

Petrol PLAZA

USA: Shell equips 1000 branded stations with EMV

The fuel dispenser counterfeit fraud liability will go into effect in the United States on 1 October 2020.



Shell announced that over 1,000 of its retail sites in the United States are now offering EMV technology. The fuel dispenser counterfeit fraud liability shift instituted by the card brands will go into effect in the country on 1 October, 2020.

Shell did not indicate, however, how many more stations will migrate to EMV technology until the new EMV liability rules take effect. The company signed an agreement with Cybera nearly one year ago to establish a cloud-based structure for Shell's EMV network.

EMV technology is meant to reduce fraud and protect personal information while fueling up.

"It is now less than a year until the fuel dispenser counterfeit liability shift instituted by the card brands goes into effect," the company said in a press release. "Shell is fully committed to providing its wholesalers with the information and resources they need to have their Shell-branded sites EMV

hardware and software ready in advance of the liability shift date."

Royal Dutch Shell operates about 14,000 fuel stations in the United States.