

## Argentina's YPF finally faces price competition as Axion offers lower price

**Argentina's fuel refiner and retailer YPF, by far the biggest player in the Argentina market and which has consistently offered lower prices than rivals, is now facing price competition from rival Axion, according to information available in early June in the Argentine's fuel retailer association Cecha website which said that it in turn was republishing from the original source Surtidores.**

The price is only lower by 0.01 cents but that difference is allowing Axion to use a marketing tactic focusing on its capacity to be a lower priced alternative, according to the report.

Axion, owned by Bidas and CNOOC, is using this minimal price to show that it is 'competing' with YPF.