



Pemex to revamp its gas station network to fend off competition

Petróleos Mexicanos unveiled its new concept for Pemex Franchise with an innovative business model that includes a new brand image, new commercial themes and more products.

With the increasingly fierce competition coming from local and foreign retailers, Pemex is revamping its network of franchised service stations and it will create a “new partnership” with its franchisees to be able to offer the best fuel prices, according to a press release.

Speaking in front of more than 2,000 station operators, José Antonio González Anaya, General Director of Pemex, said that the recent Energy Reform has opened the door to create a different and more diverse fuel retailing market where Pemex will compete on price and added valued services.

The new image will be rolled out in those gas stations that guarantee quality and transparent services.

As announced by González Anaya, Pemex will begin with the revamp of the service stations in the metropolitan areas of Ciudad de México, Guadalajara and Monterrey – set to begin by December – and continue with the sites in the 59 metropolitan areas of the Urban National System as well as motorways and main roads after January 2018.