



Visa extends EMV forecourt deadline to April 2021

After denying initial requests from NACS and other retail associations, Visa has decided to extend the deadline by six months.



Visa announced that it will delay the EMV forecourt liability shift deadline from October 20, 2020 to April 17, 2021.

On April 6, Visa denied a March 23 request by NACS, NATSO, the Petroleum Marketers Association of America (PMAA), the Society of Independent Gasoline Marketers of America (SIGMA) and the Merchant Advisory Group for a delay. In its denial, Visa said it was “too soon to determine if a delay of the liability shift is needed.”

On April 8, the marketers sent another request, arguing that “many businesses are finding it impossible for them to meet the approaching fall deadline. This is causing additional stress for these businesses at the same time they are worried about their economic survival and the wellbeing of their employees and customers. The EMV liability shift deadline should not be adding to these burdens

right now.”

“The EMV delay comes at a time when convenience stores’ main objective is keeping stores open to meet the essential needs of their customers and communities. We are glad to see Visa recognize the unequivocal economic impact coronavirus is having on businesses, and we hope the other major networks will follow suit,” stated Anna Ready Blom, NACS director of government relations.

Visa’s decision to grant a delay extends the deadline by six months given the extreme disruption to the workforce and supply chain due to the coronavirus pandemic.

On Monday, the Petroleum Equipment Institute will release results of our most recent “business conditions” survey, which includes several questions on the status of EMV forecourt upgrades (completion percentages, project lead times and the percentage of retailers that have not yet requested upgrades).