

Z Energy introduces NZ-first pay by number plate option

The digital payment solution is now available at 61 Z Energy stations around New Zealand.



Z Energy has launched New Zealand's first pay by number plate recognition for refuelling at the pump, a solution that is currently available at 61 Z Energy stations around the country.

In the time of COVID-19, pay by plate will give customers the choice to pay with a contactless option without needing to enter the store, said Z's Chief Customer Officer, Jane Anthony.

"[...] Many people are after a touch-free and efficient way of making purchases. Pay by plate provides another option for making filling the tank more convenient and reducing the number of surfaces customers need to touch."

An evolution of the company's 'Fastlane' trial, to use pay by plate motorists need to download Z App and register their number plate. Once registered, the cameras at Z Energy service stations will read the vehicle's number plates automatically and release the pumps in any lane. Payment is automatically processed in the app once the nozzle is replaced.