



New Zealand: Mobil presents new fuels and forecourt image

Mobil has launched the new Synergy family of fuels in New Zealand, representing the latest in global fuel technology, and is also upgrading its gas station image.

Mobil is currently rolling out Synergy fuels to sites across the North Island with the new range of fuels coming to selected South Island service stations in 2017.

“Mobil’s scientists have developed the improved fuel formulation to provide a deeper clean that will help improve engine performance,” said Andrew McNaught, Country Manager of Mobil Oil New Zealand Limited.

The fuel retailer is renaming its fuel to help customers better differentiate its fuel offerings. The Synergy fuels will be known as Supreme+ (98 RON), Supreme (95 RON), Extra Unleaded (91 RON) and Extra Diesel. With new additives, the fuels help improve engine performance and responsiveness.

As an integral part of the new Synergy program, Mobil service stations are receiving a new look. The image upgrade includes innovative design elements to communicate fuel offers more consistently and effectively to customers.

“We are also investing to upgrade our forecourt image, so that customers can experience more attractive and brighter service stations, while continuing to enjoy the quality, service, value and convenience that we provide,” added McNaught.