

## **ZipLine Helps Broaden Adoption of ‘Pay at the Pump’**

*ZipLine, the largest provider of mobile payments at the pump, and the first to enable ‘connected car’ transactions, signs agreement with SAP to broaden mobile payments at C-stores*

COCONUT CREEK, Florida ([PRWEB](#)) December 10, 2015 -- ZipLine announced it has signed a technology agreement with SAP (NYSE: SAP), in which ZipLine will integrate its mPay mobile payment interface with SAP® Vehicles Network, running on the SAP HANA® Cloud Platform for the Internet of Things (IoT). When used together with SAP Vehicles Network, the ZipLine solution will help enable mobile payments for retail fueling across North America. SAP announced the launch of the SAP Vehicles Network at SAP TechEd Las Vegas, held in October at the Venetian Palazzo Congress Center, Las Vegas.

When used with the SAP Vehicles Network, the ZipLine mobile payment solution is expected to improve the driver and passenger’s digital experience by using mobile wallets for an integrated in-vehicle experience. “We’re very fortunate to be working with a forward-thinking organization like SAP,” said ZipLine CEO Stephen Goodrich. “A constant theme is how can we add value by improving the customer/client experience.”

Mobile pay at the pump is not widely available due to both technical and business challenges that ZipLine has taken the lead in overcoming. Today ZipLine processes more mobile fuel payments at more C-store locations than all other providers combined.

“We are excited to accelerate the digital transformation and experience of fueling, parking and mobile payment, by providing a marketplace to help simplify the merchant and consumer experience,” said Gil Perez, SVP IoT & Customer Innovation, General Manager Connected Vehicles at SAP.

The SAP Vehicles Network is a cloud offering that enables enterprise companies to offer end-to-end vehicle and mobility centric services more securely and conveniently, irrespective of devices or vehicles. SAP Vehicles Network will enable drivers in North America to access connected fueling and connected parking through a mobile wallet or app, and will help empower member companies such as ZipLine to create new mobility services and apps for consumer use. Services provided through SAP Vehicles Network will help empower drivers to activate gas pumps, pay at the pump, reserve parking, open off-street parking gates and pay for on-street parking.

Among the first to work with SAP in a connected car environment in North America, ZipLine currently services retail fuel and convenience store sites throughout the U.S. and is testing mobile payment solutions in both Panama and Puerto Rico.

To learn more about the first connected car test utilizing ZipLine mPay at Rotten Robbie, please go to: <https://www.youtube.com/watch?v=N36XOWNpJtk&feature=youtu.be>

To learn more about the SAP Vehicles Network please go to: [https://www.youtube.com/watch?v=wHoNww\\_kQ\\_M](https://www.youtube.com/watch?v=wHoNww_kQ_M)

### About ZipLine

Formerly National Payment Card Association (NPCA), ZipLine pioneered decoupled debit and developed and

manages some of the most successful decoupled debit and mobile payment programs in the United States. The company's mission is to provide low-cost, merchant friendly, data-rich, secure payment solutions and services that deliver compelling value to merchants and consumers. For further information about ZipLine, visit the company's website at: <http://www.ZipLine.biz>.

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