



CONSUMERS ASSOCIATION OF SINGAPORE

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MEDIA RELEASE

For Immediate Release

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Fuel prices now available on Price Kaki

Motorists who want to receive real-time updates on their smartphones when fuel retailers adjust their prices can now do so by using the Price Kaki mobile application. This comes after the Consumers Association of Singapore (“CASE”) announced today the launch of a new retail fuel price segment on Price Kaki¹.

The new retail fuel price segment builds on the existing features of the Fuel Kaki website (<https://fuelkaki.sg/home>) which allow motorists to compare listed prices of diesel and petrol across different retailers, browse loyalty programmes and promotions offered by retailers and their partners, and calculate the effective prices they will pay after factoring in available instant discounts.

Started by CASE in January 2020, the Fuel Kaki website, which sees an average of 20,000 to 30,000 website views monthly, is a popular tool for motorists looking for the best deal. The new retail fuel price segment will give motorists the added convenience of having real-time price changes pushed to their mobile devices, on top of the features they currently enjoy on the Fuel Kaki website.

To access the new retail fuel price segment, users will need to download or update to the latest version of Price Kaki available on the Apple App Store, Google Play and Huawei AppGallery.

The launch was held at the Shell Service Station located at 548 Havelock Road. Shell is CASE’s key partner in the retail fuel industry and has been supportive of CASE’s efforts to help consumers make informed decisions when they refuel.

As part of the launch, CASE will be running a month-long contest from 1 to 30 September 2023 whereby lucky motorists spotted with the Price Kaki car decal will stand to win attractive prizes sponsored by Shell².

Mr Melvin Yong, President, CASE said: “The Fuel Kaki website has been very popular with motorists especially during periods of significant price fluctuations in fuel prices. We hope that the integration of Fuel Kaki onto the Price Kaki app will make it even easier for consumers to compare fuel prices and be notified in real-time whenever there are changes to the fuel prices. Beyond price comparison, we recognise that motorists also consider other factors such as service and convenience. Some motorists even use their time at the fuel station to buy groceries and items on discount. As such, CASE is working

¹ Refer to Annex A for screenshots of the retail fuel segment on Price Kaki.

² Refer to [Price Kaki’s Facebook page](#) for more information.

to include a fuel station locator in the Price Kaki app and to upload prices of products and services found in-store at the fuel stations.”

Mr Doong Shiwen, General Manager, Shell Mobility Singapore said: “Shell is excited to continue our wonderful partnership with CASE from Fuel Kaki in 2020 to Price Kaki today, further reinforcing our support for price transparency. Price Kaki will now keep all motorists well-informed in comparing the value and quality of fuel across all stations in Singapore – this is great news as Shell strives to provide high-quality fuel offerings to our customers. Our new and improved Shell FuelSave 95 and 98 have shown to improve your vehicle engine’s fuel economy to get up to 15km more per tank³, and our new and Improved Shell V-Power 100% cleans critical engine parts to maximise your engine performance.”

Nurul Asshekin, a Price Kaki user said: “Price Kaki has become an essential tool for my monthly budgeting needs as I actively look out for the most value-for-money promotions when I shop for daily essentials. The addition of the fuel retail segment to the app is especially welcome, as it enables me to effortlessly compare prices for groceries, meals and fuel, all within a single, convenient platform.”

CASE will be working with stakeholders in the retail fuel industry, such as Shell, to further enhance user experience on Price Kaki, to educate motorists on how to choose the appropriate fuel grade for their vehicles and to bring value to motorists beyond price comparison. The existing Fuel Kaki website will be discontinued in 2024.

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About the Consumers Association of Singapore:

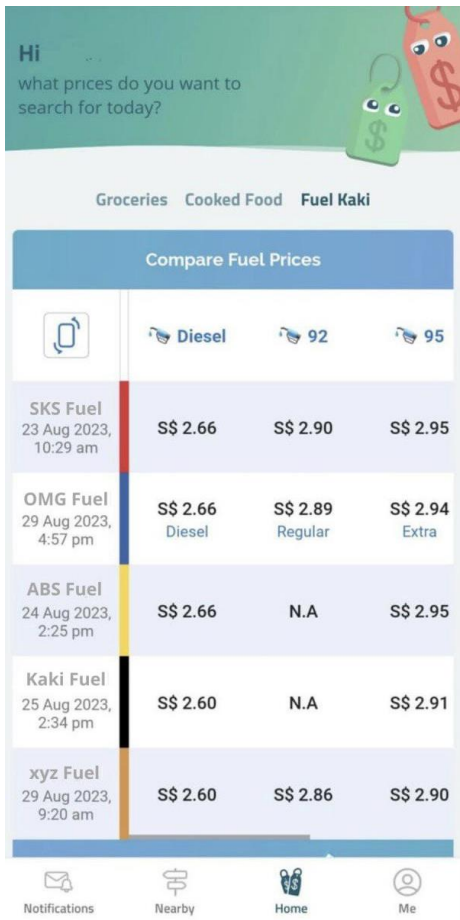
The Consumers Association of Singapore (“CASE”) is an independent, non-profit organisation that is committed to protecting consumers’ interest through information and education, and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act (“CPFTA”) which came into effect on 1 March 2004.

About Price Kaki

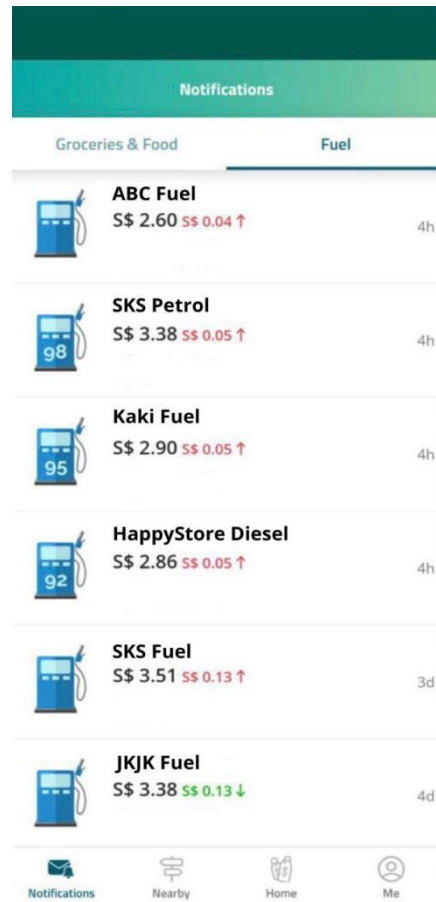
Price Kaki was launched by CASE in September 2019 as a tool to help consumers compare prices of daily essentials, groceries and cooked food, and make informed purchasing decisions. Against the backdrop of consumer concerns on inflationary pressures and rising prices, CASE has been working hard to expand Price Kaki to include more retailers, more products and more services to benefit consumers. Since its launch, the mobile application has received more than 138,000 downloads.

³ Actual effects and benefits may vary according to vehicle type, vehicle condition and driving style and benefit is defined for fuels with the same biocontent as our fuel economy formula. No guarantees provided. See shell.com.sg/newshellfuels for more information.

Annex A – Screenshots of the Retail Fuel Segment on Price Kaki



Users can tap on the Fuel Kaki tab to see the latest fuel prices.



Users can select the retailer and fuel type for which they would like to receive notifications for price changes.