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## Asda cuts fuel prices at last - RAC reaction

With analysis of [RAC Fuel Watch](#) data showing that Asda has started cutting fuel prices at its forecourts, RAC fuel spokesman Simon Williams said:

“Our data shows that, without advertising the fact, Asda has taken an average of 4.5p off the cost of litre of unleaded across its 320 sites in the last two days, and around 5.5p off diesel. While we’re pleased one major supermarket retailer has finally started heeding our calls to pass on the enormous drop in the wholesale prices of both fuels, the fact these price cuts have been made so quietly is surely admission that they should have come much sooner.

“Asda is now charging an average of 153.5p for petrol and 176.7p for diesel which is around 2p less than its rivals. We urge the other three supermarkets to catch up quickly – or go even further – and give drivers some much-needed relief from high prices next time they fill up. If they do, this will bring the UK average petrol price down from its current 157.8p which benefit drivers everywhere.

“Despite these reductions our analysis of wholesale data shows this should really be just the beginning as there’s easily scope for another 10p a litre to come off the current average price of both petrol and diesel. Perhaps it will be Asda which once again takes a leadership position by further cutting its prices to help drivers save money in the run-up to Christmas.”

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The press office email address is [press.office@rac.co.uk](mailto:press.office@rac.co.uk) and media centre is at [media.rac.co.uk](http://media.rac.co.uk). **Please note:** the press office is unable to help with individual customer enquiries - please visit the [RAC contacts page](#) to find the right contact.

## About the RAC

The RAC, an iconic UK brand, provides complete peace of mind to nearly 14 million UK private and business drivers, whatever their motoring needs. As well as its premium nationwide breakdown assistance service – with an expert branded patrol workforce attending more than two million breakdowns every year – it offers a wide range of market-leading products across insurance, legal services, vehicle inspections and service, maintenance and repair. Included in this is the first-of-its-kind nationwide Mobile Mechanics service which brings the garage to homes and workplaces.

At the forefront of new solutions for business fleets and consumers, the RAC’s breakdown service is electric-ready with mobile EV charging technology and can be called on using [myRAC](#) – the all-in-one route planner, fuel finder and breakdown reporting app.

Visit the [RAC website](#).

## Contacts



### **RAC Press Office**

Press Contact

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