



## Argentinian retailer looks to dominate the “low cost” market

**Argentina welcomes its newest retailer in the shape of Voy, which plans to exploit the discount fuel market by opening 50 stations in three years, according to Clarín.**

The liberation of Argentina’s fuels market is giving way to the entry of a number of new players while traditional leaders such as YPF, Shell and Axion try to hold onto their market share.

Newcomer Voy is targeting the 1,000 independent gas stations in Argentina to build a strong network. One of its major appeals will be to offer diesel 10% cheaper than YPF stations – Argentina’s market leader.

According to Voy, they can help independent stations solve three problems: price, quality and image.

Argentina’s current fuel retailing market is led by YPF with around 1,450 stations, Shell with almost 700 and Esso-Axion’s 520.