

Mobility Plaza®

bp outlines strategy for US operations

The company announced several initiatives for its retail operations at the BP Amoco Marketers Association Convention and Business Expo.



bp has unveiled a series of new initiatives for reshaping the future of its fuel retail and convenience store network in the United States.

The announcement was made during the biennial BP Amoco Marketers Association (BPAMA) Convention and Business Expo in Scottsdale, Arizona. On the main stage, leaders of the company highlighted the ongoing expansion and technological developments led by the brand and its marketers.

The event celebrated the 50th anniversary of the BPAMA and its longstanding relationship with bp. Themed "Power of Us," the convention served as a platform for bp to introduce additional offerings intended to transform the consumer experience.

"Consumers are changing faster than ever and we're investing together in our people, products, and offers to continue giving them what they want, when they want it, and how they want it," stated Greg

Franks, senior vice president of mobility & convenience, Americas for bp

These offerings include the launch of the new consumer digital app, new technology to enhance the retail experience, multi-channel fuels campaign, growing bp pulse charging operations, and focus on bp's commitment to greater diversity, equity, and inclusion.

bp's US retail presence spans 8,000+ sites in 46 states, including bp, ARCO/ampm, Amoco, Thorntons, and TravelCenters of America.