



Mexican retailer selects Gasboy to tackle pump fraud

Mexican fuel retailer Grupo Orsan has selected to deploy Gasboy's vehicle identification technology for its network of fuel stations to offer better fraud protection and enhance loyalty with their fleet customers.

Grupo Orsan will install Gasboy's Fuel Point PLUS system across its network of 150 sites in Mexico. The system uses secure radio communication between a vehicle and the fueling system to automatically identify and authorize a vehicle for fueling so that fueling can only occur when the correct nozzle is inserted in an authorized vehicle.

"The Gasboy Fuel Point PLUS system provides the high level of security and ease of use our fleet customers demand to ensure that the fuel they purchase is only going into their company vehicles, so we are standardizing on this technology across our network of sites," said Carlos Hernandez, Chief Financial Officer for Grupo Orsan.

According to Hernandez, the fuel retailing group has selected Gasboy, a division of Gilbarco Veeder-Root, because they needed a "robust technology" that would reduce the risk of fraud when dealing with large fleets of vehicles.

As a completely wireless system, Fuel Point PLUS components are easily deployed both on vehicles as well as on the fuel site and can replace the need for cards or other manual inputs during fueling, which can reduce the amount of time spent fuelling, according to Gasboy.

Grupo Orsan is one of the leading Mexican companies in the domestic fuel sales market. Founded in 1968, it has more than 150 service stations, 1,400 affiliated service stations in its eWallet network, and a fuel distribution service for self-consumption facilities.