

Our Ref: 54483
Contact Officer: Tess Macrae
Contact Number: (03) 9290 1835



**Australian
Competition &
Consumer
Commission**

5 May 2014

Mr Tim Rankin
Offer Development Manager
Puma Energy

By email: Tim.Rankin@pumaenergy.com

GPO Box 3131
Canberra ACT 2601
23 Marcus Clarke Street
Canberra ACT 2601
tel: (02) 6243 1111
fax: (02) 6243 1199
www.accc.gov.au

Dear Mr Rankin

Third line forcing notification N97390 lodged by Australian Fuel Distributors Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 30 April 2014. The notification has been placed on the ACCC's public register.

Australian Fuel Distributors Pty Ltd (AFD) proposes to give or offer a discount in relation to the supply or proposed supply of motor fuels by AFD to consumers purchasing these products at service stations in Western Australia (Gull Boulder Road and Gull Towers) on the condition that the consumer has purchased prescribed groceries (of a qualifying amount) at a participating IGA store in Western Australia (Hannans Foodmart IGA WA). Consumers who spend the qualifying amount at the participating IGA stores will receive a voucher that entitles them to a fuel discount at the participating service station

Legal protection conferred by the notification will commence on 14 May 2014.

The ACCC has considered the above notification in light of submissions previously put to it by interested parties in relation to similar notifications and its own investigations. In light of this previous consideration and the information you have provided, the ACCC does not intend to take any further action at this stage.

Please note, as with any notification, the ACCC may act to remove the immunity afforded by this notification at a later stage if it becomes satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

I also note that in promoting the offer consumers should be made aware of any exclusions or conditions that may apply.

A copy of this letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Tess Macrae on (03) 9290 1835.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Richard Chadwick'.

Dr Richard Chadwick
General Manager
Adjudication Branch