



CONSUMERS ASSOCIATION OF SINGAPORE

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MEDIA RELEASE

For Immediate Release

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Fuel Kaki is now supported by three out of five fuel retailers in the industry

The Consumers Association of Singapore (“CASE”) would like to announce that Chevron Singapore Pte Ltd (“Chevron Singapore”), which owns the network of Caltex stations in Singapore, has come on board to support Fuel Kaki by providing information on Caltex retail fuel prices and promotions.

With 26 stations, Chevron Singapore now joins the initiative alongside ExxonMobil Asia Pacific Pte Ltd (“ExxonMobil Asia Pacific”) and Shell Eastern Petroleum Pte Ltd (“Shell”), the two other fuel retailers onboard this initiative. ExxonMobil Asia Pacific and Shell own the network of Esso stations and Shell stations respectively. With this, the initiative is now supported by three out of five fuel retailers in Singapore, which collectively account for 145 out of 187 stations islandwide, or more than 75% of the retail fuel market in terms of the number of station sites.

As for the other fuel retailers, CASE will endeavour to check the prices and promotions and update the website in a timely manner.

Background

Fuel Kaki, accessible at <https://fuelkaki.sg/>, was launched on 13 January 2020. It provides consumers with access to one-stop information on retail fuel prices and promotions in Singapore and the estimated effective prices that they will be paying. Since its launch, the website has received an average of 22,000 monthly visitors.

According to the Competition and Consumer Commission of Singapore¹ (“CCCS”)’s Market Inquiry on Retail Petrol² Prices in Singapore published in 2017³ (“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 prices⁴ that consumers pay. This will help consumers to make better informed purchasing decisions and encourage greater competition amongst the petrol retailers in Singapore.

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

² Diesel was not within the scope of the CCCS inquiry.

³ The full CCCS Market Inquiry Report can be found at <https://www.cccs.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>

⁴ 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.

CASE, together with CCCS, engaged all industry players to provide information on their respective retail fuel prices and promotions.

Features of Fuel Kaki

Fuel Kaki allows users to:

- View 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 and compare the effective price per litre from the different fuel retailers after factoring in available instant discounts.

Based on consumer feedback over the past months, CASE is looking at the possibility of integrating a personalised price alert feature into the website. With this feature, consumers can select fuel grades that they are interested to monitor, and they would receive updates whenever there are changes to the price.

Aside from this, a petrol station locator may potentially be added into the website. This would allow consumers to locate fuel stations near them and to filter by brands or amenities, depending on their needs.

Mr Melvin Yong, Vice-President, CASE, and Chairperson, CASE's Consumer Empowerment Taskforce said: "We are happy that many drivers have found Fuel Kaki to be useful. With Fuel Kaki, we are able to make it easier for consumers to compare the effective price per litre after marketing promotions, so that they can make informed decisions before refuelling. We will continue to take into account consumer feedback to improve users' experience on Fuel Kaki."

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.

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