

## Germany: Aral and Payback extend partnership for rewards

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Germany's largest service station company Aral has extended its long-term contract with Payback.

Customers will continue to be rewarded with Payback points for refuelling, shopping and car washes at around 2,400 service stations in Germany. In the short term, points will also be awarded for Aral's growing range of e-mobility products. Drivers of e-cars will then be able to charge electricity for their onward journey at more and more Aral pulse stations and collect points via Payback. By the end of the year, 500 ultra-fast charging points will be in operation at over 120 Aral service stations.

"It's a collaboration full of trust and it has absolutely proven its worth - for our customers, for our service station partners and for us as a company," says Philipp Traeder, who is responsible for customer loyalty programmes and the partnership with Payback at Aral.

More than 31 million active Payback users in Germany can collect points at Aral, either with their Payback card or via their smartphone using the app.

Aral has been bp's petrol station brand in Germany since 2002. More and more stations are being equipped with REWE To Go shops, offering customers a large and high-quality range of fresh snacks and hot meals.