



Canada: Imperial Oil rolls out pilot programme for Speedpass+ payment app

Imperial Oil is the first major fuels retailer to introduce a mobile pay-at-the-pump solution in Canada by piloting its new Speedpass+ smartphone app at 15 Esso gas stations in the greater Halifax market.

Integrated with Esso's loyalty programs, the Speedpass+ app allows customers to link their loyalty card and earn Esso Extra points or loyalty Aeroplan Miles on qualifying purchases.

"Imperial is committed to innovation and technology and recognizes that smartphones have become integral to our customers' lives. The Speedpass+ app is designed to save customers time at the pump while providing valuable loyalty rewards," said Andrew Mackay, retail fuels manager for Imperial Oil.

The Canadian fuel retailer plans to make the app-based payment method available throughout its whole fuel station network after 2016.

"With more than 67% of Canadians owning a smartphone, the Speedpass+ app aims to transform the fuelling experience at Esso service stations by offering convenient payment options," added Mackay.

At the 15 Halifax-area convenience stores, customers who download and use the app to purchase at least 35 liters of fuel three times will earn a \$10 Esso Gift Card. Once the user accepts the reward, the value of the card will be automatically loaded to the app.