

Engen launches PETRONAS lubricants through rebranded *Engen Oil Centre* franchise

Engen Petroleum, a leading producer and marketer of a wide range of fuels, lubricants and oil based products, has rebranded its lubricants distribution business as *Engen Oil Centre* – marking its official launch of the PETRONAS Lubricants International (PLI) range in the market.

Engen Oil Centre's comprises of a national network of approved distributors for Engen and PETRONAS lubricant products, and associated lubricant products.

Flagship distributor

The *Engen Oil Centre* franchise, previously known as The Oil Centre, is Engen's flagship lubricants distributor.

It opened its first branch in Port Elizabeth in 2004, focusing on small and medium-sized business customers with a full range of lubricating oils and proactive service offerings tailored for the automotive, industrial, marine, aviation and agricultural markets.

Since then it has opened 10 more stores in major cities and towns, including Johannesburg (three outlets), Durban, Cape Town, East London, Rustenburg, Phalaborwa, Nelspruit and Kimberley, says Keshwin Soni, new business development executive at Engen Lubricants.

New era of focus

John Kennedy, Engen's Lubricants Business Manager says the rebranding and reinvigoration of its catalogue heralds a new era for Engen, in which it will be able to focus more on its own range and that of its parent company, PETRONAS – the headline Formula 1 sponsor of Mercedes AMG.

"The Oil Centre concept is an initiative undertaken by the lubricants division of Engen Petroleum to empower small enterprises to service lubricants customers in a proactive and efficient manner," explains Kennedy.

The PETRONAS range complements Engen's own wide-ranging portfolio of automotive and industrial lubricants and extensive knowledge of local conditions, with cutting-edge global product expertise and leading performance.

"In particular, the PETRONAS Syntium brand of high-performance lubricants should excite South African motorists, as it is used in all Mercedes AMG cars worldwide," says Kennedy.

"We're looking forward to serving our customers with an even more exciting line-up and signature Engen care," says Joe Mahlo, General Manager: Engen Sales and Marketing.

"Franchise opportunities are available for people with entrepreneurial skills," he adds.

For further franchise information, interested parties are welcome to contact Keshwin Soni (031) 2502676/ 0848510613 or via email keshwin.soni@engenoil.com