



Five Petroleum debuts in Malaysia

Five Petroleum opened its first fuel station in the country. Operated by Seng Group, the retailer plans to open more than 200 stations nationwide.

Five Petroleum Malaysia has launched its brand in Malaysia with the opening of its first fuel station in Kalumpang, Selangor. The official opening also marks the debut of its Ultimaxx range of fuels and integrated Woo! Mart convenience store, according to a press release.

Operated by Pahang-based Seng Group, a company with nearly five decades operating in the fuel business, the new brand marks Seng Group's first independent foray into the fuel retail segment. Seng Group already represents the petrol stations brand BHPetrol.

Five Petroleum will be managed by the same team from Seng Group, while its Ultimaxx fuels will be sourced from Petronas.

Seng Group plans to eventually rolled out more than 200 petrol stations in Malaysia under the Five Petroleum brand. These fuel stations will be launched in stages, although no specific timeline was mentioned. The first stage will comprise between 30 and 40 sites to be located outside of the Klang Valley.

Five Petroleum added that it will offer enterprise opportunities for new entrepreneurs by offering smaller and easier station setups.

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.