

AUTOMOTIVE

Jaguar makes refueling faster with in-app payment

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Jaguar's in-dashboard shell app

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British automaker Jaguar is building on the disruptiveness of mobility innovation with its own in-car payments system for drivers to seamlessly pay for Shell gasoline.

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Oil and gas company Shell is working with Jaguar to bring a cashless system of payment within vehicles. Drivers will be able to fill up their Jaguar vehicles, pay within the dashboard of their vehicles and simply drive away.

"In a world where cash is no longer king, customers are increasingly using electronic payments and contactless cards," said Peter Virk, director of connect car and future technology at Jaguar. "Making a payment directly from a car's touchscreen will make refuelling quicker and easier.

"With this new system you can choose any pump on the forecourt and pay for the fuel even if you've forgotten your wallet or can't find your credit or debit card," he said. "You will save time because there's no more queuing to pay in a shop, and for drivers with children, it won't be necessary to wake them up or unstrap them from their seats to take them into the shop.

"Expenses and tax returns will also be made much simpler, with no receipts to lose as these will all be sent electronically."

Driving mobility innovation

The partnership will culminate with a dashboard application for Shell within Jaguar XE, XF and F-PACE vehicles. Drivers will not have to leave their cars to pay for their gas.



Jaguar's Shell payment app

Jaguar's Shell app will eventually be available to all Jaguar and Land Rover vehicles. The app is the beginning of an initiative Jaguar hopes will bring a series of payment platforms for parking and drive-through dining.

Checkout platforms within the app include PayPal and Apple Pay. Android Pay will rollout later this year.

The car manufacturer is also allowing organizations to track company cars in which drivers can log trips and receipts. Users will be able to do so through the dashboard touchscreen in their Jaguar vehicles.

Shell's in-car payment app was first rolled out in the United Kingdom Feb. 15. To get the app, users can download it directly to their dashboard.

To use the app, drivers select how much fuel they want and then checkout within the dashboard.

The app will show a digital display version of the receipt immediately within the dashboard screen. Drivers will then get an email receipt sent to them.



Digital receipt within Shell payment app

Jaguar's Shell app leverages geo-location technology and a cloud based pre-payment check.

The automaker has also released a video for drivers to learn how to use the app.

In-car payments video

Jaguar initiatives

Jaguar's Land Rover also recently innovated by making new models available to view in its showrooms in a faster timeframe with the help of virtual reality.

After piloting the technology for the launch of its F-Pace in the United Kingdom last year, the brand is using its virtual reality experience to introduce each of its 2017 models to consumers. Using a digital platform makes it easier for potential buyers to make a decision before a physical model has arrived at a point of sale ([see more](#)).

The British automaker also increased its stake in connected automobile programs with a \$15 million investment in a next-generation cloud services platform.

Jaguar invested in CloudCar to continue its goal of developing connected driver experiences within its models.

Jaguar's first model to be integrated with CloudCar technology will be the upcoming Jaguar I-Pace, the automaker's first fully electric vehicle ([see more](#)).

"As the world's number one global fuels retailer, this e-commerce collaboration with Jaguar Land Rover is part of Shell's commitment to continuously improve the digital experience for our customers at the forecourt," said David Bunch, global vice president of retailer marketing and chairman at Shell. "In 2015 Shell introduced mobile payments at the pump in the U.K.

"Today we are proud to offer the next step in cashless motoring, with Jaguar and Land Rover customers in the UK paying for their fuel using the car's touchscreen," he said. "With around 30 million customers every day, we have a mission to continuously find ways to make our customer's journeys better.

"We look forward to further exciting developments like this across our 43,000 sites around the world soon."

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