

Engen and Clicks partner in a winning loyalty formula

December 2nd - Engen and Clicks have announced an exciting new partnership which rewards motorists every time they fill up and swipe their *Clicks ClubCard* at participating Engen service stations nationwide.

This partnership brings Engen, South Africa's favourite petrol station brand*, and *Clicks ClubCard*, the country's leading retail loyalty programme** together in a boon for motorists.

"This winning formula will now provide all *Clicks ClubCard* customers with a truly convenient loyalty engagement and easier cashback earn, one we are extremely excited and proud to be a part of," says Seelan Naidoo, Engen General Manager: Retail.

Engen operates over 1 000 service stations across South Africa, far exceeding its nearest competitor.

Adds Naidoo: "As Engen continues to have South Africa's largest service station footprint, it makes sense for us to partner with *Clicks ClubCard*, which is South Africa's number one retail loyalty programme."

To sweeten the deal, for the first two months of the partnership - during December 2019 and January 2020 - *Clicks ClubCard* members can earn double points every day when they fill up with Engen Primax Unleaded or Engen Dynamic Diesel 50ppm at participating Engen service stations.

"It's simple: the more litres of fuel you buy, the more points you earn, the greater your cashback," says Naidoo.

Chief Commercial Officer at Clicks, Rachel Wrigglesworth says the company has heeded customer's requests and is pleased to offer them even more convenience.

"With Engen having the largest network in the country, it is now even easier to visit, fill up and earn cashback on your *Clicks ClubCard*," says Wrigglesworth.

Engen's enduring brand promise 'With us you are Number One' is about always going the extra mile and delighting customers. Naidoo assures that this is the focus of every decision and action of Engen.

“This partnership with *Clicks ClubCard* further strengthens our winning recipe by adding to our already exclusive premier relationships with *FNB eBucks* and *Edgars Thank U*. Once again, we are making our customers our Number One priority by offering them the benefits from three of the top six loyalty programmes in South Africa,” he adds.

This spirit of constant innovation has catapulted Engen to the forefront of the South African motorists’ imagination, explaining the company’s enduring success in surveys like the Sunday Times Top Brands, where it has been voted South Africa’s favourite “Petrol Station” every year from 2011 to 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). These accolades are further endorsed with Engen being recognised as the fastest growing brand in the country***.

“Engen is eager to welcome all *Clicks ClubCard* members to our forecourts and looks forward to making you Number One,” says Naidoo.