



Phoenix Petroleum launches new, enhanced fuel in the Philippines

Leading independent oil company Phoenix Petroleum launches today its upgraded fuels powered with Phoenix Pulse Technology.

Available in all its fuel products, Phoenix Pulse Technology is an innovative formulation with advanced cleaning and protection properties for enhanced power and acceleration. It is made with fuel technology by fuel experts, exclusively for homegrown brand, Phoenix Petroleum.

According to the retailer, the new fuel avoids fuel filter blockage in diesel-powered vehicles, removes deposits from fuel injectors, valves, and piston surfaces, and provides engine protection.

We enhanced our fuel products and improved our formulation not only to be able to compete with bigger players in the oil industry, but more importantly, to add value to every peso fueled up at Phoenix,” said Phoenix Petroleum Chief Operating Officer Henry Fadullon.

In just 15 years, Phoenix Petroleum has grown from five stations in Mindanao to 530 nationwide, establishing its reputation as the fastest-growing oil company in the Philippines. Just last year, the company broadened its portfolio to include LPG with the acquisition of Petronas Energy Philippines, Inc., now Phoenix LPG Philippines, Inc., and convenience retailing with the purchase of Philippine Family Mart. It will soon venture into the bitumen business.