



# CONSUMERS ASSOCIATION OF SINGAPORE

170 Ghim Moh Road, #05-01, Ulu Pandan Community Building, Singapore 279621

Hotline: 6100 0315 Fax: 6467 9055

Website: [www.case.org.sg](http://www.case.org.sg)

## MEDIA RELEASE

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**Embargoed till 13 January 2020, 3pm**

### **CASE launches Fuel Kaki to facilitate comparison of effective prices of retail fuel for consumers**

The Consumers Association of Singapore (“CASE”), supported by the Competition and Consumer Commission of Singapore (“CCCS”), is launching Fuel Kaki, a retail fuel price comparison website, to facilitate comparison of effective prices of retail fuel for consumers. The website will give motorists access to one-stop information on retail fuel prices and promotions in Singapore and the estimated effective prices that they will be paying. Fuel Kaki is accessible at <https://fuelkaki.sg/> from 13 January 2020.

#### **Background**

According to CCCS<sup>1</sup> Market Inquiry on Retail Petrol<sup>2</sup> Prices in Singapore published in 2017<sup>3</sup> (“the CCCS inquiry”), consumers who monitor and compare prices can enjoy substantial savings. The CCCS inquiry also found that the promotion schemes offered by the different petrol retailers are not easily comparable due to differing terms and conditions. CCCS recommended developing of a price comparison web portal and/or mobile application to improve the transparency of the effective retail petrol prices<sup>4</sup> that consumers pay. This will help consumers to make better informed purchasing decisions and encourage greater competition amongst the petrol retailers in Singapore.

#### **Fuel Kaki**

In line with CASE’s mandate to educate and empower consumers, CASE, together with CCCS, engaged the relevant industry players to provide information on their respective retail fuel<sup>5</sup> prices and promotions. CASE is pleased to have the support of ExxonMobil Asia Pacific Pte Ltd which owns the network of Esso stations in providing the necessary information for the website. As for the other retailers, CASE will endeavour to check on such pricing and promotion information and update the website directly in a timely manner.

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<sup>1</sup> At the time of the publication of the market inquiry report, CCCS was known as the Competition Commission of Singapore (“CCS”).

<sup>2</sup> Diesel was not within the scope of the CCCS inquiry.

<sup>3</sup> The full CCCS Market Inquiry Report can be found at <https://www.ccs.gov.sg/-/media/custom/ccs/files/media-and-publications/publications/market-studies/petrol-final-report-2017/report-on-ccs-market-inquiry-on-retail-petrol.pdf>

<sup>4</sup> Effective retail price refers to the price a motorist will pay after taking into consideration discounts, rebates and cashback offered by loyalty programmes and promotions.

<sup>5</sup> For the purpose of this website, retail fuel refers to diesel, Octane 92, Octane 95, Octane 98 and other premium petrol grades.

Fuel Kaki will allow users to:

- Compare the listed fuel prices across different fuel retailers;
- View loyalty programmes and promotions (e.g. discounts, rebates and cashback) offered by the various fuel retailers and other loyalty partners such as banks and payment platforms; and
- Estimate the effective price per litre that they will pay after factoring in available instant discounts.

Fuel Kaki is developed as a responsive website accessible on desktop and mobile, allowing motorists to have access to it on-the-go.

Please refer to Annex A for screenshots of the website.

Mr Melvin Yong, Vice-President, CASE, and Chairperson, CASE's Consumer Empowerment Taskforce said: "Fuel makes up a significant portion of a motorist's monthly expenses. With so many different credit card discounts and promotions, it can be challenging for motorists to make effective comparison. Fuel Kaki aims to provide motorists with timely information on pump prices and promotions for easy comparison, thus helping motorists to stretch their dollar when they refuel."

**For media queries, please contact:**

Marissa Yeo  
Executive, Marketing & Communications  
marissa.yeo@case.org.sg  
6809 1206

**About the Consumers Association of Singapore:**

The Consumers Association of Singapore (CASE) is an independent, non-profit organisation that is committed towards protecting consumers' interest through information and education, and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act (CPFTA) which came into effect on 1 March 2004.

For more information, please visit the CASE website at <http://www.case.org.sg> or follow us on:

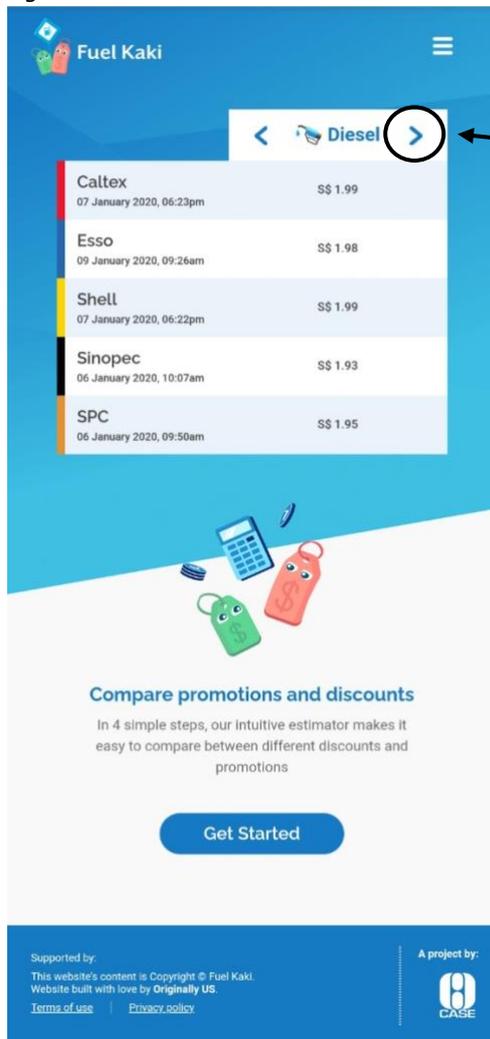
Facebook: [www.facebook.com/casesg](http://www.facebook.com/casesg)

Twitter: [www.twitter.com/casesg](http://www.twitter.com/casesg)

## Annex A – Screenshots of Fuel Kaki

### 1.0 Home Page – Compare the listed fuel prices across different fuel retailers

Figure 1.1 – Mobile Version



Users can toggle to view the prices of different fuel grades.

Figure 1.1.1

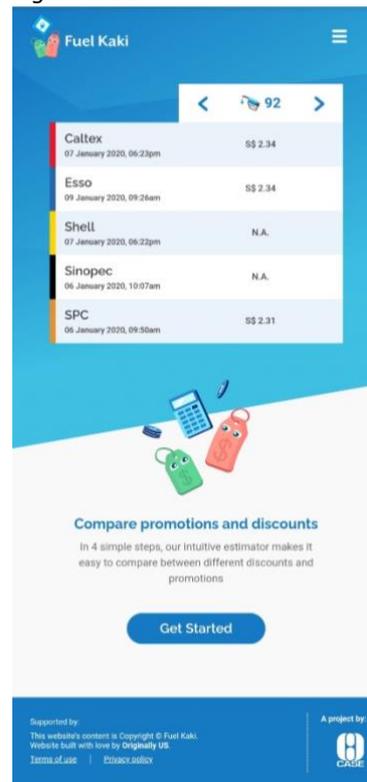


Figure 1.2 – Desktop Version

The screenshot displays the Fuel Kaki website interface. At the top, there is a navigation menu with links for Home, Promotions, Price Estimator, About Us, and Contact. The main content area is titled "Compare Fuel Prices" and features a table comparing prices for Diesel, 92, 95, 98, and Others across five fuel brands: Caltex, Esso, Shell, Sinopec, and SPC. Below the table, there is a section titled "Compare promotions and discounts" with a "Get Started" button. The footer contains support information, copyright notices, and the CASE logo.

	Diesel	92	95	98	Others
<b>Caltex</b> 07 January 2020, 06:23pm	₹ 1.99	₹ 2.34	₹ 2.38	₹ 2.80 (Ultra Premium)	N.A.
<b>Esso</b> 09 January 2020, 09:26am	₹ 1.98	₹ 2.34	₹ 2.38	₹ 2.75	N.A.
<b>Shell</b> 07 January 2020, 06:22pm	₹ 1.99	N.A.	₹ 2.38	₹ 2.77	₹ 2.94 (V-Power)
<b>Sinopec</b> 06 January 2020, 10:07am	₹ 1.93	N.A.	₹ 2.32	₹ 2.69	₹ 2.81 (SINO Power)
<b>SPC</b> 06 January 2020, 09:50am	₹ 1.95	₹ 2.31	₹ 2.35	₹ 2.72	N.A.

**Compare promotions and discounts**  
In 4 simple steps, our intuitive estimator makes it easy to compare between different discounts and promotions

[Get Started](#)

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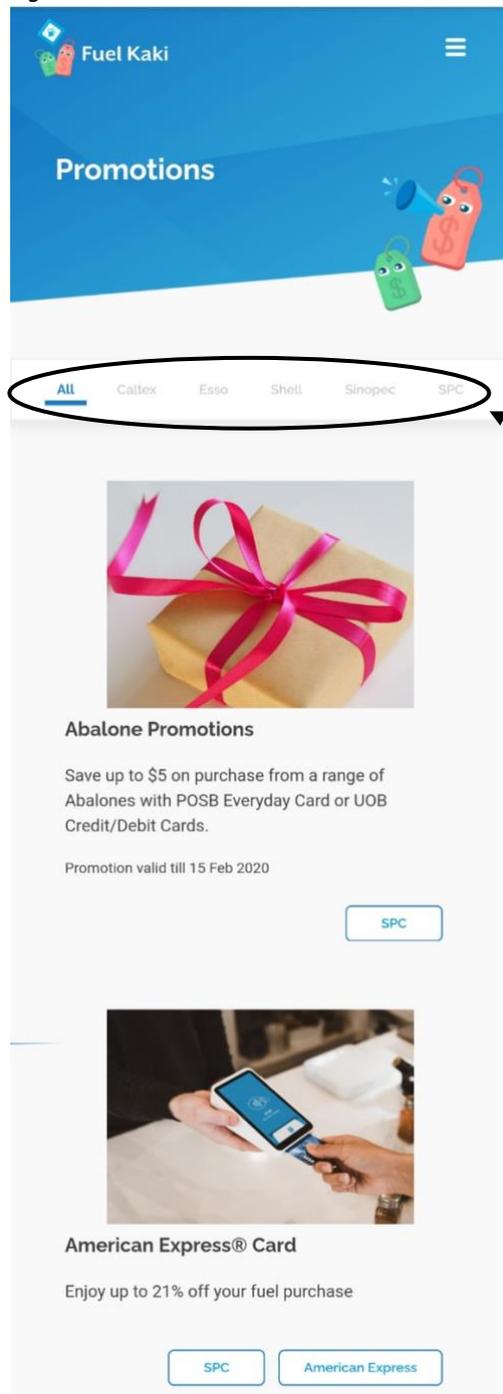
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Note: Screenshots from this point are displayed in Mobile Version only.

## 2.0 Promotions - View loyalty programmes and promotions (e.g. discounts, rebates and cashback) offered by the various fuel retailers and/or partners

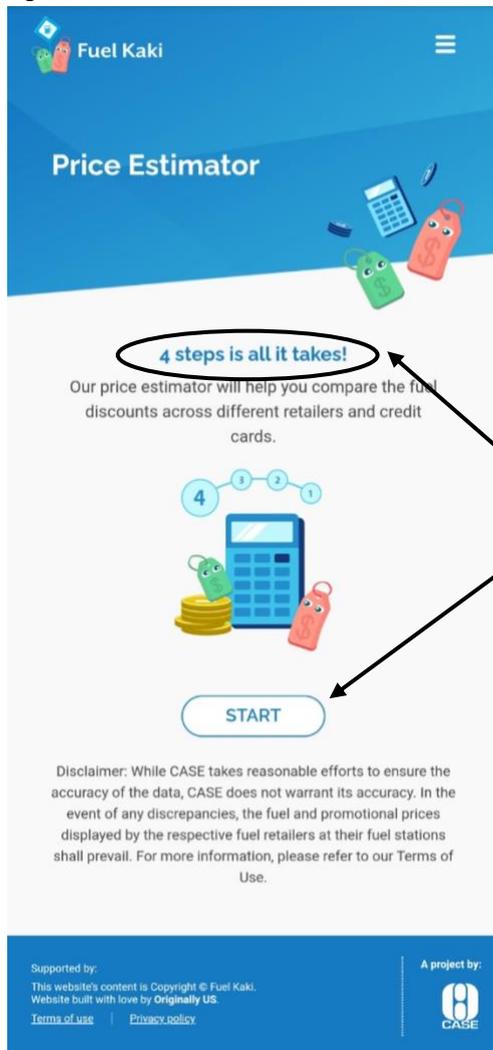
Figure 2.0



Users will be able to view the types of loyalty programmes and promotions offered by each fuel retailers by selecting the respective tabs.

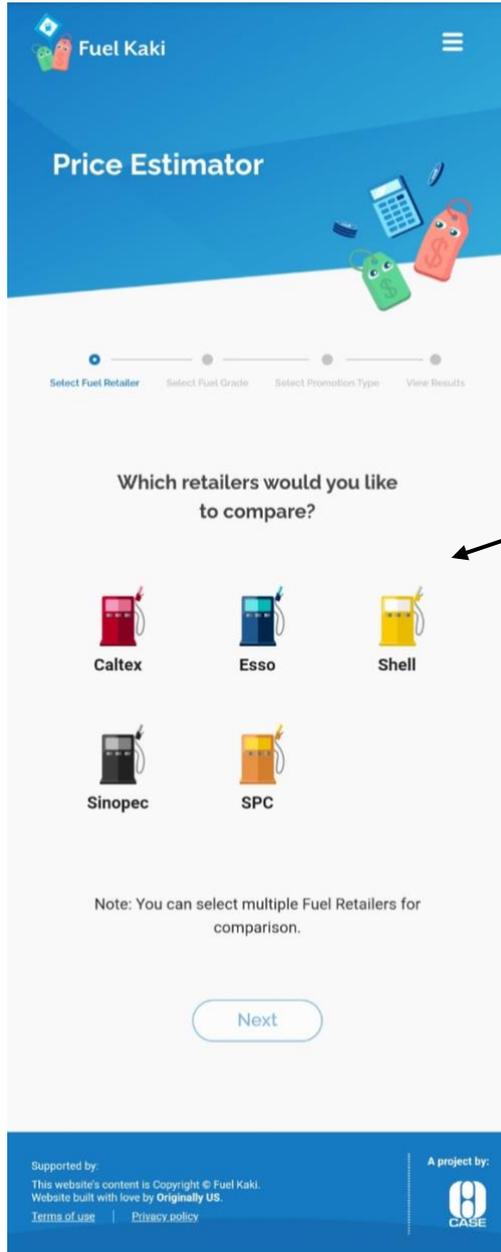
### 3.0 Price Estimator - Estimate the effective price per litre that they will pay after factoring in available instant discounts.

Figure 3.0



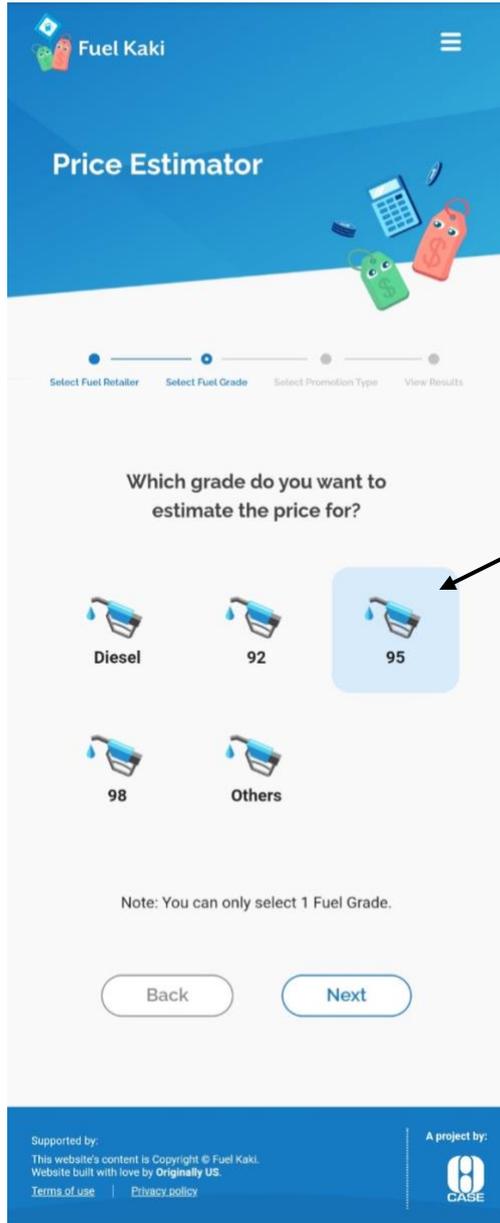
4 steps are all it takes for users to calculate the effective price per litre they will be expected to pay when refuelling.

Figure 3.1 - Step 1: Select Fuel Retailers



Users can select multiple fuel retailers they would like to compare.

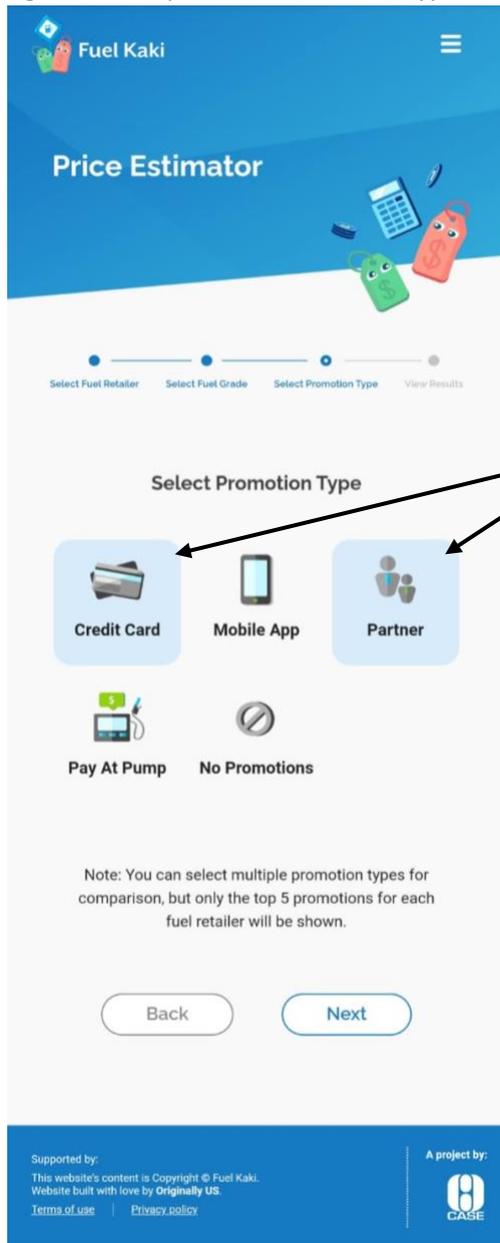
Figure 3.2 - Step 2: Select Fuel Grade



Users can select only one fuel grade.



Figure 3.2 - Step 3: Select Promotion Type



Users can choose to view the type of promotions offered by the fuel retailers by selecting the applicable options provided.

Figure 3.2.1 - Step 3: Select Promotion Type

**Fuel Kaki**

# Price Estimator

Select Fuel Retailer | Select Fuel Grade | **Select Promotion Type** | View Results

## Select Promotion Type

**CREDIT CARD**

**OCBC**

- OCBC
- OCBC 365
- All VOYAGE
- Plus! Visa

**HSBC**

- HSBC
- Premier Mastercard
- Visa Platinum

**UOB**

- UOB
- UOB One Credit Card

**Citibank**

- Citibank
- Citibank Cash Back Card

**PARTNER**

**SAFRA**

- SAFRA

**Automobile Association**

- Automobile Association Card

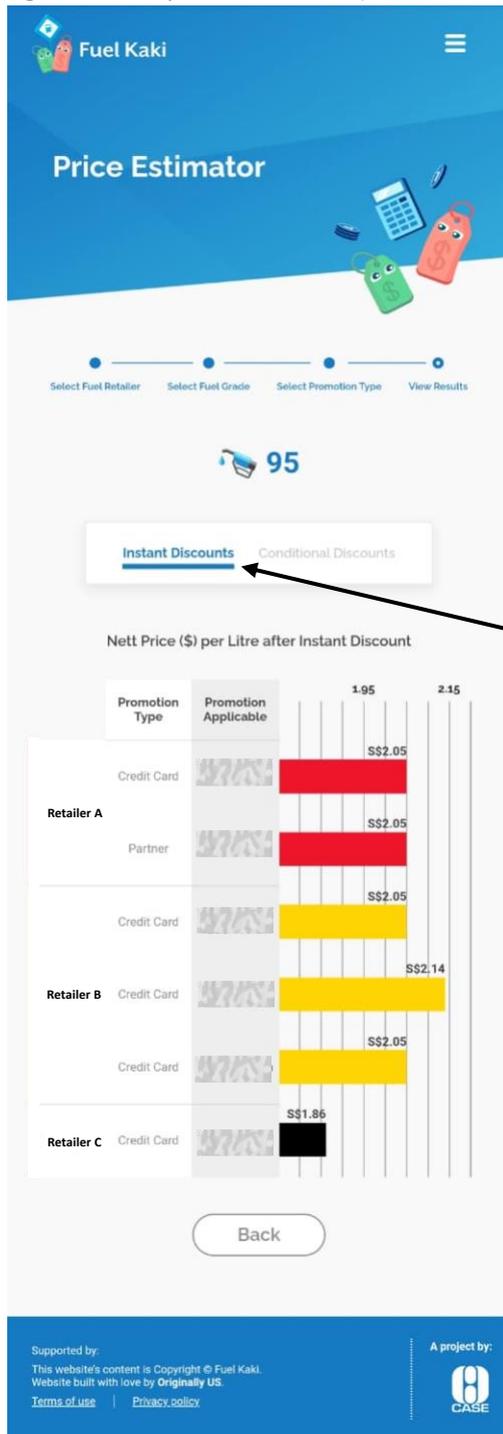
[Back](#) [Estimate](#)

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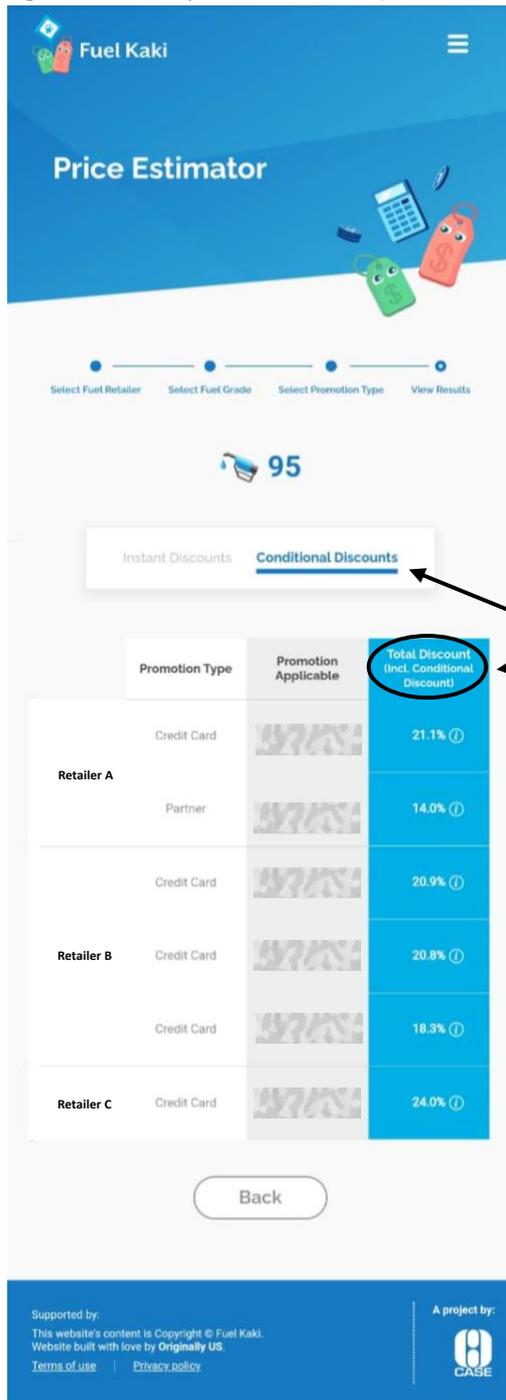
Users will be able to view the effective price they will pay by selecting their preferred credit cards or partners.

Figure 3.3 - Step 4: View Results (Instant Discount)



Users will be able to view the nett price per litre after applying the 'Instant Discounts' offered by loyalty programmes or promotions.

Figure 3.3.1 - Step 4: View Results (Conditional Discount)



Users will be able to view the estimated total savings they can get for their fuel purchase at the different fuel retailers.

$\text{Total Discount} = \text{Instant Discounts} + \text{Conditional Discounts}$

Conditional discounts apply only when they meet the qualifying conditions offered by loyalty programmes or promotions. For example, spending above a certain amount or rebates offered when they pay with partnering credit cards.