

Petrol PLAZA

Romania: OMV Petrom, Auchan kick off Petrom-branded sites upgrading

Companies will invest more than €50 million in the next four years to refurbish around 400 Petrom branded stations, integrating MyAuchan stores into the sites.



OMV Petrom, the largest integrated energy company in Southeastern Europe, and Auchan Retail România, the subsidiary in Romania of one of the largest global groups in food retail, inaugurated the first upgraded Petrom branded filling station, as part of an extensive modernization program of the entire network that includes the integration of MyAuchan proximity stores into the revamped sites.

During the period 2021 - 2024, the two companies will invest more than €50 million euros to refurbish both inside and outside the approximately 400 Petrom branded filling stations located in rural and urban areas of Romania.

The plan involves progressive remodeling of about 100 filling station per year, and will expand Auchan reach to over 250 new localities, according to Auchan Retail România' General Manager, Ionuț Ardeleanu.

MyAuchan convenience stores will be integrated in place of the existing commercial spaces in Petrom filling stations, offering customers over 2,500 products. Outside Petrom stations, the current visual identity elements will be replaced and modernization works will be carried out in the area of pumps and adjacent services (car wash, LPG fueling). In addition, card and mobile payment solutions will be set up at the pump in five pilot stations, with fast lanes created for fueling.

The [cooperation between OMV Petrom and Auchan Retail România](#), a new concept for the Romanian market, started in 2017 with a pilot phase where MyAuchan proximity stores were opened in Petrom filling stations, in both urban and rural areas in Romania. In December 2020, OMV Petrom and Auchan Retail România had 22 MyAuchan proximity stores opened at Petrom sites.

OMV Petrom is present on the oil products retail market in Romania and neighboring countries through 798 filling stations, at the end of September 2020, under two brands – OMV and Petrom.

Auchan România has a portfolio of 33 hypermarkets Auchan, a network of 31 MyAuchan proximity stores, 22 of which in Petrom stations and 5 supermarkets Auchan.