

Engen launches PETRONAS *Durance* car-grooming products

December, 2017

Engen has launched PETRONAS *Durance*, a new premium range of car-grooming products inspired by the science of Formula 1.

PETRONAS *Durance* will be available from December, initially at selected Engen service stations in the Durban area, before rolling out nationally across South Africa.

Car grooming products available in the PETRONAS *Durance* range include fast wax and car polishes.

“As a proud supplier of car-grooming products for the Mercedes AMG PETRONAS Formula One Team, Engen are excited to be able to offer this premium range to our customers,” says Adnaan Emeran, Engen Lubricants Marketing and Business Development Manager.

“PETRONAS *Durance* comprises advanced car care formulations that deliver superior cleaning and protection to keep your car in top form both inside and out.”

To celebrate the launch, Durban customers experienced the range first hand at a number of participating Engen service stations where they were treated to a complimentary ‘full-on’ F1 car care experience.

“The technical racing pedigree makes PETRONAS *Durance* the winning formula in car care,” adds Emeran.

Mobile PETRONAS *Durance* cleaning stations, with a pit crew, cleaned, buffed and polished vehicles both inside and out. There were also lots of give-aways and entertainment, including workshops, racing simulators and product demos.