



Colombia: Terpel refurbishes 500 gas stations

Colombian fuel retailer Terpel has refurbished 500 of the 2,000 gas stations it operates as it targets client loyalty.

Sylvia Escovar, President of Terpel, explained the new strategy to increase client loyalty: clean toilets, a green environment with many plants, and an improved food offer which attends Colombia's different culinary traditions.

"Nobody enjoys filling-up, but they do like to go to a gas station with clean toilets, plants, and a culinary offer suited to the different regions," said Sylvia Escovar.

Terpel has remodelled 500 of the 2,000 gas stations to meet the new standards, and hopes to renovate a further 50 by the end of the year.

Convenience stores are another field where Terpel would like to invest and expand. They have installed 20 c-stores in their services stations so far, but Escovar stated that the company would be opening many more.

The fuel retailing company has embarked on this new strategy boosted by this year's positive results, as they expect to finish 2015 with 14 trillion pesos (USD 4.5 billion) in sales - a 10.2% increase compared to 2014.