



Number plate recognition lets New Zealand motorists fill and go

Motorists visiting trial Z Energy sites in New Zealand can now pull in, fill up and be on their way without leaving their car, touching their phone or even their wallet. Z calls it “Fastlane”, combining innovation from a group of New Zealand based technology companies; Rush Digital, Focus Security, Paymark and Invenco.

Customers download the Z App and register for Fastlane entering their plate registration, purchase preferences and payment details. Having identified a participating service station using the app, they pull up to the dedicated Fastlane. At the pump, onsite cameras instantaneously read and validate the vehicle’s registration plate against a secure customer database.

Fastlane is available at any time, day or night. During the day a Z team member will greet the customer on the forecourt and fill the tank based on the registered preferred fuel type, which will show on the OPT screen. Customers can also opt to fill their own tank. Once filling is complete, the customer drives off and payment takes place automatically.

The results from customer testing to date has been very positive, particularly in rush hour or when fuelling with children in the vehicle. The trial is currently available at ten Z service stations in Auckland and Christchurch, with more sites to be added based on customer response and feedback, according to the company.

Pushing for innovation

Gavin Lennox, CEO at Invenco, one of the technology companies involved in Fastlane, believes it is no accident that the innovation took place in New Zealand.

“Not only are retailers, like Z, wanting to push boundaries but customers aren’t afraid to embrace new technology. Combine this with hi-tech companies that are openly willing to collaborate, and anything is possible”, says Lennox.

Z’s General Manager of Retail, Mark Forsyth, says Z is always looking for opportunities to improve the customer experience at their sites. “We know that in many instances customers just need to quickly refuel and get on their way. Fastlane does just that – eliminating anything that slows down your refuelling experience.”

Fastlane is the first trial to emerge from Z Energy’s Innovation Refinery where it is incubating a

pipeline of new initiatives.