

Gauteng names top forecourt retailer

BP Express is Gauteng's most popular forecourt retailer according to the recent Ipsos Markinor Retail Survey commissioned by *The Times* and *Sowetan* newspapers.



Researchers conducted interviews with 1,000 consumers over the age of 18 in Gauteng ranging from LSM 4 - 10 to determine their favourite retailers in 29 different categories, of which 'Garage and Petrol Station shops' was one.

Consumers rated BP Express tops based on the awareness it has created around its brand, usage, overall quality, range, value for money and service.

It outpaced its nearest competitors Engen Quickshop by 4.3% and Shell Select by 9%. Caltex Starmart and Total La Boutique/Bonjour scored 12.3% and 15.1% less, while Sasol and Zenex trailed behind by 17.8% and 18.8% respectively.

Joe Mahlo, Head of Marketing at BP attributes the success to the Wild Bean Café - a food and coffee concept situated within the larger format BP Express shop.

"We are delighted with the recognition and ongoing support we receive from the public. It is great to know that BP Express is foremost in people's minds when thinking of a forecourt retail brand.

"The award is a great achievement and a fitting testament to a superb team effort on the part of all BP staff and business partners, which includes dealers and their staff," says Mahlo.

BP was part of the winning line-up which included South Africa's other favourite retail brands like Levi's, Absa, Kentucky Fried Chicken, Edgars, Clicks, Total Sports, Pick 'n Pay and CNA.

BP also won the top spot in this year's Top Brands survey as the top petroleum company as voted for by consumers in SA - a position it has held for the past eight consecutive years.

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