



## Rubis Energie to rebrand 236 stations in Kenya

**French oil marketer Rubis Energie has started the process of rebranding over 200 KenolKobil and Gulf gas stations in Kenya.**

On Wednesday the company announced plans to rebrand all the stations currently operating under the KenolKobil and Gulf Energy brands, which it acquired last year.

The total rebranding operation includes 190 KenolKobil sites and Gulf Energy's 46 petrol stations.

Last year, Rubis Energie acquired Gulf Energy Holdings Limited Kenya for Sh9.72 billion (€84 million), which had a 6.2% share of the market, and €312 million (Sh36 billion) for local player KenolKobil, which accounted for 15.4% of the country's network.

"We plan to do about 30 this year, 150 next year and by end of 2022 we expect to have fully transitioned," said Jean-Christian Bergeron, Group Managing Director Rubis Energy Kenya and CEO East Africa, as quoted by [The Star](#).

The pair of acquisitions made Rubis the leading fuel retailer in Kenya surpassing Total and Vivo Energy.

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