



UK: JET launches JET ULTRA new dual premium fuels range

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JET has launched its new dual range of JET ULTRA premium fuels, which includes JET ULTRA Premium Unleaded and JET ULTRA Premium Diesel. The fuel brand has completed its UK-wide roll out to all sites that previously offered JET premium fuels.

To coincide with the launch of JET ULTRA, JET is also trailing a pole sign to display all four fuel grade prices. The four-price pole sign is one of a number of innovative forecourt design elements that are part of the company's new image pilot.

"Our dual range of JET ULTRA premium fuels and our four-price LED-lit pole sign design are key elements of JET's new-look forecourt. The pole sign mirrors our new soft-angled canopy design, whilst our JET ULTRA branding is an eye-catching ultramarine blue which stands out on the forecourt," said Oliver Müller, Retail Business Manager at Phillips 66 Limited.

JET is a leading fuel brand marketed by Phillips 66 Ltd in the UK, with a well-established network of around 330 independently owned/operated and company-owned service stations throughout the UK.