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**MEDIA RELEASE**



## **PETRON PUTS CUSTOMERS FIRST WITH “FUEL HAPPY” CAMPAIGN**

You are first! This is Petron’s promise and commitment to all its customers with the launch of a new campaign across its service stations. Simply called **Fuel Happy**, the campaign promises a totally satisfying and uniquely rewarding “Petron experience” to every customer.

Since its entry into the Malaysian market three years ago, Petron has placed a premium on customer satisfaction, innovative products and services, and rewarding relationships. These form the Petron experience and are the take-off points for the **Fuel Happy** campaign.

**Fuel Happy** will give customers a surprise treat every week of the month which will begin on April until December 2015 at participating stations. When asked about the surprise treats, Head of Retail Pn Faridah Ali said “Customers will have to go to our stations and find out.” Customers will be given “freebies” during the **Fuel Happy** campaign period.

“Through **Fuel Happy**, we aim to strengthen and elevate service excellence at each and every station as we strive to make Petron the brand of choice,” said Pn Faridah. “It is already a given that we have world-class fuels, but what differentiates Petron is the care and personal touch that our customers experience whenever they go to our stations.”

**Fuel Happy** is timely since it comes after the completion of Petron’s rebranding and upgrading program. Today, 550 stations, formerly Esso and Mobil, now carry Petron’s distinct red and blue colors, have upgraded facilities, and more importantly offer the company’s premium fuels and innovative services.

“We are entering an exciting phase since our newly transformed stations serve as touch points where we can live and share the Petron experience with every motorist,” Pn Faridah added.

All Petron station offer customers personalized services such as the cleaning of windshields and tire shine for convenient and relaxing journeys. Friendly and well-trained service attendants are ready to assist motorists, even during emergencies since all Petron stations have joined the government’s “United Against Crime” project. The newly rebranded stations are also kept clean and well-lit to ensure the safety of customers.

To spread more happiness, Petron has partnered with local coffee makers to offer freshly-brewed coffee to customers as they discover Malaysia and travel through cities in Ipoh, Johor Bahru, Kuantan, Kuala Lumpur and Penang.

**Fuel Happy** is expected to reach more customers with its network expansion program. Petron completed 10 stations in 2014 and 20 more are in various stages of construction. It now has 560 service stations nationwide.

The Company said that the **Fuel Happy** campaign is also its way of thanking nearly 2 million loyal Petron Miles members who earn points for every transaction. This also includes over 4,000 corporate accounts under the Petron Fleet Card– the country’s first fleet card that uses microchip technology – who are now benefiting from better security and fleet management.

“**Fuel Happy** is really about thanking all our customers who believed in us and remain loyal to this day. The best way we can show our gratitude is to make them drive away from Petron stations with smiles on their faces,” Pn Faridah concluded.

For more information on how Petron is fueling happiness, please visit our Petron Malaysia Facebook Page.

#### **About Petron Malaysia**

**Petron Malaysia is a leading company in Malaysia’s downstream oil market. Its 88,000 barrel-per-day Port Dickson Refinery produces a wide variety of world-class fuels which is distributed through 7 terminals strategically located across the country. Through 560 stations nationwide, it retails premium fuels namely Blaze 97, Blaze 95 and Diesel Max. Petron is committed to its vision to be the leading provider of total customer solutions in the oil sector and allied businesses. Please visit [petron.com.my](http://petron.com.my).**

**Media contact:** Corporate Affairs Dept.; Suraya Haris Ong at +603-2082 8652 / 012-368 0346 or email at [Suraya.haris@petron.com.my](mailto:Suraya.haris@petron.com.my)