

**EDITORIAL
BLOEMENDAL MOTORS
30 June 2017**



THIRTY-YEAR OLD SERVICE STATION GETS COMPLETE REVAMP

Bloemendal Motors has been transformed with the latest fuel technology and improved layout to ensure easy access and speedy service.

The revamped service station had a complete makeover resulting in a fresh look, more environmentally friendly premises, and improved fuel storage and pumps for greater efficiency and customer experience.

“Bloemendal Motors has been in our family for the past 30 years and has become part of the daily routine of the families around here, be it for a quick stop on the way to work or school or picking up some milk and bread on the way home” said proud owner, Thaabit Bardien who recently took over the reins from his father.

Caltex Eastern Cape Marketer (CECM) CEO Clive Berlyn said he was proud to welcome Bloemendal to the Caltex family. “The Bardien family’s commitment to their business and community reflects the Caltex values and commitment to serving our customers” he added.

Berlyn said CECM invested R3-million in revamping the site.

“With the reconfiguration of the fuel pumps, we have improved ease of access for motorists and tried to reduce traffic congestion as well as ensuring the safety of pedestrians in and around the site”, Berlyn noted.

According to CECM’s best environmental practice, paving around the fuel delivery and pump areas was replaced with concrete, providing better protection in the unlikely event of a leak or spill. New energy-saving LED lights were also installed in the new canopy.

Caltex Eastern Cape Marketer (CECM) – master franchisor of over 100 Caltex service stations in the Eastern Cape – has invested over R500-million in just over a decade in revamps, upgrades and building new sites, to ensure that locals and travellers have access to Caltex service excellence across the length and breadth of the province.

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(WORDS: 291)

Issued by Maven Connection on behalf of Caltex Eastern Cape Marketer.

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EDITORS NOTE:

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