



Nigeria: Total and Visa partner to foment use of credit card payment

Visa has partnered with Total Nigeria in an effort to improve card usage for purchases among Nigerians, who mostly still prefer to pay with cash.

Customers who use electronic card payments to buy their fuel at Total gas stations in Lagos state will be able to access discounts and free fuel.

“At Visa we are committed to developing creative ways of driving the cashless policy in Nigeria through e-commerce and we understand that card payments are more secure than cash payments for both buyers and sellers,” said Ade Ashaye, Country Manager for VISA West Africa.

The global trend towards e-commerce has been unstoppable over the years, with many modern countries now focusing on mobile payment technology.

“We are happy to work with Visa on this project. Total has invested a lot in ensuring that our service stations are up to international standards and this partnership is certainly a step in the right direction,” said Maxence Bourgoing, Network Development Manager, at Total Nigeria.

The campaign will be running for seven weeks starting from October 19 to December 6. During that time drivers who purchase more than N3000 (\$15) worth of fuel with a Visa card will be able to access free fuel worth up to N1000 (\$5) each day.