



GasBuddy unveils its own consumer mobile payments service

GasBuddy unveils pay-by-smartphone capabilities that will be rolled out at 450 Love's Travel Stops & Country stores.

More than 143 billion gallons of gasoline are purchased a year in the U.S., 99% by swiping a plastic card at the pump or paying with cash. Another payment app has been added to the market with GasBuddy's new announcement.

According to Mobile Marketer, mobile payments are set to be a \$49 billion market occupied by heavyweights such as Apple, Google, Walmart and Starbucks. GasBuddy's smartphone payment service is specifically and exclusively targeted at the \$315 billion retail fuel purchases made each year in the U.S.

The new mobile payment feature is an expansion of Pay with GasBuddy card program launched in September 2017, which enables consumers to save on fuel purchases at more than 90% of gas stations across the U.S. Since launch there have been more than 2 million transactions across all 50 states using the Pay with GasBuddy program.

"Mobile payments are no longer a 'nice-to-have' in our business but an essential part of our Customer's experience," said Dave Frankenfield, vice president of marketing at Love's. "Love's is thrilled to expand our long-standing trusted partnership with GasBuddy through the Pay with GasBuddy program to add even more convenience and value at all of our locations."

The new mobile pay feature allows users to arm Love's pumps using the GasBuddy app from the comfort of their car, as well as take advantage of the Pay with GasBuddy fuel savings program.

Founded in 1964, Love's has more than 450 locations in 41 states.