

The Gull Effect lands in Helensville: Gull opens its 93rd site

The recently completed unmanned station in Helensville is Gull's 93rd site across its entire New Zealand network. This new Gull site will bring competitive pressure and price drops for the wider Helensville community.

The "Gull Effect", a term coined by the New Zealand Automobile Association (AA) in 2013, results in localised price drops across the board and delivers savings directly back in the community. Research shows that consumers can benefit by a saving of around \$100 per household, per year, as a result of the price drops.

The new site, located at 109 Mill Road in Helensville, will celebrate with further discounts off Gull's already low prices. Regular (91 octane) petrol will be selling for under \$2 a litre, while the current national price is above \$2.30.

Gull's pricing analyst Crystal Feist says that Gull is very excited to be a part of the Helensville community.

"We are thrilled to offer Helensville's residents and other motorists passing by the community another choice for their fuel purchases and we're committed to bringing value to Kiwi motorists by holding prices down," says Feist.

| | |
|----------------------|---------|
| Regular 91 | \$1.977 |
| Force 10 (98 Octane) | \$2.127 |
| Diesel | \$1.297 |

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.***