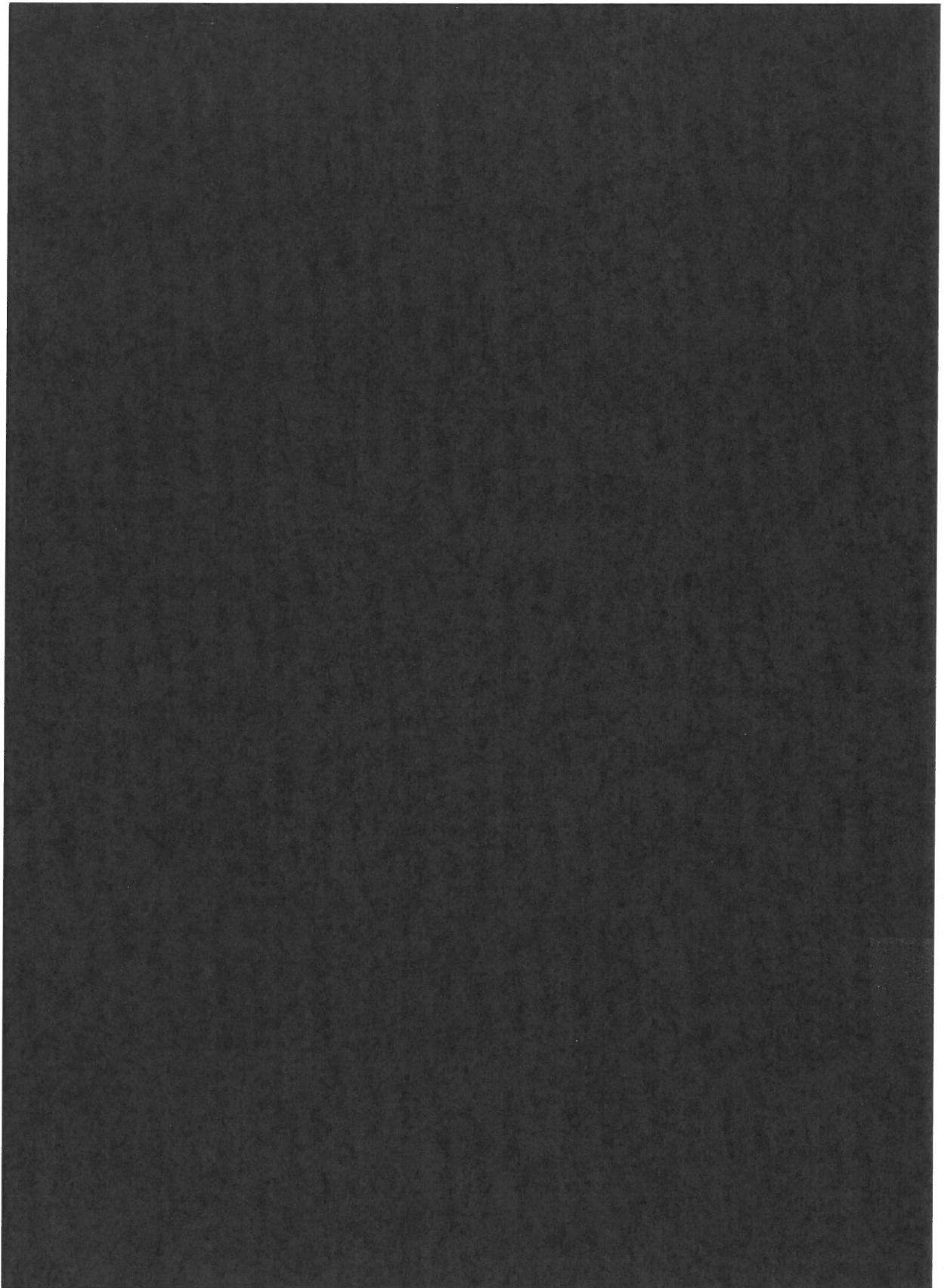
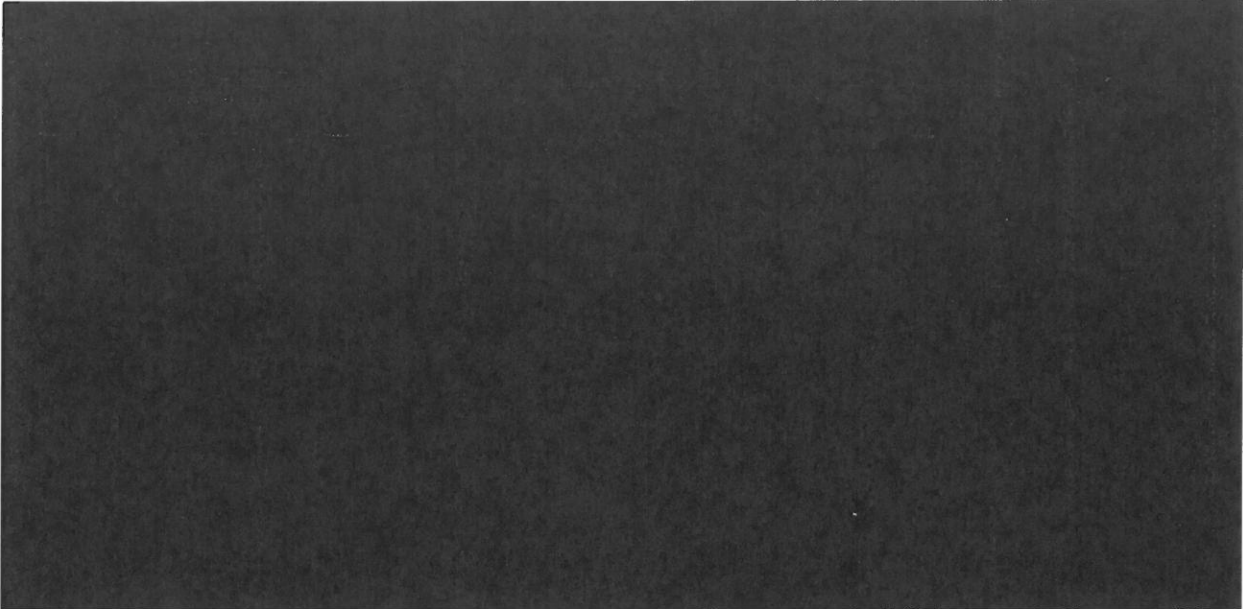


**EXECUTIVE BRIEF:
FUEL RETAILER AGREEMENTS INVESTIGATION**

Date: 19 March 2014



**EXECUTIVE BRIEF:
FUEL RETAILER AGREEMENTS INVESTIGATION**



If asked about less price information available for consumers:

- The petrol price data from the OPW Service made available to consumers is only a small fraction of the data exchanged between petrol retailers which subscribe to the service.
 - Some limited price information is available on the Motormouth website. This information is much less detailed and timely than the information available to petrol companies.
- The more information on petrol prices which is available to the public, the better informed motorists will be on when to buy petrol and from whom.
- However, the source of the information in the current arrangement is an information exchange between petrol companies and it is this exchange which raises competition concerns.
- The ACCC is concerned about the use of OPW data to reduce competitive rivalry between petrol retailers and the impact of this behaviour on consumers. The ACCC has a responsibility to take appropriate action where such concerns exist.
- The ACCC anticipates that where consumer demand exists for fuel price information, this information will be made available by petrol companies and other third parties in a format useful to consumers, such as through smart-phone applications.

