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**CONTACT**

**World Fuel Services**

Chloe Bines, 0117 906 4516, [chloe.bines@speedcomms.com](mailto:chloe.bines@speedcomms.com)

## **World Fuel Services launches improved card and rewards program**

*New global benefits put World Fuel Services' customers first*

**16 October, 2018 – USA** – World Fuel Services today showcased the redesign and renaming of their leading card and loyalty programs - World Fuel Contract card, AVCARD, and World Fuel Rewards - at NBAA's Business Aviation Convention and Exhibition in Orlando. The unified look and names tie the cards into the World Fuel family and reflect a need for pilots and operators to easily understand the exceptional benefits the programs provide. The change clearly shows that the two cards and unified rewards program are connected to the World Fuel Network – the most extensive aviation network of its kind in the world. These new enhancements ensure pilots and crews can efficiently transact business and earn rewards no matter where they fly and what they purchase.

The World Fuel Contract card replaces the World Fuel Services Card and offers easy access to competitive fuel pricing at more than 3,000 locations worldwide. AVCARD by World Fuel is designed specifically for business aviation and makes it easy to pay for everything you need to operate a jet - retail fuel, ground handling, flight training, maintenance, catering, trip planning and more. The AVCARD merchant network spans more than 7,600 locations in over 190 countries

Connected to the two purchase cards, the World Fuel Rewards program, previously known as the FlyBuys™ Reward Program, becomes the new loyalty brand and allows customers to accrue points on aviation spend anywhere in the World Fuel Network. The revamp will bring program simplification, faster accrual of points, and more significant opportunities for members to earn bonus rewards. The enhanced loyalty program will be rolled out in the first quarter of 2019.

**Malcolm Hawkins, SVP Sales at World Fuel Services said:** “Our business thrives on listening to our customers and creating the solutions they desire. They were seeking efficiency. They were frustrated by having a pocketful of cards and not knowing which to use for the appropriate situation. Not using the right cards led to unnecessarily paying higher prices. With that in mind, we simplified our program. World Fuel customers now have an easily recognizable solution set with card designs that are more self-evident, and an evolving rewards program that is a testament of our desire to be the best aviation partner in the industry.”

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### **About World Fuel Services Corporation**

Headquartered in Miami, Florida, World Fuel Services is a global energy management company involved in providing energy procurement advisory services, supply fulfillment and transaction and payment management solutions to commercial and industrial customers, principally in the aviation, marine and land transportation industries. World Fuel Services sells fuel and delivers services to its clients at more than 8,000 locations in more than 200 countries and territories worldwide. For more information, call +1 305-428-8000 or visit [www.wfscorp.com](http://www.wfscorp.com).