



Colombia's Terpel starts new service focused on motorcycle drivers

Colombia's Terpel, which operates fuel stations in Colombia and several other Latin American countries, said in a press release issued June 12 that it has begun a new service for motorcycle drivers adding that it is an important market as there are 5.1 million of them circulating in Colombia.

"The company introduced its new exclusive isles for motorcycles with a modern design inspired in motorcycle races with elements that evoke these competitions: arcs for exit and entry, signs on the floor, and position for filling similar to starting positions so in general all design element will make drivers feel that they are in a GP motorcycle race," the company statement said.

Fueling pumps have also been specially designed for motorcycles, it added. Each pump can serve up to four motorcycles.

Terpel said it will also offer products for motorcycle drivers ranging from special lines of lubricants down to deodorizers for helmets.

The pump for motorcycles will be initially placed in 10 stations distributed in some of the country's main cities like Bogota, Medellin, Cali, Pereira, Neiva and Barranquilla.

Sylvia Escovar, Terpel president, said that station workers in these locations targeting motorcycle drivers have basic mechanical knowledge of motorcycle maintenance and can do some repairs like drive chain adjustment. All of them also use bikes so they will know motorcycle drivers better, she said.