



Mexico: Petro-7 to open 30 more fuel stations in 2017

After positive results in their initial sites, 7-Eleven will continue with the rebranding of its gas stations to Petro-7.

Eleven's Mexico branch for fuel retailing, Petro-7, will invest around 400 million Pesos (USD21 million) this year in the opening of 26 to 30 gas stations, reports Expansión.

The company currently has 221 sites in Mexico but only three of them operate under the Petro-7 brand; forty are in the process of rebranding from Pemex, according to Luz María Gutiérrez, Business Director at the company.

"This year we will add 26 or 30 service stations, and according to our growth plan we will add between 35 and 50 per year, for 2017 we will use between 350 and 400 million Pesos," said Gutiérrez.

Changing the brand from Pemex to Petro-7 has increased sales by 30% in the three sites where the switch has already been made, according to the company.