

Petrol PLAZA

ENOC Group: An innovative retailer in constant motion

The Dubai-based fuel and convenience retailer will open 40 new stations before the end of next year powered by modern services and cutting edge solutions.



ENOC station in the centre of Dubai. The company's innovative approach is in line with the spirit of the emirate | © iStock

Leading energy player from the United Arab Emirates ENOC Group will open 40 new service stations by the end of 2021, increasing its network to 192 sites.

ENOC is on track with its plans to open 16 service stations across Dubai, Sharjah, and the Northern Emirates by end of this year, as well as to open an additional 24 sites by the end of next year.

The expansion reiterates the company's commitment to support the UAE in building a robust fuel retail infrastructure and will cater to the growing demand for fuel across the country.

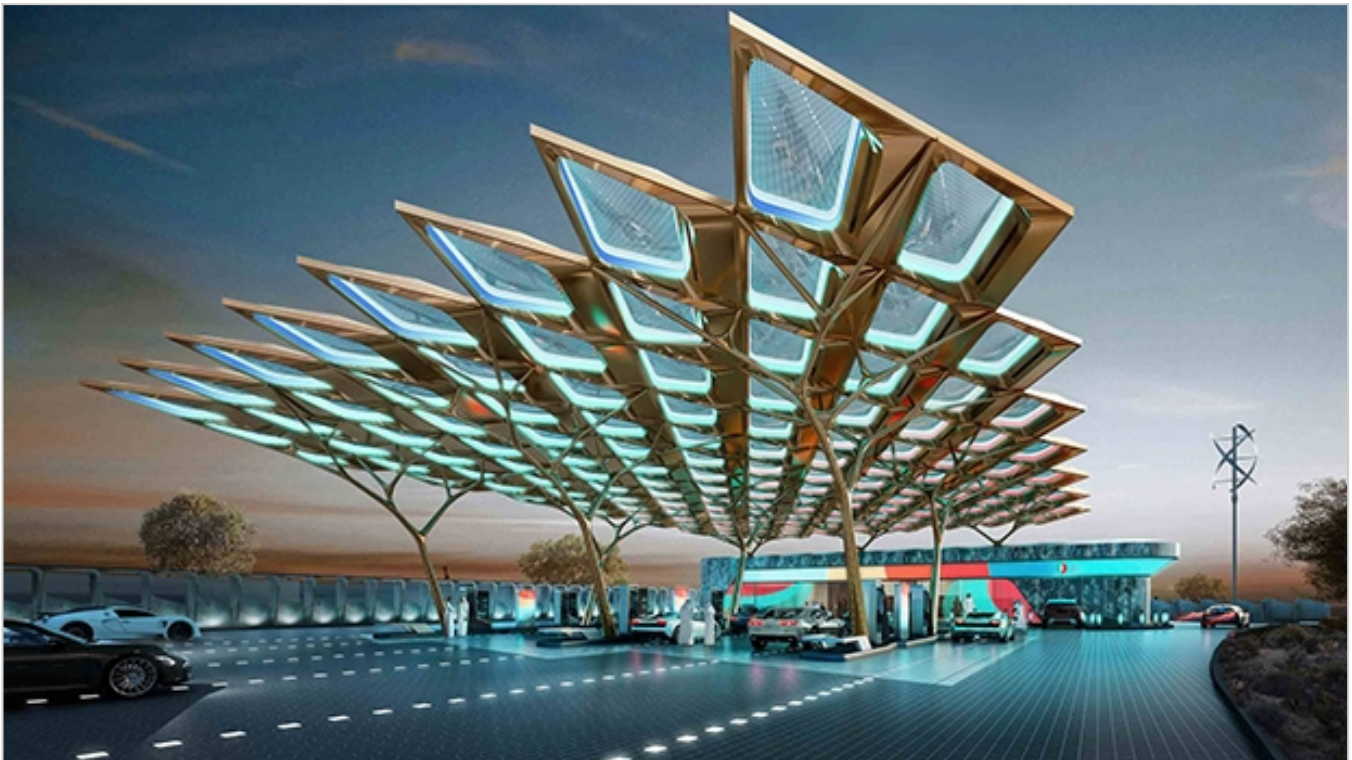
"Our promise is to ensure that customers have access to an uninterrupted supply of fuel as well access to best-in-class automotive and retail services. Despite the challenging times, we have demonstrated our resilience and remain committed to serve the nation," said Saif Humaid Al Falasi,

Group CEO, ENOC Group.

The new service stations will be equipped with CCTV surveillance as well as automatic number plate detection cameras to ensure high security. They will also feature new generation dispensers with retractable hoses to refuel cars on both sides. The fuel system has been designed to allow maximum safe flow rate as per the National Fire Prevention Association (NFPA) standards to reduce the overall refuelling time. Supported by its Auto Tank Gauging and electronic leak detection system, the fuel system is fully automated.

The service stations also have ZOOM C-stores, which offer customers over 7,500 products including confectionary and snacks as well as hot and cold beverages.

In addition to the stations, ENOC plans to build two marine stations at Dubai Harbour and Umm Suqeim to serve marine fueling needs of boat and yacht-owners. Both stations will be operational by the fourth quarter of 2020.



ENOC's Ghaf tree service station

A highly innovative player

ENOC is part of a select group of fuel retailers in the Middle East that have caught the attention of the global industry due to their modern and efficient services. In terms of savings, LED lighting will help achieve 50% reduction in the station's overall energy consumption while the air-conditioning uses modern VRF technology to reduce energy use by 35%.

In February of this year, they presented the Ghaf-tree service station concept at Expo 2020 Dubai - a site with a dynamic design aimed at representing the station of the future. It had energy-efficient and

renewable solutions including wind turbine generated power and PV solar panels. The structure of the service station's canopy is constructed from carbon fibre and using polymer cushion to allow natural light penetration and provide 100% UV protection.

ENOC Group has recorded 12 million cashless transactions in the first five months of this year, in a move towards encouraging cashless payments. More than 5 million of those transactions were recorded through ENOC Vehicle Identification Pass, the contactless payment service for individuals and corporate customers.

Activities such as these, and the implementation of the ISO 50001 standard, landed ENOC the Insight Award for Energy Management for the Year 2020 issued by the Ministerial Committee for Clean Energy.

A sign of the company's intent to drive innovation and energy efficiency was the partnership established by ENOC Group and Microsoft in 2018 to develop a site powered by artificial intelligence. In this concept, advanced machine-learning and AI technologies will use CCTV camera feeds, and data of all types, to manage the queuing and wait times in the forecourt, improve the availability of services and assets, and bring relevant marketing and advertising context to all customers.

"As we move forward with ENOC on the Service Station of the Future programme, we have the opportunity to redefine the fuel retail experience, establishing ENOC stations not just as efficient service centres, but as enticing destinations for the whole family," said Sayed Hashish, Regional General Manager, Microsoft Gulf, at the time.