



Spain: Cepsa and Orange sign strategic alliance

Cepsa and Orange have signed a strategic alliance this week that will allow the customers of both to enjoy a range of special discounts.

This agreement gives special advantages for users of both companies, and gives them both the ability to establish new promotion channels to reach potential customers.

“Cepsa seeks to offer new advantages and benefits to its customers. Alliances such as this give us leverage to help us achieve that. An alliance in the world of telecommunications allows us to closer reach the needs of our customers,” said Joaquín Abril Martorell.

The alliance signed by the two will allow customers of its new Ser de Orange program to save up to 5 cents a litre when they refuel. Orange customers will have access to discounts through the Porque TU Vuelves program of Cepsa. .

There are around 1,700 service stations in Cepsa’s network in Spain and Portugal.