

## GULLS HUGE 15 CENT DISCOUNT AFTER GOVERNMENT TAX CUTS

Gull would like to offset some of the pain for Kiwi motorists at the pumps by offering a HUGE 15 cent per litre Discount Day.

The Discount Day will apply to all Gull's fuel types across the company's entire network, including the newly opened Gull Albany Village, from 7:00am Thursday 24 March until 12:00pm midday on Friday 25 March 2022.

Last week saw petrol prices fall for the first time in weeks as the government announced a 3-month reduction in excise tax, in response to the cost-of-living crisis. Gull implemented a second price reduction late last Friday due to a reduction in the supply cost of fuel.

Gull's Pricing Analyst Crystal Feist says prior to the price reductions fuel prices had shot to never-before-seen highs because of market uncertainty resulting from Russia's attack on Ukraine and a supply shortage after many countries eased Covid restrictions.

"Gull always looks to provide pricing relief wherever possible, including where there are geopolitical issues impacting the world. Everything that happens internationally has a flow-on effect to New Zealand's markets, especially when it comes to fuel. Uncertainty leads manufacturers and suppliers to increase prices, which in turn pushes up prices at the pumps as fuel retailers can't absorb the cost increase," says Feist

Feist adds that Gull like to be the little guys giving the big guys a run for their money, and this means taking any chance to bring savings back into our communities.

"We want to thank our loyal customers for their ongoing support, especially when times are tough."

As always, there is no minimum spend and no maximum fill restrictions. Our priceboards and pump prices are simply dropped from 7:00am today, for as much or as little fuel as you wish to purchase. The price you see on the pumps is the price you will receive at the pump.

If you love Discount Days, follow Gull on their social channels by searching @GullNZ or sign up for alerts at [www.gull.nz/alerts](http://www.gull.nz/alerts).

At the majority of Gull outlets where Gull controls retail prices across the country, **average prices** will be as follows during the above-mentioned time frame:

Regular (91)	\$2.417
Force 10 (98)	\$2.704
Diesel	\$2.027

Lowest priced sites as below:

Atiamuri	Offering the lowest regular (91) price	\$2.267 per litre
Te Kuiti	Offering the lowest diesel price	\$1.937 per litre

All pricing across the Gull network is GST inclusive.

**\*\*Please note average prices quoted above are across sites where Gull controls the retail fuel price. Discounts are applied directly to the price board and pump price from the day before.**