

Further expansion of PACE's Connected Fueling network

# Mobile payment with Connected Fueling from PACE now also available at Raiffeisen Energie Nord gas stations

Möln and Karlsruhe, 14.12.2020

**Raiffeisen Energie Nord is the first Raiffeisen company to offer payment by smartphone directly at the fuel pump. The Connected Fueling mobile payment platform from PACE makes this possible. Five questions to the Managing Director Moritz Heitmann of Raiffeisen Energie Nord and Klaus-Dietrich Gast, Head of Sales at PACE.**



[Images in the digital press kit](#)

Conveniently pay from the car, without the hassle of rummaging for your mask and wallet, without waiting in line, without having to enter your PIN number; Raiffeisen Energie Nord GmbH is a Connected Fueling partner of the smart mobility provider PACE Telematics GmbH from Karlsruhe. As of now, customers can use the PACE Drive app to pay for gas from within their cars using all common mobile payment methods and, as of January, also with the digital fuel card from DKV.

The Managing Director of Raiffeisen Energie Nord, Moritz Heitmann, and the Head of Sales at PACE Telematics, Klaus-Dietrich Gast, answer five questions about paying at the pump.

***It is already possible to pay without cash, and with Apple and Google Pay, contactless payment is also possible. What makes Connected Fueling different?***

Moritz Heitmann: With Apple and Google Pay, customers still have to go to the cash register, even if they actually just want to fill up their car. Connected Fueling, on the other hand, makes it possible to pay directly at the pump. That means no mask, no waiting in line, and a digital receipt sent directly to the smartphone or via email.

***How is it that Raiffeisen Energie Nord in particular has forged ahead like this and is the first in the Raiffeisen network in Germany, Austria and Switzerland to introduce this innovative solution with PACE?***

Moritz Heitmann: Raiffeisen companies have existed for 170 years because they have always moved with the times, adapting and changing to meet the needs of their customers. Raiffeisen Energie Nord is one of the most progressive within this group. Digitization has arrived in every household—accelerated by the corona virus, so it would be negligent from a business perspective not to react to it.

With Oil-Fox, we introduced a smart solution for liquid fuel level monitoring years ago. This IoT (Internet of Things) solution brings benefits to our customers in terms of continuously controlling inventory and

operational reliability, and for us it has the advantage that we can plan deliveries precisely. So it was only logical to improve the processes at the gas station as well. We are constantly driven by questions about the future: Does our analog fuel card alone have a future? What benefits can we offer our customers? How can we win over the younger generations as well? People today are used to paying quickly and easily via their smartphones, and we are meeting this need for convenience and security with Connected Fueling.

KD Gast: Making it as easy and convenient as possible for end customers is the key success factor today. Everyone has a smartphone in their hand, or at least within reach. It is a navigation system, a means of communication, an entertainment channel, a planning tool, and much more—so what could be more obvious than to use the smartphone for the digital management of refueling processes as well?

### ***How long did it take to implement Connected Fueling at Raiffeisen Energie Nord?***

KD Gast: It took less than two months from the first contact to the start of operations. Moritz Heitmann was immediately convinced by the functionality of the Connected Fueling platform, the user-friendliness of the app interface, and the performance for the end customer and did not hesitate for long.

Moritz Heitmann: Our sales and IT partner Tanktechnik Kunze in conjunction with the cash register manufacturer Ratio were thrilled with the simplicity of the implementation. I particularly like the fact that we were able to give the interface our own branding in Raiffeisen green.

KD Gast: In addition to the old tried-and-tested fuel card, Raiffeisen Energie Nord can now also accept digital fuel cards, for example from DKV, Hoyer, ZGM Zieglmeier and many others. Connected Fueling is also an interesting offer for members and customers of automobile clubs, car manufacturers, banks and mobility service providers. As the platform grows, so do the benefits for customers, gas station operators, and app operators.

### ***In summary: Mr. Gast, what exactly are the benefits of Connected Fueling for Raiffeisen Energie Nord customers?***

The six most important benefits for end users are as follows:

1. Payment directly from the vehicle using the smartphone and the payment method of one's choice: the digital fuel card, Apple Pay, PayPal, the credit card—others such as Google Pay and paydirekt will follow
2. Quickly finding the next Raiffeisen Energie Nord gas station and all other suppliers with price comparison.
3. Transfer of all receipts—directly within the smartphone app and simultaneously via email.
4. No additional costs or commitments for end customers.
5. No advertisements of third parties.
6. And everything compliant to the GDPR.

### ***In summary: Mr. Heitmann, what are the other benefits for Raiffeisen Energie Nord of using PACE Connected Fueling and working with PACE Telematics?***

In addition to the benefits for our customers, there are three further advantages for us as a company:

1. We remain fit for the future and gain further perspectives with the digital customer fuel card.
2. We offer our customers more service and convenience and thus achieve greater acceptance, especially among younger customers.
3. PACE is a German provider with excellent service, fast response times, good understanding of the industry, and a highly viable platform.

## About Raiffeisen Energie Nord

Raiffeisen Energie Nord GmbH, a subsidiary of Ceravis AG, specializes in trading heating oil, diesel fuel, lubricants, AdBlue, technical gases, propane gas, natural gas, wood pellets and electricity. As a regional energy supplier, Raiffeisen Energie Nord has been supplying private and commercial customers between Kiel and Schwerin with energy for decades. In addition, Raiffeisen Energie Nord operates automatic filling stations, which enable fast refueling. The modern and own vehicle fleet supplies the customers and filling stations with fresh goods. Raiffeisen Energie Nord is particularly familiar with the needs and requirements in rural regions and makes life easier for its customers with useful innovations such as the electronic dipstick, which measures the current heating oil or diesel level via an app and can even trigger an automatic order if desired. In addition, Raiffeisen Energie Nord is a member of the eFuels Alliance and is committed to synthetic fuels.

### Contact for press inquiries:

Moritz Heitmann, managing director Raiffeisen Energie Nord GmbH  
Phone.: +49 4542 8282-89; email: m.heitmann@ramoelln.de

## About Connected Fueling – [connectedfueling.com](http://connectedfueling.com)

The open Connected Fueling platform enables mobile payment directly at the pump through a uniform, cost-saving connection of all partners to the cloud system of [connectedfueling.com](http://connectedfueling.com). The independent platform is open to all mineral oil companies and POS system providers. In addition, [connectedfueling.com](http://connectedfueling.com) offers flexible interfaces and easy-to-integrate SDKs to automotive manufacturers and app providers to integrate the mobile payment function into their systems. For more information, visit [www.connectedfueling.com](http://www.connectedfueling.com).

## About PACE

PACE Telematics, based in Karlsruhe, Germany, is one of the technologically leading providers in the field of Connected Car services. PACE operates a manufacturer-independent, cloud-based automotive Big Data and IoT platform. With its technology, the Karlsruhe-based startup offers Connected Car solutions for B2B and private customers. The central product is the [connectedfueling.com](http://connectedfueling.com) platform. For end customers, PACE also offers the free PACE Drive app (for iOS and Android), which allows mobile payment at the pump without additional costs or obligations. The PACE Drive app also includes a gas station search with real-time price comparison. PACE Telematics was founded in 2015 by the managing directors Dr. Martin Kern, Robin Schönbeck and Philip Blatter and has 35 employees.

## About Horizon 2020

Horizon 2020 is the European Union's framework program for research and innovation. As a funding program, it aims to build a knowledge- and innovation-based society and a competitive economy across the EU, while contributing to sustainable development.



Kofinanziert durch das Programm  
„Horizont 2020“ der Europäischen Union

### **PACE Telematics GmbH**

<https://business.pace.car>

<https://www.pace.car>

Haid-und-Neu-Str. 18, 76131 Karlsruhe, Germany

Founded: 2015

Employees: 35

Managing directors: Dr. Martin Kern, Robin Schönbeck, Philip Blatter

Press contact: Dr. Martin Kern

[presse@pace.car](mailto:presse@pace.car)

Phone: +49 721 276 664 – 0

Mobile: +49 177 486 66 38

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