

Fist Pump! Engen holds onto GenNext title

Engen has again been voted the “Coolest Petroleum Brand” in the *Sunday Times Generation Next* awards. This is the eighth consecutive year that the country’s youth have backed Engen, reaffirming the company’s uncontested brand leadership and market strength.

With youth development playing a central role in the company’s social investment, and sponsorship initiatives, Engen is dedicated to positively engaging and contributing to the future self-sustainability of young South Africans. This is done primarily through the Engen Maths and Science Schools, Engen Klevakidz Paraffin Safety, and the Engen Knockout Challenge youth soccer development initiative.

Seelan Naidoo, Engen General Manager: Retail says the results of *Sunday Times Generation Next* continues to validate Engen’s presence, investments and marketing focus. “We are honoured to once again receive this award and want to thank our young customers for choosing us as the ‘Coolest Petroleum Brand’. While it is evident that we are staying current in today’s market, we remain humbled by the award.”

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. “Staying relevant is a priority and we continue to focus on consistently reinvigorating the brand and investing much effort into remaining an attractive stop-over for youth. As a brand, it is important for Engen to move into exciting, innovative spaces where it can engage customers and interact with them,” says Naidoo.

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, alternate payment partnerships and a range of other exciting innovations.

Engen has also just launched a new advanced energy formula, Engen Primax Unleaded which answers motorists’ calls for petrol that provides superior performance and fuel economy

“In developing our next generation fuel, we commissioned research into the South African fuels market to ascertain what really matters to our petrol customers,” says Naidoo.

Reformulated Engen Primax Unleaded provides motorists with technology that cleans the engine, enhances fuel combustion, and improves drivability. All these features contribute towards providing superior performance and fuel economy compared to previous formulations

The *Sunday Times Generation Next* is the leading annual youth brand preference and consumer behaviour survey. It tracks consumer behaviour and preferences of South Africans aged 8 to 23 – a highly influential segment of the market.