

Car IQ introduces feature to bypass high-cost fueling stations

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Car IQ's analysis of fleet transactions found that drivers choose higher-priced fuel stations nearly 20% of the time, adding up to 36 cents per gallon in avoidable costs

Vehicle-based payment services provider Car IQ has introduced Station Controls, a new capability within its Car IQ Pay platform that provides fleets with real-time visibility and control over fuel expenses. The feature automatically blocks high-cost stations and directs drivers to more affordable fueling options nearby. Car IQ's analysis of hundreds of thousands of fleet transactions found that drivers choose higher-priced fuel stations nearly 20% of the time, adding up to 36 cents per gallon in avoidable costs.



Source: Getty Images

Fuel remains one of the largest — and most unpredictable — expenses for fleet operators. Traditional fuel cards only provide visibility after purchases are made, typically through end-of-month reports. Station Controls changes that dynamic by moving fuel management from a reactive to a proactive process. Because the vehicle itself replaces the fuel card as the payment method, Car IQ Pay gains access to live vehicle data — such as location, fuel level and nearby station prices. Using this intelligence, Station Controls automatically blocks overpriced stations and guides drivers to more cost-effective alternatives, giving fleets direct, real-time influence over spend.

“After analyzing hundreds of thousands of transactions, we found that drivers frequently refuel at higher-cost stations, unnecessarily increasing fleet fuel expenses. For too long, fleets have been stuck reacting to spend after the fact. With Station Controls, they can now manage it in the moment — reducing costs and improving efficiency,” said Kate Coomber, director of Marketing at Car IQ.

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