



New Rules. Serious Risk.  
The **EMV conversion** deadline is April 2021. If you wait that long, it will be too late.

Starting April 17, 2021, fuel retailers unable to process EMV cards at the pump will be liable for fraudulent transactions and could be hit with chargebacks. The risk of not converting your pumps will be costly, with the potential to bankrupt your station.

### Benefits of EMV Pump Conversion:



**Protects Your Customers - and Business**

**Avoid the Possibility of Being De-branded**

**Helps Reduce Fraud Liability**

**Offers Greater Reliability and Faster Pump Speeds**

**Improves Your Site and Customers' Experience**

### Features

National Account Pricing on Fuel Dispensers from Wayne and Gilbarco.

Introductions for Third-Party Financing Options

Centralized Access to All Site Level Information.

Remote Updates Protect Against Skimmers and Card Fraud.

PCI Asset Management Reports Available for Export.



*“World Kinect helped me with my dispensers. And that’s a plus always when you have someone supporting you. My customers are more confident using my pumps compared to using a pump that can’t accept a chip.”*

Nick Vyas  
Owner - Fast Snack Pack  
Kansas City, KS, USA

## Real Risks to Your Business

EMV is the chip technology that’s on most, if not all, credit cards. It’s designed to protect customers from fraud. The risks of delaying or not converting your pumps to accept EMV cards could be costly to you. And the longer you wait, the more expensive it will be.



- Gas stations account for about \$400 million in estimated fraud annually.
- As gas stations convert, skimmers and thieves will target non-compliant ones.
- Installation waitlists will grow and costs will increase as the 2021 deadline gets closer, creating backlogs.



Physical Supply

Energy Procurement

Price Risk Management

Data Management

Sustainability



**World Kinect Energy Services** supplies branded and unbranded fuel and services to 4,900+ gas stations worldwide. With 35 years of experience delivering more than 50 fuel and energy products on time and in full, we help you solve energy challenges. We are Everything Energy.

Are your fuel dispensers EMV compliant? Contact our experts at [worldkinectemv.com](http://worldkinectemv.com) and learn how we can help.

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