

## Save money at OMV Free bank account and 5% fuel bonus for a year

[Back](#)

27.08.2010

- Customers of Erste Bank und Sparkassen to get a two-cent discount per litre of fuel for three months
- New customers are offered a free current account with credit card, a 5% fuel bonus for a year and a EUR 50 fuel voucher

Erste Bank und Sparkassen and OMV set up a strategic partnership early in 2010. Following the successful launch of the 170 “banking stops” at OMV filling stations with VIVA, a new product is being introduced from 30 August: the “Gute-Fahrt-Box” (Nice Drive Box), which includes a **free current account** for one year (with or without a credit card). The box, which can be redeemed at one of the 1,000 branches of Erste Bank und Sparkassen by 29 October, costs EUR 4.90 and includes:

- One voucher for the opening of a free current account with an optional complimentary credit card (cost-free for a year)
- A EUR 50 OMV fuel voucher upon opening the account
- 5% fuel bonus for one year at all OMV filling stations in Austria (when paying with a debit card)
- Two vouchers for a cup of coffee at VIVA



By taking up this offer, motorists can save an average of EUR 130 a year [1] in fuel costs. If they take up the full offer they can also cut their banking costs (to a value of EUR 84/year at Erste Bank) and credit card costs (to a value of EUR 54.50/year at Erste Bank). Depending on fuel consumption, the package is therefore worth almost EUR 270 a year. “We are deliberately targeting new customers in order to convince them to join Erste Bank. Overall, we at Erste Bank want to gain 20,000 new customers this year and are also appreciably expanding our services for existing customers,” said Peter Bosek, Member of the Management Board of Erste Bank Oesterreich. Existing customers of Erste Bank and Sparkasse are also offered an additional sweetener; anyone using an Erste Bank und

Sparkassen debit card to pay for fuel at an OMV filling station will receive a two-cent discount per litre up to the end of November.

Since early this year, it has been possible to “fill up” cards with cash at 170 OMV filling stations with VIVA across Austria. In addition, customers of Erste Bank und Sparkassen can pay money into their current or savings accounts and carry out banking transactions. “The cooperation with Erste Bank und Sparkassen is having a positive effect on customer frequency at our filling stations. With this exclusive package, we invite banking customers to experience the quality of OMV services for themselves,” said Harald Joichl, Head of OMV’s filling station business in Austria and Germany.

The new product will be sold exclusively at all OMV filling stations with VIVA. The accounts will be opened at the 1,000 branches of Erste Bank und Sparkassen, where any advisory services will also be provided. Once the customer has spent EUR 200 with OMV, he or she receives an OMV voucher worth EUR 10. This corresponds to a rebate of 5%. (Sales are capped at EUR 2,000, which means a maximum rebate of EUR 100).

[1] With an assumed fuel consumption of 9l/100km, 15,000km/year and average diesel or fuel price of 1.20 euros (including the EUR 50 voucher when opening an account)

[Back](#)