

Sweet! Gen Next gives Engen the Thumbs Up

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

With youth development playing a central role in Engen’s social investment, and sponsorship initiatives, the company remains 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* validates 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, the company’s constant innovation and customer service focus places it ahead of the pack in brand recognition and loyalty across all audiences.

“Engen is very excited to see our network flourishing. Convenience and customer service remain key determinants of success in our industry. Last year we opened 10 new service stations and we are planning another aggressive new site programme in 2018,” says Naidoo.

“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 we can engage customers and interact with them.”

Looking ahead, Engen will continue to focus on the rollout 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.

On the fuels front, Engen’s advanced energy formula Engen Primax Unleaded continues to provide superior performance and economy to motorists.

“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,” adds Naidoo.

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.