

Engen retains *Sunday Times Top Brands* award

Engen has once again scooped the *Sunday Times Top Brands** award marking this as the sixth consecutive year that consumers have backed Engen as their favourite petrol station. This accolade once again reaffirms the company's uncontested brand leadership and market strength.

As a leading producer and marketer of fuels, lubricants and oil-based products, and the provider of associated convenience services, Engen is committed to being the oil company of choice for consumers and their families.

While Engen continues to have the largest service station footprint in South Africa, it has been the company's constant innovation and customer service focus that have placed it ahead of the pack in brand recognition and loyalty across all audiences.

"We continue to focus on consistently reinvigorating the brand and investing much effort into remaining an attractive stop-over. As a brand, it is important for Engen to move into exciting, innovative spaces where it can engage customers and interact with them," says Joe Mahlo, Engen General Manager: Sales and Marketing.

Looking ahead, Engen will continue to focus on the roll-out of signature convenience offerings across its network, including fast food and restaurant partnerships, Wi-Fi, our latest Butcher's Best Biltong Bars and Pure Water on Tap water bars, alternate payment partnerships and a range of other exciting innovations.

Tasneem Sulaiman-Bray, Engen General Manager: Corporate Affairs says the results of *Sunday Times Top Brands* continues to validate Engen's presence, investments and marketing focus. "We are honoured to once again receive this award and want to thank our customers for choosing us. While it is evident that we are staying current in today's market, we remain humbled by the award."

Engen has received many accolades over the years, with the most recent being 'The Coolest Petroleum Brand' in the 2016 *Sunday*

Times Generation Next youth survey, which was also won for the sixth consecutive year.

“We are excited to continue building the Engen brand. We believe that we provide the best service, the best value and the best offerings to South African motorists and consumers,” concludes Sulaiman-Bray.

** Sunday Times Top Brands Awards is commissioned by Avusa Media and conducted by TNS Research Surveys*