



Engen selected as the top fuel retailer for South Africans

For the seventh consecutive year, consumers have backed Engen as their favourite fuel retailer in South Africa, according to Sunday Times Top Brands survey.

South African retailer Engen has been selected by *Sunday Times Top Brands* survey, which recognises those brands that have earned top consumer sentiment in South Africa over the past 12 months.

While Engen continues to have the largest service station footprint in South Africa, operating over 1,000 sites, it has been the company's constant innovation and customer service focus that have placed it ahead of the pack in brand recognition and loyalty across all audiences, according to the company.

"We continue to focus on consistently reinvigorating the Engen brand and investing much effort into remaining an attractive destination for our customers' convenience needs," comments Seelan Naidoo, Engen's General Manager: Retail.

Engen recently launched a new advanced energy formula, Engen Primax Unleaded. This was in answer to motorists' calls for petrol that provides both high performance and fuel economy.