



Shell taps Navads to make 35,000 gas stations an easy find

Shell has selected Amsterdam, Netherlands-based location content provider Navads to achieve optimal visibility of the oil company's 35,000 fuel stations worldwide, reported PRWeb.

Navads manages location data of Fortune 500 firms and multinational corporations to ensure that their retail locations are easy to find on mainstream navigation devices and apps including TomTom, Apple, and HERE, whom it maintains strategic relationships.

"We look forward to working with Navads to ensure our retail locations are easily found by our global customer base, regardless of the device they use," said David Putters, Global Digital Marketing Website Manager at Shell.

"Our proprietary Navads platform enables us to provide Shell, the largest fuel retailer in the world, the highest quality location data possible, in all maps and map-enabled devices, on a global scale," said Lex ten Veen, CEO, Navads.