

Spanish gas station operator Ballenoil reaches 175 sites

With the opening of 5 sites, the operator of unmanned stations in Spain reached a network of 175.

Low-cost petrol station chain Ballenoil has reached 175 sites with the roll out of 5 stations. The company now targets 180 stations before the end of the year.

The new locations from the growing Spanish brand of unmanned stations are located in Madrid, Basque Country and Catalonia. Five more sites are expected to open in Madrid, Malaga, Murcia and Burgos in 2022.

In total, Ballenoil plans to open 18 more stations. The company's strategy is to compete in areas of the country where price is less competitive through efficiency and low pricing.

Originally a carwash operator, in 2010 Ballenoil started its fuel retail business with the goal of competing against the large operators.