

## Paying directly at the gas pump via smartwatch: Anton Willer and PACE make it possible

Together with PACE, Anton Willer relies on innovative technologies to optimally shape the digital transformation.



Paying directly at the gas pump via smartwatch - Anton Willer - PACE Drive

[Karlsruhe, January 20th, 2022](#) – The modern way of fueling continues to spread: PACE, technological leader for mobile payment at gas pumps, gains another strategic partner in Anton Willer. Almost 30 bft Willer gas stations in Schleswig-Holstein, Germany, are now part of the Connected Fueling network. Here, customers can now pay directly at the pump using a smartphone or smartwatch. Customers can thereby not only take advantage of a more convenient way of paying without waiting, but can also lower the risk of infection in times of a pandemic.

As expected from PACE, paying in the app is simple and straightforward for the customer. When refueling with the cost-free PACE Drive app, the user simply selects the fuel pump and a payment method on the smartphone or smartwatch. After refueling, the payment is authorized, and the customer can continue driving. PACE offers a variety of payment methods to choose from, such as Apple Pay, credit cards, PayPal, and giro pay/paydirekt. The digital fuel receipt is automatically saved in the app and is sent to the user's email inbox.

This not only makes payment easier and faster, it also has a number of other advantages: for example, motorcyclists no longer have to take off their helmets to pay. It also shortens the waiting time for the next driver, who may already be waiting his or her turn at the fuel pump.

Axel Niesing, managing partner of Anton Willer GmbH & Co KG, says: "In order to be ready for the future as a gas station, we rely on innovative technologies that offer our customers a unique experience. We are particularly proud that mobile payment with PACE Pay could be integrated quickly and reliably."

"To further establish our technology, we rely on strong partners. The partnership with Anton Willer in Schleswig-Holstein plays an important role in this," says Philip Blatter, one of the founders and CEOs of PACE Telematics GmbH. "We are pleased to jointly enable new ways of payment with state-of-the-art technologies."

### **About Connected Fueling**

The open Connected Fueling platform enables mobile payment directly at the fuel pump through a standardized, cost-saving connection of all partners to the cloud system of [connectedfueling.com](http://connectedfueling.com). The independent platform is open to all petroleum 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, please 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 and automotive cloud platforms. In addition to the Connected Fueling marketplace, 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. For end customers, the Connected Fueling technology can be used with the free PACE Drive app. For more information, visit [www.pace.car/drive](http://www.pace.car/drive).

### **About Anton Willer**

The Kiel-based family business has been operating gas stations in Schleswig-Holstein since 1934. The company is firmly rooted in the region, has become known nationwide in recent years for its WillerWald initiative, and continues to surprise its customers with innovations.

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