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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 Abbey 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.”



Steve Clarke

He said that, after cost savings, the two features most often mentioned as attracting commercial organisations to Abbey 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 Abbey 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 information on how Abbey Fuelcards can reduce fuel consumption and fleet costs, call Abbey on 0845 055 1695, or email: [info@abbey-fuelcards.co.uk](mailto:info@abbey-fuelcards.co.uk) or see: [www.abbey-fuelcards.co.uk](http://www.abbey-fuelcards.co.uk)



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**Note to editors**

Abbey Fuelcards is a leading fuel solutions provider and authorised agent of Texaco, Shell, Diesel Direct and UK Fuels. Established for over 15 years, Abbey Fuelcards provides an unrivalled combination of service, savings and security for fleet and owner/driver vehicle refuelling throughout the UK.

Designed in the UK to meet the needs of UK organisations, Abbey Fuelcards offers customers dedicated personal account management and innovative online tools for round-the-clock account administration, cost control and card protection. Abbey Fuelcards uniquely offers both contract and 'pay as you go' payment options.

Abbey Fuelcards is one of the few remaining totally independent fuelcard companies. It is wholly owned by its managing director Bob Sturgess, who has over 20 years experience in offering a range of on the road refuelling options and associated services to commercial road transport operators.