

Fleet Fueling Rolls Out Subscription-Based Fuel Card Service to Support Small Fleet Operators

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Fleet Fueling, a leading innovator in commercial fuel management solutions, today announced the launch of its new subscription-based fleet fuel card service designed specifically to support small and midsize fleet operators. This new program aims to remove barriers to fuel savings, streamline expense tracking, and provide small businesses with access to the same robust fuel management tools historically reserved for larger fleets.

The new subscription offering introduces a flexible, tiered service model that combines the wide acceptance and reliability of industry-leading partners Speedway and WEX with powerful cost-control features tailored to the unique needs of independent contractors, owner-operators, and small logistics businesses. By replacing traditional volume-based eligibility models with a predictable, flat-rate subscription, Fleet Fueling empowers fleet managers to access nationwide fuel discounts, simplified billing, and enhanced reporting without the need to meet minimum fuel usage thresholds.

?We recognized a growing gap in fuel management solutions available to smaller fleets,? said William Russell, President of Fleet Management at Fleet Fueling. ?Large operators have long benefited from scale-based pricing and integrated platforms, while small fleet owners have been left to juggle paper receipts, inconsistent pricing, and basic fuel cards with limited support. Our new subscription-based model evens the playing field by delivering premium tools at a price point that makes sense for small business.?

The service provides access to the Fleet Fueling Card, which is accepted at over 90% of fueling stations nationwide through partnerships with Speedway (Speedway fueling cards) and WEX (WEX fleet fuel cards). Users can select a monthly plan based on the size of their fleet, with each tier unlocking specific features such as transaction-level data insights, spending limits per driver, digital card management, and integration with accounting platforms like QuickBooks and Xero.

Among the standout features of the new service is its ability to generate real-time alerts and reports that provide transparency into driver behavior, fuel efficiency, and route-level spending patterns. This not only helps fleet operators prevent misuse and fraud but also supports smarter decision-making when it comes to vehicle maintenance, fuel purchasing, and route planning.

The subscription model has already begun attracting attention among small fleet operators who previously felt underserved by legacy fuel card programs. Early users have praised the simplicity of setup, the ability to manage multiple drivers from a centralized dashboard, and the immediate access to negotiated pricing without long-term contracts or minimum purchase requirements.

One such user, James O'Connell, owner of a five-vehicle delivery business in the Midlands, said the program has transformed his day-to-day operations. ?Before Fleet Fueling, I was using a patchwork of debit cards and receipts to track fuel costs. It was chaotic and error-prone. Now, everything is digitized, and I know exactly what each vehicle is spending, where, and why. It?s taken a huge administrative burden off my plate.?

Russell noted that the product?s development was heavily influenced by conversations with small business owners across industries ranging from last-mile delivery and HVAC to landscaping and mobile services. Many reported that existing fuel solutions were either too costly, too complex, or failed to offer the flexibility required for modern, mobile-first businesses.

?Small fleets are the backbone of the UK?s logistics and service economy,? Russell added. ?We believe they deserve access to the same caliber of tools used by national carriers, and our goal is to make those tools as accessible, intuitive, and affordable as possible.?

Fleet Fueling?s platform is fully mobile-optimized, allowing users to issue virtual cards, monitor transactions in real time, and set spend thresholds from their smartphones. The system also integrates fuel tax reporting

features that automate the capture and categorization of purchases for IFTA and VAT compliance, saving businesses valuable time during tax season.

The launch comes at a time when fuel price volatility and increased scrutiny on operational efficiency have placed pressure on businesses to adopt more data-driven fuel management strategies. For smaller operations, Fleet Fueling?s subscription model offers a low-risk entry point into professional-grade fleet oversight?without the barriers that have traditionally discouraged adoption.

Fleet Fueling is offering a free 30-day trial to new customers, with no setup fees and no long-term commitment required. Plans start at just £9.99 per month for up to three drivers, scaling to accommodate larger fleets with additional customization options available upon request.

With the introduction of this subscription service, Fleet Fueling is reaffirming its commitment to democratizing fleet technology. By partnering with Speedway and WEX, the company delivers unparalleled access to top-tier fueling networks, all while giving small business owners greater visibility, security, and control over one of their most critical operating expenses.

For more information or to sign up for a trial, visit https://fleetfueling.net.

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Fleet Fueling is a resource for vehicle fleet managers offering information on the best fleet fuel cards to save corporations money on fueling expenses.

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