

First Cashzone ATM goes live in the Republic of Ireland

Dublin, 9 March 2016 – Cardtronics Europe today announced the launch of its first ATM in the Republic of Ireland. The global independent cash machine operator saw its first transaction completed on Friday, 4 March, at a “Cashzone” branded ATM installed inside a local convenience store - at Dromiskin, just outside Dundalk.

Cardtronics Ireland will be working closely with businesses across the Republic of Ireland to bring convenient access to cash to local communities in convenience stores, forecourts and places where people shop, work and live. According to research commissioned by Cardtronics Europe on the [Value of Cash](#) in convenience stores and at forecourts, 71% of shoppers interviewed consider a cash machine as an important service to have on site. Furthermore, nearly 8-in-10 people (77%) in local shops spent newly withdrawn cash directly on site, and there are tangible increases in customer loyalty, footfall and sales.

The new Cashzone ATMs which will be installed in the Republic of Ireland will also support wider communities and businesses. Further research has shown that ATMs are the cornerstone of the high street shopping environment. A report on the [Value of Cash on the High Street](#) found that local ATMs inject on average around 38% of withdrawn money directly into the tills of stores in the vicinity. The importance of ATMs for this classic shopping environment is furthermore underlined by the fact that around 44% of users of a high street ATM would abandon their local high street if they weren't able to withdraw money and shop at the same time.

Tim Halford, Commercial Director UK & Ireland at Cardtronics Europe, commented:

“Our experience both in Europe and globally means we are very well positioned to establish a market for independent ATMs in the Republic of Ireland. Our team knows how retailers can best harness the advantages of having an ATM in store to boost customer footfall, loyalty and spend. We expect Cashzone’s new ATMs to be a great new service for the Irish consumer too, supporting local communities and giving people greater access to cash wherever and whenever they need it.”

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About Cardtronics Europe

Cardtronics Europe is the leading independent ATM provider in Europe, working with retailers, banks, service stations, food and beverage outlets and many other locations. The business has thousands of machines in the UK, Germany, Poland and the Republic of Ireland.

Cardtronics Europe is owned by parent company, Cardtronics Inc. (Nasdaq:CATM), the largest retail ATM owner / operator in the world, providing services to over 190,000 retail ATMs in North America and Europe.

Media enquiries

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