



Ampol brand to return to Australia

Caltex announces it will transition its name to Ampol over the next three years, starting in 2020.

Caltex Australia has announced it will be bringing Ampol, the iconic Australian fuel brand, back to forecourts across the country after it was retired almost 25 years ago in the merger with Caltex.

The Australian Motorists Petrol Company, which later became Ampol, was founded in 1936. Ampol has also been part of the ethos of Caltex Australia since the two companies merged in 1995.

The reinvigoration of the Ampol brand will include an identity update across the entire network with the transition from the Caltex name to Ampol over the next three years in a staged rollout.

The move is expected to save Caltex Australia between \$18 million and \$20 million each year in trademark licence fees.

“Transitioning to an Australian-owned brand will give us the freedom and independence to evolve here in Australia. Everything else about our business remains the same – including the development and delivery of high-quality premium fuels to all of our customers,” said Managing Director and CEO of Caltex Australia, Julian Segal.

According to 7news, the transition will begin in June at a cost of about \$165 million.