



**MEDIA RELEASE  
8 NOVEMBER 2016**

### **WELLSFORD WELCOMES LOWER FUEL PRICES WITH GULL**

Gull New Zealand has landed in Wellsford, bringing with it lower fuel prices to both local motorists and holidaymakers.

Gull Retail Development Manager, Karl Mischewski, says the company is excited about opening in Wellsford this week and looks forward to the arrival of the “Gull Effect” in the town, which until now has seen little competition in fuel prices.

The ‘Gull Effect’ as the NZ Automobile Association (AA) calls it, causes a localised price drop across competitors following Gull’s introduction to a new location.

Gull is a family owned business with lower operating costs than its competitors and therefore can offer better prices on fuel, forcing other fuel chains near Gull stations to drop prices to match.

“We’re expecting to see the prices of our competitors plummet over the next few weeks, thanks to the opening of Gull Wellsford.

“Even if motorists don’t buy their petrol from Gull, everyone in and travelling through Wellsford will benefit from lower fuel prices – thanks to the opening of our newest station,” says Mischewski.

Set up as an unmanned station, Gull Wellsford is located on State Highway 1 and will offer convenient Drive Thru 24/7 pay at pump technology, providing Regular 91, Gull Force 10 (98) and Diesel.

In addition, Gull Wellsford will provide 12 car parks for customers of the popular “shop at the top” Four Square situated next door.

“We think it’s about time that our competitors take an honest look at what they’ve been charging for fuel in the area and that local motorists choose to vote with their dollar at Gull Wellsford, showing that they’re no longer happy with being ripped off at the pump,” concludes Mischewski.

To celebrate Gull Wellsford’s Official Opening Day this Friday (11 November), the Wellsford Volunteer Fire Brigade will help provide a BBQ for the local community onsite from 11 a.m. until 2 p.m. The SuperBlack racing team will also be there on opening day, along with Gull representatives giving away spot prizes.

**Location of Gull Wellsford:** 201-207 Rodney Street, Wellsford, Auckland 0900.

**Official Opening Day Community BBQ:** 11 a.m. – 2 p.m. Friday 11 November 2016.

**ENDS**

**For further information please contact:**

Karl Mischewski, Gull New Zealand, +64 21 864 515

Amy Woollett, MKTG, +64 21 073 8665

**About Gull**

Gull New Zealand is the independent, family owned oil company credited with keeping the fuel market competitive and delivering fuel savings to the Kiwi motorist. It offers real choice for motorists in an extremely competitive market.

The company is a first mover, introducing innovative new products to the New Zealand energy market. These include low sulphur diesel and New Zealand's first biofuel, Gull Force 10. Both fuels brought environmental benefits to motorists well ahead of the opposition. Gull's "Drive Thru" outlets - with lower cost to develop and no staff on site - are another New Zealand first, bringing further value to the consumer.

Gull has a total of over 70 retail outlets. Including Night 'n Day Foodstores, independent Gull sites, marina installations and 26 Drive Thru sites. Geographically retail outlets span between Whangarei and Masterton. For more information visit [www.gull.co.nz](http://www.gull.co.nz)