

Engen Hippo Park further boosts black women in the fuel industry

31 March 2017

Engen Hippo Park, offering customers a diverse range of convenience, including: a 24/7 QuickShop, car wash, ATM facilities and lotto tickets, was officially launched on 31 March 2017. Situated along Queen Nandi Drive in Durban, Engen Hippo Park is owned by Ntandokazi Kheswa.

Engen Hippo Park is the **68th** 100% black women owned Engen service station in South Africa, as the company pushes ahead with achieving meaningful transformation of its retail network. Approximately 46% of Engen's 1000 strong service station network in South Africa is currently black (African, Coloured, Asian) owned.

Kheswa says she was first afforded the opportunity in 2011 and it has since taken six years to finally come to fruition.

"As a black women owner I am delighted to have this opportunity and have dreamt about owning my own business for a long time. I have had extensive experience working in other industries and believe that I have the potential to add a lot of value," she says.

Soon to prove itself as a popular stop for residents, taxi drivers and passing customers, Engen Hippo Park is also strategically positioned to help alleviate problematic traffic issues resulting in unsafe and dangerous driving.

The new Engen Hippo Park provides easy access for motorists who want to continue along Queen Nandi drive after filling up, or who want to travel further along the N2.

Seelan Naidoo, Engen's General Manager: Retail says the decision to build a new service station along Queen Nandi Drive was driven by the need to provide motorists with an accessible and safe thoroughfare off the busy N2.

"Engen's cutting-edge convenience continues to provide customers with choices far above its competitors, something which is well reflected at Engen Hippo Park," says Naidoo.

"Our efforts to deliver on our brand promise have been acknowledged consistently over the last few years. We are very proud to have retained our ranking as the 'Coolest Petroleum Brand' for the sixth successive year in the Sunday Times Generation Next youth survey, which tracks youth consumer preferences and behaviour, as well as the Sunday Times Top Brand award for the sixth consecutive year," adds Naidoo.

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