

# Sasol launches customer rewards programme

Sasol recently launched Sasol Rewards, its new customer rewards programme, that gives its customers the opportunity to save on fuel purchases as well as enjoy other benefits.



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Sasol Rewards will offer instant points to customers and South African motorists at large. Membership to the the programme allows customers will earn points from fuel purchases, that can be easily redeemed against fuel and in-store purchases at any of the participating Sasol Retail Convenience Centres.

## Launch period rewards

For the launch period, under the theme 'Siya-Swiper as a nation of Swipers', Sasol is offering participants the opportunity to earn points every time they swipe their Sasol Rewards card.

From 14 April to 30 June 2022, as part of the launch period, customers will be awarded 30 points (30 cents) for every litre of fuel purchased at a participating Sasol Retail Convenience Centres.

## Just the beginning

"Sasol is an iconic South African brand and a customer centric obsessed company," says Palesa Mokaba, vice president, Marketing for Sasol's Energy Business.

“Sasol aims to excite its customers with a personalised experience as well as new and differentiated offers, including digital offerings, that will increase convenience and generate savings for customers,” says Mokaba.

She adds that the brand’s Sasol Rewards offering is just the beginning.

“We are also also working towards delivering modernised stores, further leveraging our strategic Retail Convenience Centres supply partnerships to improve our instore offerings and we are ambitiously planning on expanding our Retail Convenience Centres to serve more customers in high growth areas.”

Frans Maluleke, senior brand marketing manager at Sasol’s Mobility and Customer Experience business says: “We want to say thank you to our millions of customers for their loyal support over the years with our new Sasol Rewards programme offering.”

To qualify for the programme benefits, customers will be able to register in less than three minutes. Membership is completely free, and customers can start earning their points instantly.

Sasol Rewards cards can be obtained from any participating Sasol Retail Convenience Centres countrywide

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