



bp spotlights fuel innovation, F1 partnership, and earnify growth at 2026 BPAMA convention

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bp today outlined key growth initiatives for its US branded marketers at the 2026 BP Amoco Marketers Association (BPAMA) convention, reinforcing its focus on fuel differentiation, digital momentum, and continued network expansion.

“Our branded marketers are central to how customers experience bp and Amoco every day, and I have enormous respect for the commitment they bring to their business and their communities,” said Emma Delaney, executive vice president, customers & products for bp.

“The BPAMA convention is an opportunity to connect, listen, and share tools and ideas that help marketers succeed. bp is continuing to invest in our marketers’ networks because when their businesses grow and thrive, so do our brands. That shared success is what this partnership is all about.”

On the main stage, bp detailed plans to sharpen its fuel differentiation, and gave marketers an early look at bp’s next generation 5-Way Protection fuels claim launching in 2027, designed to elevate performance and engine protection. The company also highlighted its new global partnership with the Audi Revolut Formula 1 team, marking a new chapter for bp fuels in Formula 1 competition.

bp also highlighted strong digital momentum. The earnify loyalty platform continues to grow membership and repeat visits, supported by national partnerships like Amazon Prime that draw new customers to bp and Amoco locations. Building on that foundation, bp launched earnify™Fleet last year to offer fleet operators a more seamless fueling and payment experience.

“We are seeing our digital ambitions become reality and true differentiators for our brands, delivering more engaged consumers, stronger loyalty and real value back to our marketers,”

said Lisa Blalock, vice president of US convenience and mobility for bp. “With earnify and earnify™Fleet, we are creating a simpler, smarter and more connected experience across bp and Amoco – one that helps our sites win in an increasingly competitive marketplace.”

Sustained network growth was also celebrated on the main stage, marked by the milestone of the recent 1000th Amoco site opening. Since Amoco was reintroduced in 2017, the brand has expanded steadily, reflecting strong marketer demand and bp’s continued investment in a differentiated, high-quality network. This milestone underscores the strength of bp’s marketer partnerships and the role they play in extending the reach of the bp and Amoco brands to more consumers across the US.

Further information

Contact

- bp US press office, uspress@bp.com