

Argentina: DAPSA to brand at least 50 gas stations this year

Its goal was to reach 100 new sites but the drop in consumption due to the coronavirus crisis forces them to rethink their strategy.



Destilería Argentina de Petróleo (DAPSA) "should not brand less than 50 stations for the rest of the year," DAPSA's Commercial Director Hugo David told surtidores.com.ar.

DAPSA had planned to brand 100 more stations in 2020, bringing the total number of revamped stations to 150. The outbreak of the coronavirus pandemic and the consequent quarantine measures imposed in Argentina, however, led the company "to assume that the figure could be lower," according to Hugo David.

DAPSA's Commercial Director has explained to surtidores.com.ar that restrictions on interprovincial movement make distribution and installation difficult in inland regions such as Santa Fe, Córdoba, or Mendoza. The Argentine oil company would be working on a plan B to establish the necessary logistics at the local level with the aim of proceeding with inaugurations as soon as possible.

In 2019, DAPSA branded new 50 gas stations in different parts of the country.