

Petrol PLAZA

New petrol station brand to debut in Malaysia

A brand called FIVE will enter the highly regulated Malaysian oil market with only a handful of petrol station brands operating today.



A brand called FIVE is planning to open several fuel stations in the Malaysian market soon, according to a recent report by China Press. The company behind the FIVE brand would be Seng Group, which has been in business for the past 49 years.

The number of FIVE petrol stations to be launched are unknown, as well as their locations and fuel supplier. However, Seng Group did point out that it will not rebrand its existing stations, mostly BHPetrol-branded.

The first FIVE petrol stations will apparently begin their operation starting in March.

Seng Group was born as a petrol station operator in Mentakab, Pahang, back in 1971. The company managed brands like Esso and Mobil at the beginning, and then further expanded into other markets such as property development, constructions, plantations, and transportations.