



Wayne Helix™ Fuel Dispenser Design Process Revealed



Through Collaboration with IDEO, a Global Design and Innovation Consultancy, Wayne Enhances the Fueling Experience Worldwide

Wayne, A GE Energy Business and a global innovator of fuel dispensers and forecourt technologies, recently announced its launch of the new Wayne Helix™ fuel dispenser line. This intelligently designed and technologically advanced reconceived family of dispensers is a result of the collaborative efforts and extensive worldwide research of Wayne and IDEO, the design and innovation consultancy. Built on a single global product platform that incorporates the needs of distributors, retailers, service technicians and motorists, the results produced a foundation emphasizing intelligent design, transaction security and advanced technology.

“Wayne and IDEO went to great lengths to ensure we understood the needs of everyone from the large oil companies and manufacturing plants to small family owned stations and drivers,” said Wayne Global President Neil Thomas. “Our team of Wayne global engineers and IDEO designers talked with customers and station owners in nine countries, gathering user preferences and knowledge regarding dispensers, the current fueling process and the overall user experience. Much of the valuable insights we gained are reflected in the Helix fuel dispenser line.”

Wayne and IDEO translated some of the most valuable feedback into solutions for the design. These insights included:

- The increased need for at-the-dispenser transaction security.
- Users' growing comfort level with advanced technology and their desire for a consistent interface.
- A clear separation of the dispenser's "clean" and "dirty" areas when dispensing fuel to protect the equipment and maintain its appearance.
- The need for strong retail branding on the pump.

In addition to incorporating these customer and user insights, the companies created a dispenser-product family that meets the regulatory standards of 145 countries—built on a single global platform. In addition, the design team's focus on maintaining a consistent design and look for Helix across the product family ensures its global recognition and a consistent fueling experience worldwide.

The relationship between Wayne and IDEO dates back more than a decade designing the industry-leading Wayne Ovation™ fuel dispenser. The success of the Ovation fuel dispenser launch set new standards for Wayne and the fuel-dispensing industry, in both design and customer experience. In 2009, when Wayne began working on "Project Helix," the company again consulted IDEO based on the firm's human-centered design expertise, in-depth knowledge of Wayne products and customers and the previous success in collaborating on the Wayne Ovation dispenser.

"Our goal with the Helix line was to package Wayne's advanced fuel-dispensing technology into a robust pump that looks great in any configuration," said IDEO Design Director and the Helix dispenser project lead Gian Pangaro. "When designing the Helix dispenser, we also took into consideration the manufacturing process so the pump could be produced anywhere in the world. Our team was excited to use design to create efficiency and give Wayne the capability to scale production wherever it was needed."

Wayne addressed each individual component of the Helix fuel dispenser and purposefully chose the material and manufacturing method that optimized the function, quality and cost of each component. The result of this approach gave Wayne a product line with common DNA—with high quality components, a superior fit and an analogous finish in its final form.

The project was not without its challenges, however. Specifically, one examination addressed the positioning of hoses on a single pump structure and more importantly, how to keep the hoses from touching users, rubbing against vehicles and interfering with dispenser displays and panels. The deliberation resulted in a retractable hose, helping to create a cleaner, safer and clutter-free fueling environment.

Among many other design achievements, the Helix fuel dispenser is fully compliant with global EMV®-ready security standards and includes all of Wayne's innovative technology features, such as the reliable Wayne iMeter™ fuel meter. Thanks to the joint efforts of Wayne and IDEO, the Helix fuel

dispenser line answers the requests of the fueling community and represents Wayne's amplified standards for conveying quality, advancing technology, improving the customer's fuel dispensing experience and helping retailers expand their brand and simplify their maintenance—on a global scale.

The world will have an opportunity to examine the deliberate design and notable attributes of the Helix fuel dispenser line in August at Expo Postos & Conveniência in Rio de Janeiro, in September at Automechanika in Frankfurt, and in October at the NACS Show in Las Vegas. Wayne will accept Helix fuel dispenser orders beginning in late 2012.


To learn more about the benefits of Wayne Helix fuel dispensers, visit www.waynehelix.com.


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