

Petrol PLAZA

Romania: 400 MyAuchan stores in OMV Petrom stations within five years

The partnership marks the Petrom brand entrance into a new development stage, to be reflected by rebranding the filling stations.



OMV Petrom, the largest energy company in Southeastern Europe, and Auchan Retail România, the subsidiary in Romania of Auchan Retail, one of the largest global groups in food retail, extended their partnership for opening MyAuchan proximity stores in Petrom filling stations in the next five years.

Depending on the area of the station, up to 2,500 products will be available on-shelf: from food products, including fresh produce, fruit and vegetables, to non-food products such as cosmetics, detergents, baby products and car accessories.

“With only one stop, our customers will be able to shop for their groceries while fueling their cars, thus saving time. This is a unique and innovative approach on the Romanian market and meets the expectations of the modern consumers and of the young generation, whose daily schedules are dynamic and alert,” said Radu Căprău, member of OMV Petrom Executive Board, responsible for

Downstream Oil.

“We will re-design the shops of Petrom filling stations over several years in order to provide our customers with a shopping experience under MyAuchan brand, and, gradually, we will add more digital trade services, in addition to the ones already offered by Petrom,” commented Ionuț Ardeleanu, general manager Auchan Retail România.

The cooperation between OMV Petrom and Auchan Retail România started in 2017 with a pilot phase when MyAuchan proximity stores were opened in Petrom filling stations, in both urban and rural areas in Romania.

Petrom filling stations will enter a modernization process which will include, besides the setting up of MyAuchan stores, the replacement of brand identity elements, as well as works in the outdoor area of the pumps and related services (car wash, LPG fueling). In addition, there will be five pilot filling stations where fast lanes will be set up - fueling pumps that allow direct payment, by card or mobile phone.

OMV Petrom is present on the oil products retail market in Romania and neighboring countries through 802 filling stations, at the end of June 2020, under two brands – OMV and Petrom.

Auchan România has a portfolio of 33 hypermarkets Auchan, 5 supermarkets Auchan and a network of 26 MyAuchan proximity stores.