

Engen remains SA's Number One

For a record breaking seventh consecutive year, consumers have backed Engen as their favourite petrol station in the country, reaffirming the company's uncontested brand leadership and market strength in the South African petroleum industry.

The accolade was attributed to Engen in the *Sunday Times Top Brands** survey, which recognises those brands that have earned top consumer sentiment in South Africa over the past 12 months.

While Engen continues to have the largest service station footprint in South Africa, operating over 1 000 sites, 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 Engen brand and investing much effort into remaining an attractive destination for our customers' convenience needs. It is therefore important for Engen to move into relevant and innovative spaces where it can engage customers and interact with them meaningfully," comments Seelan Naidoo, Engen's General Manager: Retail.

Naidoo also notes that just over 1 in every 4 litres of petrol purchased in SA is from Engen with 131 million customer visits to Engen forecourts in 2016.

Added to this, the company is also firmly committed to transformation.

"Our B-BBEE level has moved up from a level 8 to level 2, whilst 46% of our service stations are currently black-owned. Last year we invested R28 million on our many CSI initiatives and spent over R674 million on supplier development and a further R47.2 million on Enterprise Development," adds Naidoo.

In order to remain on at the forefront of fuel technology, Engen recently launched a new advanced energy formula, Engen Primax Unleaded. This was in answer to motorists' calls for petrol that provides both 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. "Our reformulated Engen Primax Unleaded provides our 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 results of *Sunday Times Top Brands* continue 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 Engen. South African motorists and consumers can be assured that we will continue to strive to provide them with the best service, the best value and the best offerings," concludes Naidoo.

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