



BP opens first modern site in China

BP, through its new joint venture partnership with Dongming Petrochemical, has opened its first branded station in Shandong, China.

The new store is the first in China to reflect BP's new look and feel, and marks the start of its plan to add 1,000 new sites across China over the next five years.

Opened in the Huaiyin district of Jinan city, the station boasts a new refuelling experience with BP's Ultimate fuels. The new site will offer made-to-order Wild Bean Coffee delivered to the car, free WIFI and all the benefits linked to a multi-partner loyalty program with China Resources Networks (CRT), which covers over 6,000 merchants across the country.

"We want to offer our Chinese customers a friendly and welcoming experience," said Hanna Hofer, president of BP China Retail. "In this site, we are testing a new design and service offer, reflecting the uniqueness of the fast-changing retail environment and customer needs in China."

This new location will be BP's first retail site in China offering fast charging for electric vehicles and participating in BP Target Neutral programme to deliver a carbon-neutral operation.

"China is an important market in our downstream growth strategy. This is the first BP site with our full offer, demonstrating our continued intent to provide charging solutions, fuels, and high quality retail offer to our consumers," said Tufan Erginbilgic, chief executive, BP Downstream.

BP is currently working with China National Petroleum Corporation (CNPC) and China Petroleum & Chemical Corporation (Sinopec) to operate over 740 dual-branded retail stations in Guangdong and Zhejiang provinces respectively.

BP plans to add 1,000 retail stations in China in the next five years.