

Engen and Edcon partner up for rewards

Engen has launched an exciting new partnership with Edcon's *Thank U* loyalty programme.

According to Engen's Head of Retail, Seelan Naidoo the partnership is another way that Engen is putting customers first.

"By partnering with one of the most popular rewards programmes in the country, this initiative will offer Engen and Edcon customers additional value and more ways to earn loyalty points," says Naidoo.

In order to earn *Thank U* points customers need to swipe their *Thank U* card at participating Engen service stations, before payment is processed, when purchasing fuel.

"Customers will receive 150 *Thank U* points for every litre of Engen Primax Unleaded or Engen Dynamic Diesel purchased. The points are restricted to the purchase of fuel and do not include the purchase of products from an Engen QuickShop or any other services available on an Engen forecourt," explains Naidoo.

Loyalty programmes have developed significantly over the past few years and research has shown that consumers often plan their monthly budget around their reward programmes.

"We are very excited to be partnering with Edcon and believe that this initiative, along with our other loyalty partners such as eBucks, will continue to give our customers more reasons to visit Engen forecourts," adds Naidoo.