Petrol PLAZA

Benzina enters Slovakia with the aim of becoming a leading player

After thirty years away from the Slovak market, Benzina returns with plans to open 10 sites in 2019.

Benzina, the largest network of filling stations in the Czech Republic, is entering the Slovak market. It plans to open the first filling station in Slovakia in Malacky in the next four months. Further expansion is planned in cooperation with smaller filling station operators and the company is also open to the acquisition of larger chains.

"The Slovak market is a natural environment for our retail business. With this move, we are expanding our current wholesale activities in the sale of fuels in Slovakia with the retail sale of fuels at filling stations bearing the Benzina logo," said Tomasz Wiatrak, Vice Chairman of the Board of Directors at Unipetrol, owner of Benzina.

Unipetrol is the only crude oil processor in the Czech Republic and the largest fuel seller. It is part of the multinational oil group, PKN Orlen.

The Czech and Slovak markets are similar with respect to customer expectations and behaviour, according to company officials.

"Slovak customers have in recent years strongly focused on the quality of fuels and are interested in a wide offer of supplementary services and products, including refreshments. That is also what we can offer as a long-term leader on the Czech market with a strong and stable base," Tomasz Wiatrak continued.

The company would like to reach 10 sites by the end of the year. Benzina is re-entering Slovakia after more than 30 years.