



Colombia: Primax opens first station in Medellin under its own brand

The company plans to rebrand some 200 fuel stations this year as part of a \$42 million investment.

Primax Colombia has inaugurated in Medellin its first branded petrol station after acquiring the Exxon Mobil network from Terpel in 2018, reports dinero.com.

Peruvian retailer Primax acquired Colombia's Distribuidora Andina de Combustible (DAC), formerly Exxon Mobil, from Terpel for US\$231.9 million. It will now rebrand all the 740 sites from Esso and Mobil to the Primax image.

The retailer will invest US\$42 million in its positioning plan for Colombia's fuel retailing business. As part of this investment, Primax will rebrand and refurbish some 200 service stations throughout 2019.

The Colombian network will join the 2,000 sites that Primax has in Perú and Ecuador with a total turnover of \$3,500 million in 2018.