



New Zealand: Z Energy unites fuel network for business customers

Z Business Plus gives SMEs access to more than 550 Z, Caltex and Challenge service stations and truck stops with a single account and one fuel card.



New Zealand's largest transport energy company, Z Energy Ltd, has launched a new flag-ship business fuel card offer, Z Business Plus, that gives small and medium-sized businesses access to one of the country's biggest fuel networks.

Z has combined the Z, Caltex and Challenge networks with Z Business Plus so customers can now access more than 550 Z, Caltex and Challenge service stations and truck stops with a single account and one fuel card.

"In New Zealand there are around 150,000 small and medium-sized enterprises (SMEs) employing between one and 50 people. It was important to Z that we created a product designed specifically for these businesses and the 400,000 or so self-employed people around the country," said Z's General

Manager of Commercial, Nicolas Williams, in a press release.

According to Z, SMEs are consistently seeking ways to improve productivity by freeing up time spent on low value activity, like refuelling their vehicles. “We’ve combined our networks so that drivers have more sites to choose from and won’t need to take as many detours to fuel up. This means Z Business Plus offers a simple, convenient and fast way of keeping SME vehicles on the move around New Zealand”, commented Mr. Williams.

Z’s ongoing market research has consistently heard SMEs want to be rewarded for loyalty to their suppliers. “To ensure Z is recognising business customers for choosing us, Z Business Plus gives them 8 cents per litre fuel discount at any Z, Caltex or Challenge site, as well as the chance to earn Fly Buys or Airpoints on their accounts”, added Mr. Williams.

Z Business Plus reflects the need for payment flexibility. “Businesses owners have told us that cash-flow can be a challenge. That’s why we’ve added up to 40 days’ credit, and a choice of four invoice dates,” concluded Mr. Williams.