Petrol

EG Group to rebrand hundreds of stations in Benelux as Esso

EG Group and ExxonMobil in the Benelux announce that EG Group will convert several hundred stations in the Benelux to the Esso brand in 2018.

Currently EG Group has a network of more than 650 Texaco and Firezone stations in the Benelux. The British retailer expects to start with the conversion during the first quarter 2018 with the vast majority completed before the end of the year.

The operation strengthens the strategic European partnership between EG Group and ExxonMobil. Last November the UK company acquired 1,000 Esso-branded service stations from ExxonMobil in Germany with a branded wholesaler model in place.

"With the ESSO brand we add a very strong brand to our offering in the Benelux. We will be able to bring the SynergyTM fuels and Mobil-branded lubricants to our customers in The Netherlands, Belgium and Luxemburg," said Mohsin Issa, Co-CEO EG Group.

This conversion will make EG Group ExxonMobil's largest Retail Fuels customer. EG Group will look for more opportunities to grow in the future as the true leading independent forecourt retailer of Europe. The GO fuel card offered by EG Group will automatically be accepted at the converted ESSO stations, while these stations will also accept the ESSO card.

"This agreement demonstrates our long-term commitment to the fuels market in the Benelux where we are also investing over 2 billion Euros in our world-class Antwerp and Rotterdam refineries to produce cleaner fuels and high-quality basestocks for automotive lubricants," said Jan Michielsen, CEO ExxonMobil Benelux.