

British Gas turns up heat in energy price war

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LONDON (SHARECAST) - **British Gas** has launched an attempt to oust **EON** from the top of the best-buy tables with a deal that could save its customers over £200 if they go online.

The [company](#), owned by energy giant Centrica, has reduced its WebSaver 2 tariff so that as of 7 April customers will pay about £1,034 a year for their energy.

Those remaining on a standard plan paying on receipt of their bill will spend an average of £1,245, about 17% more than those paying online by monthly direct debit.

Experts say this latest move signals the start of a price war that could slash the cost of fuel for many hard-up households.

The new tariff from British Gas tracks a minimum of 6% below its standard prices, but households must move to dual fuel, pay by direct debit and sign up to an online plan.

Tables show that a customer on the most expensive plan, currently **Scottish Power's** £1,362 for its standard tariff, are paying £328 a year more on average than those on the cheapest online deal with British Gas.

"An online price war is exactly what consumers need - [suppliers](#) will want to shake up the energy market and gain market share, but households will be winners too," says Will Marples at uSwitch.com.

"Suppliers are already offering their most competitive prices online, so any move to cut these further can only be to consumers' advantage."

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http://www.sharecast.com/cgi-bin/sharecast/story.cgi?story_id=2699356