



USA: BP takes leap into the future with interactive pumps

BP is introducing new, highly interactive fuel pumps at a few sites around New York and Chicago that talk to customers while they fill up.

Named "Miles," the new BP Personality Pump uses a proprietary interactive technology to audibly greet consumers and initiate the fueling experience. While filling up, consumers can select music on Pandora, record a video e-card to share on social media sites or play music trivia.

"The BP Personality Pump is one of the biggest innovations at U.S. retail fueling stations in many years," said Donna Sanker, chief marketing officer of BP Fuels North America.

After pumping gas with Miles, drivers will be able to send themselves a text message with content created at the pump, a link to the Pandora station they chose and a special return offer.

"We believe this technology could change the way people think about the typical fill-up and give consumers another reason to visit our stations," adds Sanker.

Miles' features were developed through a partnership with [The Onion](#) and Pandora.

BP will test the new pump technology for three months starting November 15, 2016, at several BP stations in the Chicago and New York City metro areas.