

press release



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Businesses say fuel cost management is as important as price

With diesel having passed the £1/litre mark, businesses frustrated by rising fuel prices are increasingly praising fuel cards for their cost management advantages. Steve Clarke, sales and marketing manager for ACE Fuelcards, said: “Fuelcard holders still cite guaranteed lower prices as the main reason for joining, but we regularly hear that this is closely followed by the account management benefits.”

He said that, after cost savings, the two features most often mentioned as attracting commercial organisations to ACE Fuelcards both involve managing costs.



“While 24/7 on-line access to account information is popular, almost everybody says that they like having their own, personal account manager,” he said. “They tell us that, although they might never need it, people like to know that they are only a call away from a real human being who understands their business and knows their account.”

The continuing ACE Fuelcards ‘Price Watch’ reports the pump price for diesel is now up to £1.20/litre in some areas (*The Times*, Dec. 10, 2007). The government has confirmed that April’s planned 2p duty increase will go ahead.

For more details of the Ace Fuelcard call 0845 630 1312 or email

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