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Esso name in store for 49 Pure stations next year

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Esso Thailand Plc, Thailand's third-largest fuel retailer, and Pure Thai Energy Co Ltd (PTEC) have entered into a fuel supply and licensing agreement that will convert 49 Pure service stations to the Esso brand.

Pure Thai Energy is a subsidiary of Rayong Purifier Company Group Plc (RPCG).

Yodpong Sutatham, Esso's retail sales manager, said PTEC will continue to operate the 49 stations under the Esso name.

The move is part of a plan for PTEC to modernise its retail business under the stronger Esso brand, paving the way for future expansion.

"As the highly competitive retail fuel business evolves, selling Esso's quality fuels through a strategic partner like Pure

Thai Energy will expand our presence and bring more convenience to drivers," Mr Yodpong said.

Bibit Bijaisoradat, chairman of the executive board at PTEC, hailed the opportunity for the firm to develop its retail business via Esso, a well-known brand in Thailand.

"Consumers will be able to buy high-quality Esso fuel and Mobil lubricant products, take part in Esso's Smiles driver rewards programme and expect the same outstanding service at all Esso-branded sites," Mr Bibit said.

He said the two companies could spend a few months renovating and putting up Esso signage at the 49 stations, which are expected to be ready by next year.

Once complete, the rebranding will add to the 544 existing Esso petrol stations.



Pure seeks to revamp its retail business under stronger Esso brand.SOMCHAI POOMLARD

Esso has set aside 550-850 million baht a year for capital expenditure over the next three years as it seeks to modernise and upgrade its stations.

The company is looking to increase average monthly retail fuel sales volume to more than 500,000 litres per station by 2020, up from the current 450,000 litres.