



PRESS RELEASE:

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The passion behind pump prices

Recently, many of us have seen a number of comments on social media and a fair bit of chat about fuel pricing across parts of the Waikato region. So the Te Awamutu & Cambridge Chambers of Commerce, put the question to Z Energy. “Why the variation in fuel prices?”

Z Energy acknowledged the importance of fuel prices to consumers and said that selling fuel can be a funny business. Going on to explain further that, right now, the Waikato is currently the most competitive area in New Zealand for fuel pricing with some prices up to 15 - 20 cents per litre off the national pump price.

It is acknowledged that the price of fuel has a significant impact for people and therefore the price paid is important, especially when there appears to be disparity in price or that potentially another area is getting a better deal.

“Z’s” spokesperson, Jonathon Hill said “It is a funny business because, in some respects, you’re damned if you do, and damned if you don’t. For example, when everybody’s prices are the same, people say there’s no competition. When prices change and where these can be markedly different between companies and provinces, people also say that’s evidence of an absence of competition”.

Jonathon suggests this is happening because of intense regional competition for customers – the end result being that prices in some parts of the Waikato are up to 20 cents per litre cheaper than prices across most of the country.”

He added, “that the good news for customers is that this is exceptional value. The bad news is that it might not last forever, stating that they’ve seen exactly this kind of thing before across other parts of the country and they tend to come and go.”

Jonathon said, “As a competing local company, Z understands this can be confusing to see prices different from site to site, company to company and town to town. And yet, all of that said, this is the ultimate demonstration of vigorous, healthy competition and customers should make the most of it.”

He said “Z’s strategy is to ensure we’re competitive, adding value and being straight up and transparent with our customers. We tell our customers how much money is made (5.2 cents of net profit per litre), and that we invest more about \$1.5 million in local communities every year and above all, we understand that price matters to our customers and we’re prepared to listen and front up when people want answers”

The Chambers will continue to monitor this situation and seek explanation and understanding for our members.

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