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## **Gore gets the “Gull Effect” - Gull opens second South Island site in Gore on 2 December 2019**

The new unmanned station in Gore is Gull’s second South Island site, which should bring competitive pressure and much welcomed price drops for the motorists of the Southland region.

The “*Gull Effect*”, a term coined by the New Zealand Automobile Association (AA), results in localised price drops across the board and delivers savings directly back to the community. Research shows that Kiwi 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 158 Main Street in East Gore, 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 Gull is thrilled to finally be able to bring the Gull Effect to Southland.

“Expansion across the South Island has been on Gull’s wish list for a long time, so we are excited to be able to give the Gore community more choice for their fuel purchases and continue spreading the “Gull Effect” across the South Island. In terms of pricing, we looked at our lowest priced site in Atiamuri and replicated that – South Islanders deserve to get better prices after years of paying too much for their fuel,” says Feist.

### **Pricing:**

Regular 91	\$1.967
Premium 95	\$2.037
Diesel	\$1.337

*All pricing across the Gull network is GST inclusive.*