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CONTACT

World Fuel Services

Pete Stevens, +1 281-280-2114, pstevens@wfcorp.com

World Fuel Services Announces Status Tiers in Rewards Program

January 29, 2019 - SAN ANTONIO – Today, World Fuel Services announced enhancements to its World Fuel Rewards loyalty program including new status tiers and simplified methods to earn points. These changes along with participating location program improvements will be rolled out in April of this year.

Members will now earn points faster and get recognition in four tiers – Blue, Silver, Diamond, and Diamond Elite. They will also enjoy a simplified way of earning points on almost every aviation-related product or service – maintenance, pilot training, fuel, services, ground handling, catering, deice, and more.

Formerly known as FlyBuys™ Rewards, World Fuel Rewards membership is free and open to schedulers, dispatchers, flight crew members, pilots and entire flight department teams.

Members will achieve greater status and point multipliers based on the number of points earned. They can easily advance status because almost every purchase made in the network awards points -- from fuel with the World Fuel Contract card to transactions bought with AVCARD® to services with World Fuel Trip Support.

In addition to status and simplified points, World Fuel Rewards members can look to participating locations for additional earning opportunities. World Fuel Network FBOs will have new point banks to reward their most loyal customers and incentivize new customers to choose the network.

Malcolm Hawkins, SVP of North American Sales at World Fuel Services said: “Over the last year, we listened to customer and partner feedback. As a result, we upgraded the program to reduce confusion and speed up rewards. We added status and dramatically expanded eligible products. For example, points are awarded every time your pilots go to flight training or even when your aircraft is out for maintenance services. If you use invoice credits, it’s almost like you are earning free fuel for non-fuel activity. Now, nearly everything you do in the World Fuel Network recognizes loyalty.”

Earn 1,000 bonus points during the 2019 Schedulers & Dispatchers conference by joining the World Fuel Rewards program or providing proof of current membership. If you are interested, come by booth #1000 January 29 – February 1, 2019, in San Antonio, TX or visit www.worldfuelrewards.com to enroll.

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 305-428-8000 or visit www.wfscorp.com.