



## Major European gas station group chooses pricing partner

**The EFR Group (European Forecourt Retail Group) has chosen FuelsPricing.com as the strategic pricing partner for its 1,200 fuel retail locations in France, The Netherlands, Belgium, and Luxembourg.**

Following a successful pilot, the implementation of the pricing application and consulting services to support the roll-out will allow EFR Group to optimise revenue across both forecourt and shop in the different markets in which they operate, informed the company in a release.

“In selecting a pricing partner, FuelsPricing.com’s edge was its subject matter expertise, the flexibility of the solution to operate in diverse and changing markets coupled with its fully integrated analytics.”

FuelsPricing.com is British specialist in service providing for global fuel and convenience retailers.

“FuelsPricing.com is delighted to have worked with EFR Group during the pilot during 2015 and now the wider roll-out. The richness of the available data in terms of fuels and shop sales allows us to model market behaviour within our tools and provide meaningful actionable insights,” said Mark Scanlon, CEO of FuelsPricing.com.

EFR Group is owned by TDR Capital, a leading private equity firm with over €4.8 billion of capital commitments under management.