

The brands we love! Engen remains SA's favourite petrol station

For the ninth consecutive year, South Africans have backed Engen as their favourite petrol station, with the company extending a hearty "THANK YOU" to all their customers for this kind endorsement!

The "Favourite Petrol Station" honour was attributed to Engen in the 2019 *Sunday Times Top Brands**, which recognises brands that have earned top consumer sentiment in South Africa over the past 12 months.

For a company that excites motorists and shoppers on their forecourts by offering them top quality fuels, alongside all the yumminess of partner brands such as the Woolworths Foodstop, Wimpy, Debonairs, Steers and Corner Bakery, as well as recently added Krispy Kreme (whose world-famous glazed doughnuts broaden any smile!), the Sunday Times Top Brands award affirms the special place Engen occupies in the hearts and minds of South Africans.

"At Engen, our brand promise 'With us you are number one' is about delighting customers and that's what drives every action we take and decision we make," comments Seelan Naidoo, Engen's head of Retail.

While Engen continues to have the largest service station footprint in South Africa, operating over 1 000 service stations, it is their constant innovation and focus on customer service that places it ahead of the pack in terms of brand recognition and loyalty across all audiences.

"To remain a compelling, top of mind destination for fuel and convenience needs, we maintain a firm focus on consistently invigorating the Engen brand and our associated offerings, never standing still, and continually seeking relevant and innovative ways to meaningfully impact our customers lives," adds Naidoo.

While pumping over 1 in every 4 litres of petrol purchased in SA, and with over 143 million customer visits to their forecourts in 2018, Engen is also continuing to woo customers by increasing its industry leading service station footprint and continually growing its share of the local fuels and convenience market.

“We opened a record 15 new service stations in 2018, completed nine major renovations and added 20 new Quickshop convenience stores to our network. Furthermore, we installed energy saving LED lighting at 112 service stations so that we offer a welcoming and safe appearance to our customers.”

Engen has continued with another aggressive new site build and revitalisation programme in 2019, with Naidoo affirming that “we expect to grow our share of the South African retail fuels market in the years ahead to ensure that an Engen service station is in easy reach of our loyal customers across the length and breadth of South Africa.”

A pioneer of fuel station convenience in South Africa - notable market firsts introduced by Engen include: the country’s first “vacation station” concept in 1986 with the Bloemfontein 1Stop; the first convenience store brand, Quickshop in 1992; the first gourmet food offering on the go, with Woolworths Foodstop in 2000; and the first rewards partnership with eBucks in 2009.

This spirit of constant innovation has catapulted Engen to the forefront of South African motorists’ imagination, explaining its enduring success in the Sunday Top Brands (2011-2019) and the Sunday Times Generation Next, where the youth have voted Engen the country’s “Coolest Petroleum Brand” for 10 consecutive years (2010-2019).

This trailblazing spirit lives on, assures Naidoo, with Engen entering into an exclusive agreement with eBucks in 2018 and an exciting new partnership with international doughnut brand, Krispy Kreme.

“eBucks is one of South Africa’s largest and most successful loyalty programme’s and offers Engen customers up to R8 back per litre in rewards.

“In 2019, we extended the Krispy Kreme offering, rolling out to 105 select service stations in Gauteng and KwaZulu-Natal. And in November, we are extremely excited to finally bring this new offering to our Cape Town customers.”

The results of *Sunday Times Top Brands* continue to validate Engen’s presence, investments and marketing focus.

“We are honoured and humbled to once again receive this award and thank our customers for choosing Engen.

“South African motorists and consumers are assured that Engen will continue to provide them with the best service, the best value and the best convenience offerings,” concludes Naidoo.