. It will expand to San Francisco and will soon offer overnight refilling, which enables users to order gas before going to bed and wake up with a full tank.

Eighty percent of the company’s early clientele have luxury cars from upscale neighborhoods of Beverly Hills, Santa Monica, and West Hollywood.

Purple is not the first app-based gas filling startup. Palo Alto-based Filld and valet parking service Luxe have already offered similar services.