



Canada: 1,000 Esso gas stations now accept pay at the pump app

Canadians will now be able to accumulate loyalty rewards and pay with their mobile phones at 1,000 Esso stations with the launch of Speedpass+ mobile app.

Imperial Oil has rolled out the Speedpass+ mobile app to 1,000 Esso-branded gas stations across Canada, allowing customers to pay for fuel and car washes, as well as accessing offers and points.

“Customers can easily and securely authorise a pump for payment through the use of cloud-based technology, which does not require waving or tapping a smartphone at a pump or payment device,” says Imperial.

The launch of the Speedpass+ mobile app follows a successful pilot program at 15 Esso gas stations in March 2016. Imperial Oil was the first major fuel retailer to introduce pay-at-the-pump technology in the country.

“This combination distinguishes the Speedpass+ app as the next generation of customer payment and loyalty programming for the Canadian retail fuel industry,” said Andrew Mackay, retail fuels manager at Imperial.