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Studie zur Einführung von Shell SmartPay: Schweiz führend beim digitalen Bezahlen in der DACH-Region



Baar (ots) -

Mit SmartPay führt Shell einen neuen digitalen Service an Tankstellen in der Schweiz ein. Ab sofort können Kunden ihre Tankfüllung ganz einfach per Smartphone bezahlen. Eine aktuelle Studie, die Shell kurz vor dem Jahreswechsel in Deutschland, Österreich und der Schweiz durchführen liess[1], zeigt: Digital-Payment-Optionen werden in der Schweiz gut angenommen – und sind gerade bei der Gen Z gefragt. 77% der Schweizer nutzen bereits regelmässig digitale Bezahlmöglichkeiten. In Deutschland und Österreich sind es gerade einmal 55% bzw. 53%. Fast 7 von 10 (66%) der 16- bis 27-Jährigen schätzen diese Optionen als Zeitersparnis.

Shell SmartPay: Treibstoff bequem und einfach per Smartphone zahlen

- Gen Z: 25% kaufen nicht in Läden, die nur Bargeld akzeptieren
- Auch Baby-Boomer sind offen für digitales Bezahlen im Handel
- SmartPay bereits an rund 100 Shell Tankstellen in der Schweiz verfügbar

Digital im Alltag unterwegs: Mobile Bezahlmöglichkeiten sind für die Gen Z längst normal, wie die repräsentative Studie im Auftrag von Shell zeigt. 68% der Altersgruppe ziehen bargeldloses Bezahlen vor. 1 von 4 Personen der Altersgruppe (25%) gab sogar an, nicht in Läden einzukaufen, die ausschliesslich Bargeld akzeptieren. Digitale Zahlungsmethoden sind so sehr Teil des Alltags der Gen Z, dass viele zum Beispiel eher auf ihren Streaming-Dienst bzw. das Fernsehen verzichten würden (38%) als auf digitales Bezahlen im Alltag.

„Mobilität bedeutet für die Gen Z Flexibilität, Unabhängigkeit und Freiheit[2] – das sollte sich auch bei den Bezahlmöglichkeiten widerspiegeln!“, sagt Linda van Schaik, Chefin des Shell Tankstellengeschäfts in Deutschland, Österreich und der Schweiz. „Wer viel mit dem Auto unterwegs ist, weiss Zeitersparnis und unkompliziertes Tanken zu schätzen. Deshalb bieten wir unsere digitale Bezahloption Shell SmartPay an. Damit hat jeder Autofahrer die Wahl, ob er zum Bezahlen wie gewohnt in den Shop geht oder schnell und unkompliziert mit dem eigenen Smartphone zahlt.“

Autofahrer können Shell SmartPay einfach über die Shell App (App Store/Google Play Store) nutzen. Zapfsäule mit der Shell App auswählen, bequem mittels PayPal, Kreditkarte, Google Pay, Apple Pay oder Shell Card zahlen, tanken – und schon kann die Fahrt weitergehen.

Auch Baby-Boomer wünschen sich digitale Bezahloptionen

Digital bezahlen zu können, ist auch für die ältere Generation reizvoll. Auch die sogenannten Baby-Boomer sind für digitales Bezahlen offen: 9 von 10 der Ü-58-Jährigen (93%) würden die neuen Zahlungsmethoden beim Einkaufen in Geschäften in Zukunft gern nutzen.

Auch im weiteren Sinne hat die Gen Z Einfluss auf die ältere Käufergeneration: Knapp 40 Prozent der Baby-Boomer im internationalen Querschnitt sagen einer aktuellen Studie^[3] zufolge, dass die Gen Z sie in ihrem Kaufverhalten beeinflusse. Das gilt sogar für Menschen, die selbst keine Kinder haben: 46 Prozent meinen, dass die Gen Z einen Einfluss darauf habe, wie sie ihr Geld anlegen.

Das Bezahlen mit Shell SmartPay ist ab sofort an rund 100 Shell Tankstellen in der Schweiz möglich. Shell SmartPay erkennt anhand des Smartphone-Standortes automatisch, ob sich ein Nutzer an einer Shell Station befindet, die den digitalen Bezahlservice anbietet. Es ist geplant, Shell SmartPay in Zukunft an immer mehr Stationen anzubieten, um Autofahrern noch mehr Flexibilität zu ermöglichen.

Hinweise für Redaktionen

- [Hier](#) finden Sie die gesamten Studienergebnisse als PDF-Datei.

- [Hier](#) finden Sie hochauflösendes Bildmaterial.

- [Hier](#) finden Sie weitere Informationen zu Shell SmartPay.

Cautionary note

The companies in which Shell plc directly and indirectly owns investments are separate legal entities. In this press release “Shell”, “Shell Group” and “Group” are sometimes used for convenience where references are made to Shell plc and its subsidiaries in general. Likewise, the words “we”, “us” and “our” are also used to refer to Shell plc and its subsidiaries in general or to those who work for them. These terms are also used where no useful purpose is served by identifying the particular entity or entities. “Subsidiaries”, “Shell subsidiaries” and “Shell companies” as used in this press release refer to entities over which Shell plc either directly or indirectly has control. Entities and unincorporated arrangements over which Shell has joint control are generally referred to as “joint ventures” and “joint operations”, respectively. “Joint ventures” and “joint operations” are collectively referred to as “joint arrangements”. Entities over which Shell has significant influence but neither control nor joint control are referred to as “associates”. The term “Shell interest” is used for convenience to indicate the direct and/or indirect ownership interest held by Shell in an entity or unincorporated joint arrangement, after exclusion of all third-party interest.

Forward-Looking Statements

This press release contains forward-looking statements (within the meaning of the U.S. Private Securities Litigation Reform Act of 1995) concerning the financial condition, results of operations and businesses of Shell. All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements. Forward-looking statements are statements of future expectations that are based on management’s current expectations and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in these statements. Forward-looking statements include, among other things, statements concerning the potential exposure of Shell to market risks and statements expressing management’s expectations, beliefs, estimates, forecasts, projections and assumptions. These forward-looking statements are identified by their use of terms and phrases such as “aim”, “ambition”, “anticipate”, “believe”, “could”, “estimate”, “expect”, “goals”, “intend”, “may”, “milestones”, “objectives”, “outlook”, “plan”, “probably”, “project”, “risks”, “schedule”, “seek”, “should”, “target”, “will” and similar terms and phrases. There are a number of factors that could affect the future operations of Shell and could cause those results to differ materially from those expressed in the forward-looking statements included in this press release, including (without limitation): (a) price fluctuations in crude oil and natural gas; (b) changes in demand for Shell’s products; (c) currency fluctuations; (d) drilling and production results; (e) reserves estimates; (f) loss of market share and industry competition; (g) environmental and physical risks; (h) risks associated with the identification of suitable potential acquisition properties and targets, and successful negotiation and completion of such transactions; (i) the risk of doing business in developing countries and countries subject to international sanctions; (j) legislative, judicial, fiscal and regulatory developments including regulatory measures addressing climate change; (k) economic and financial market conditions in various countries and regions; (l) political risks, including the risks of expropriation and renegotiation of the terms of contracts with governmental entities, delays or advancements in the approval of projects and delays in the reimbursement for shared costs; (m) risks associated with the impact of pandemics, such as the COVID-19 (coronavirus) outbreak; and (n) changes in trading conditions. No assurance is provided that future dividend payments will match or exceed previous dividend payments. All forward-looking statements contained in this press release are expressly qualified in their entirety by the cautionary statements contained or referred to in this section. Readers should not place undue reliance on forward-looking statements. Additional risk factors that may affect future results are contained in Shell plc’s Form 20-F for the year ended December 31, 2022 (available at www.shell.com/investor and www.sec.gov). These risk factors also expressly qualify all forward-looking statements contained in this press release and should be considered by the reader. Each forward-looking statement speaks only as of the date of this press release, May 9, 2023. Neither Shell plc nor any of its subsidiaries undertake any obligation to publicly update or revise any forward-looking statement as a result of new information, future events or other information. In light of these risks, results could differ materially from those stated, implied or inferred from the forward-looking statements contained in this press release.

Shell’s net carbon intensity

Also, in this press release we may refer to Shell’s “Net Carbon Intensity”, which include Shell’s carbon emissions from the production of our energy products, our suppliers’ carbon emissions in supplying energy for that production and our customers’ carbon emissions associated with their use of the energy products we sell. Shell only controls its own emissions. The use of the term Shell’s “Net Carbon Intensity” is for convenience only and not intended to suggest these emissions are those of Shell plc or its subsidiaries.

Shell’s net-Zero Emissions Target

Shell's operating plan, outlook and budgets are forecasted for a ten-year period and are updated every year. They reflect the current economic environment and what we can reasonably expect to see over the next ten years. Accordingly, they reflect our Scope 1, Scope 2 and Net Carbon Intensity (NCI) targets over the next ten years. However, Shell's operating plans cannot reflect our 2050 net-zero emissions target and 2035 NCI target, as these targets are currently outside our planning period. In the future, as society moves towards net-zero emissions, we expect Shell's operating plans to reflect this movement. However, if society is not net zero in 2050, as of today, there would be significant risk that Shell may not meet this target.

Forward Looking Non-GAAP measures

This press release may contain certain forward-looking non-GAAP measures. We are unable to provide a reconciliation of these forward-looking Non-GAAP measures to the most comparable GAAP financial measures because certain information needed to reconcile those Non-GAAP measures to the most comparable GAAP financial measures is dependent on future events some of which are outside the control of Shell, such as oil and gas prices, interest rates and exchange rates. Moreover, estimating such GAAP measures with the required precision necessary to provide a meaningful reconciliation is extremely difficult and could not be accomplished without unreasonable effort. Non-GAAP measures in respect of future periods which cannot be reconciled to the most comparable GAAP financial measure are calculated in a manner which is consistent with the accounting policies applied in Shell plc's consolidated financial statements.

The contents of websites referred to in this press release do not form part of this press release.

We may have used certain terms, such as resources, in this press release that the United States Securities and Exchange Commission (SEC) strictly prohibits us from including in our filings with the SEC. Investors are urged to consider closely the disclosure in our Form 20-F, File No 1-32575, available on the SEC website www.sec.gov.

[1] [Shell SmartPay Studie - Digital Payment in der Gen Z](#)

[2] MOBILITY ZEITGEIST STUDIE - Die mobile Generation Z (2020); Zukunftsinstitut GmbH, im Auftrag der Ford-Werke GmbH; [Ford_Mobility_Zeitgeist_Studie_2020-Zukunftsinstitut.pdf](#)

[3] Edelman Trust Barometer 2022: Sonderbericht „The New Cascade of Influence“

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