

## BP Adds New Cost-Effective Loyalty Program For C-store Retailers

### Terms:

#### Subtitle:

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<http://www.cstoredecisions.com/2015/05/27/bp-launches-simpler-driver-rewards-loyalty-program/>  
<http://www.cstoredecisions.com/2015/05/27/bp-launches-simpler-driver-rewards-loyalty-program/> <sup>[1]</sup>

#### News Organization:

Convenience Store Decisions

Gas station loyalty program features three great card options and the same low fees for c-store marketers.

BP has launched a simpler Driver Rewards loyalty program, providing BP-branded gas stations with an easier and more cost-effective program to manage. Gas station and c-store customers visiting the BP-branded sites now have the option of choosing between three different cards.

#### Language:

English

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**Source URL:** <https://newsroom.synchrony.com/news/bp-adds-new-cost-effective-loyalty-program-c-store-retailers>

#### Links:

[1] <http://www.cstoredecisions.com/2015/05/27/bp-launches-simpler-driver-rewards-loyalty-program/>