



USA: Kum & Go launches seamless mobile fuel pay solution

Using its existing Kum & Go app, the new feature is available at all 400 Kum & Go locations in the United States.



Kum & Go has launched a new mobile fuel pay solution that lets &Rewards members skip the keypad and activate the pump with their smartphone. The mobile payment platform uses the existing Kum & Go mobile phone app and is available for use at all 400 Kum & Go locations in the United States.

The Kum & Go app verifies the customer's credit card and handles the payment. When at the pump, customers just need to enter their pump number, start to fuel and go.

"Let's be honest, no one gets joy from starting a pump. On a cold winter's day, the last thing you want to be doing is standing outside paying for gas," said Kum & Go President Tanner Krause. "Today, in our current moment, limiting common contact points is essential. So we created an app feature that significantly reduces the time to activate a pump and allows you to do most of it from the comfort of your vehicle."

“At Kum & Go, we push the state of the art for convenience at the pump,” said Kum & Go Vice President of Fuels, Ken Kleemeier. “The Kum &Go app helps customers Fuel Better by linking the gas pump with the mobile phone, allowing us to radically streamline the process of fueling up, while also seamlessly integrating with the &Rewards program.”

Established in Hampton, Iowa, in 1959, Kum & Go has since grown to operate 400 stores in 11 states: Iowa, Arkansas, Colorado, Minnesota, Missouri, Montana, Nebraska, North Dakota, Oklahoma, South Dakota and Wyoming.