



Gulf to land in Argentina with 60 sites in 2019

The South American country will be the second in the world to see the new logo and image of Gulf.

Fuel and lubricants brand brand Gulf is landing in Argentina with the goal of having 60 service stations in 2019. Argentina will be the second country in the world where it introduces its new logo and image, reports America Retail.

Gulf's re-entry to the Argentinian market coincides with a global strategy to unveil its new brand – Argentina will be the second market to welcome the new colours of Gulf after the United Kingdom.

The new Gulf retail image appeals to consumers by using brighter variations of classic Gulf colours, a friendlier typeface and sun imagery.

The oil company, which has 116 years of experience and its presence in over 100 countries with more than 4,000 sites, plans to reach the 150-site mark in Argentina over the next two years.

The move comes after Delta Patagonia signed an agreement with YPF for the acquisition of 124 gas stations in 17 provinces for \$22 million.