

Launch of the Hoyer fuel card within the mobile app PACE Drive

Karlsruhe, March 31th 2021

The Hoyer Group and PACE Telematics are expanding their cooperation: From now on, it is also possible to pay with the HoyerCard mobile on the smartphone in the PACE Drive app when refueling.



[Images in the digital press kit](#)

Last year, the service stations of the Hoyer Group were among the first partner stations in the Connected Fueling network of PACE Telematics, which enables mobile payment when refueling directly at the pump. This rapid pace of innovation in digitization continues at Hoyer: As of today, the HoyerCard is the first digital fuel card available as a payment method in the PACE Drive app, making it the first fuel card in Germany in a free multi-brand fueling app.

"We are very pleased that we were able to go live with the digital HoyerCard so quickly in cooperation with PACE," says Thomas Reichert, Management Board HoyerCard. "With this, we support our customers in their digitalization and are now one of the first to offer an innovative and fully digital fuel card solution."

PACE Telematics opens up a new business segment with the digitization of fuel cards, thus opening up the Connected Fueling platform for B2B transactions as well. "With the very fast and uncomplicated launch of the HoyerCard on our platform, we have shown how easy the step into digitization can be for traditional fuel card providers. We are already working on further, similar projects, all of which will go live before the end of 2021," says Dr. Martin Kern, Co-Founder and Managing Director of PACE Telematics GmbH.



The ability to make mobile payments with the app helps to improve the efficiency of customer flows at gas stations. The employee at the cash register has more time to take care of the customers who want to buy something in the store. Long lines, often with customers just waiting to pay for fuel, are a thing of the past. The customer receives all receipts digitally via email and can also view them in the PACE Drive app at any time. This makes billing easier and provides full transparency of all transactions at any time.

Hoyer

The local partner. As a full-range supplier in the energy sector as well as in the service station and lubricants sector, the Hoyer Group is one of Germany's leading independent family-owned companies, with almost 2,000 employees, a fleet of more than 1,000 vehicle units and over 100 sales offices as well as a good 200 of its own gas stations nationwide. The team ensures that customers are reliably supplied with high-quality products such as heating oil, liquid gas, wood pellets, electricity, natural gas, lubricants, AdBlue®, diesel fuel and tank technology. Another focus is the service station business with the company's own HoyerCard fuel card. More about the company at: www.hoyer.de.

PACE Telematics

PACE Telematics, based in Karlsruhe, Germany, is one of the technologically leading providers in the field of connected car services and automotive cloud platforms. PACE's central product is the connectedfueling.com platform, which enables mobile payment at the gas station using any payment method. In addition to the Connected Fueling marketplace, PACE operates a manufacturer-independent, cloud-based automotive big data and IoT platform.

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