



FUELLED

NEWSLETTER

JANUARY 2017

NAKI JETSPRINTS



McFall Fuel enjoyed the opportunity to host customers at the Naki Jetsprints in early December. Taranaki Hardcore shirts were seen around the track among the large crowd enjoying the event in its second year. "What made this such a great sporting spectacle was that you can see all of the action and the course from our vantage point on the hill," said Allan McFall. "It was such a shame that the

rain got worse and so the event was called off in the afternoon." McFall Fuel were proud to have Rick Williams represent them in the 'Undie 500' and the tent full of supporters were pleased with the third placing and all very much enjoyed their day out.



LOYALTY PROGRAMME REWARDS WILL BE EXPANDED IN MARCH



We will be announcing yet another opportunity for our customers to accrue points in our McFall Loyal offer in 2017. "This follows our research into a recent Consumer article on loyalty offers in the market place," said CEO Sheryl Dawson. "Many programmes have become expensive and difficult to operate and so engagement is low."

Research shows that a good loyalty scheme works with your regular shopping behaviour. "We added the travel reward this year and we have been amazed at how many customers have used this option to reward staff, support their business needs, or to just go and have a great holiday. While the majority of customers still redeem their points for product they use the travel has proved to be popular."

Our Commercial Team will begin their discussions with you in mid to late February and then we will launch the opportunity in March.

SCOTT DIXON ADMIRES THE BRAND ON A RECENT VISIT



A smiling Scott Dixon gives McFall Fuel the thumbs up, when on a recent visit to New Zealand. The winner of the 92nd Indy 500 in 2008 and 4 time championship winner enjoyed being home and catching up with friends on Waiheke.

What's Happening @ 0800 623 255

DEMAND FOR COMPLIANT FARM TANKS



McFall Fuel Area Sales Managers have been working extremely hard to encourage farmers to have complaint tanks in place as soon as possible. "We offer the ability to purchase the tanks outright, or a very generous set of terms for lease to own tanks," said Rick Williams the General Manager for Commercial.

The ladder of this overhead farm tank has been designed by Fuel Storage to keep customer and driver safety to the forefront. While the on the ground tank is able to be bolted down with the large plate feet to ensure safe access. Ask Us More!



ACC & WORKSAFE THE HARM REDUCTION PLAN

The Harm Reduction Plan is looking at a long term working relationship between ACC & Work Safe. The aim is to have businesses invest in and value their workers, to help avoid the unnecessary costs associated with workplace injury.

Businesses could be better rewarded when workplace injuries are reduced and the rehabilitation of injured workers is supported. A reduction in ACC levies could be a possibility. The focus then is on rewarding good performance outcomes rather than compliance.

The Government's target of a 25% reduction in workplace fatalities and serious injuries by 2020 is now only three years away and this means we need to be sure that we can all reduce the risks we face in the field.

SUMMER PROMOTION—THE FINAL MONTH

McFall Fuel and Fuchs have worked together to come up with special product pack offers for the Summer Season. The promotion which comes with this Newsletter outlines the Platinum, Gold, and Silver Offers. The focus at this time of the year is all



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