

From: Juliette Enser,
Executive Director, Competition
Enforcement and Markets

2 April 2026

Open letter to Motor Fuel Traders

Registering with and reporting your fuel prices to Fuel Finder

On 3 July 2023, the CMA published its final report on its market study into the supply of road fuel in the United Kingdom. The CMA found that competition at the pump was not working as well as it should be. In response, the CMA recommended that the UK government establish a new monitoring body to scrutinise prices and margins on an ongoing basis¹ and an Open Data scheme for fuel prices (**Fuel Finder**).

Fuel is an essential purchase for households and businesses, and even small differences in pump prices can add up quickly. When competition works well, it puts downward pressure on prices and helps people get the best deal, particularly when budgets are under strain. A key barrier is that drivers often cannot easily compare up-to-date prices across nearby forecourts. That is why we recommended Fuel Finder: to make near real-time, station-by-station prices available for use in apps, sat-navs and other tools, so drivers can compare prices more easily and retailers have to compete harder for customers.

The government has recently introduced Fuel Finder, operated by VE3 Global Limited (VE3), under the [Motor Fuel Price \(Open Data\) Regulations 2025](#) (**Regulations**). The Regulations require a person who offers motor fuel for sale in the course of a retail business (**Motor Fuel Trader**) to comply with certain legal obligations, including registering with and reporting retail price changes in respect of their petrol filling stations (**PFSs**) to Fuel Finder. As of 2 February 2026, Motor Fuel Traders must be registered and must submit fuel price updates to Fuel Finder within 30 minutes of any price change.

The CMA has the statutory role of enforcing compliance by Motor Fuel Traders with their obligations under the Regulations. In most cases, VE3 will work with Motor Fuel

¹ The Digital Markets, Competition and Consumers Act 2024 gave the CMA statutory information-gathering powers so that it could undertake this monitoring function.

Traders to resolve issues and will only refer matters to the CMA where this is not possible or where there are serious concerns regarding compliance. Where potential breaches are referred to the CMA by VE3, the CMA has powers to investigate and take enforcement action in relation to non-compliance. This can include imposing financial penalties. The CMA has published [guidance](#) on its enforcement powers relating to Fuel Finder.

Enforcement priorities and the situation in the Middle East

In November 2025, the CMA set out its intended [approach to enforcement](#) of the Regulations. Recognising that the new provisions may require changes to systems and compliance functions, the CMA indicated that for at least three months from the date PFSs must be registered with Fuel Finder and must start reporting price changes (from 2 February 2026 until the beginning of May 2026), the CMA would not prioritise enforcement action.

We are pleased that the majority of Motor Fuel Traders have registered with Fuel Finder and are reporting price changes to VE3. Motor Fuel Traders should continue working with VE3 to resolve any technical or onboarding issues promptly, as the legal obligations under the Regulations continue to apply.

The CMA will start prioritising enforcement action against non-compliance from Friday 1 May 2026 if it receives information from VE3 that indicates formal action may be appropriate. Fuel is an essential purchase. It is vital that people and businesses across the country can see and act upon transparent and timely price information, and that competition works to contain price rises. The impact of the conflict in the Middle East makes it more important than ever to ensure the market is working well for consumers.

Action required

If you sell petrol or diesel to the public, you must ensure you comply with the Regulations as follows:

- Register all forecourts you own with Fuel Finder.
- Update fuel prices within 30 minutes of a price change.
- Update your forecourt information (for example, amenities and facilities) within three days of any change.
- Update your organisation details (for example, business and contact details) within three days of any change.

Further guidance is available on [GOV.UK](#).

If you are unsure whether you need to register, or have questions about what information you need to provide, please contact [the Fuel Finder team](#).

Yours sincerely,

Juliette Enser
Executive Director, Competition Enforcement and Markets