

PTT OPENS MEYCAUAYAN STATION



PTT Philippines has opened its newest station in Bulacan, this time in the city of Meycauayan to beef up its presence in the outskirts of Metro Manila. PTT Meycauayan was formally opened last August 15 to serve motorists plying the Iba Road, a major thoroughfare in the east side of Meycauayan leading to and from North Caloocan and San Jose del Monte, Bulacan. Marketing Director Athiwat Rattanakorn led the inaugural through a ribbon-cutting ceremony with Dealer Carylvestor Pacheco and wife Carmina. Some members of the PTT Family also joined the simple opening ceremony. Mr. Rattanakorn welcomed the Pachecos to the PTT Family and expressed optimism on more partnership in the future. Pacheco, on the other hand, thanked PTT Philippines for the opportunity to partner with the Thai company.



KSS LEADS PTT ANGONO ANNIVERSARY

PTT Philippines President & CEO Khun Sukanya Seriyothin led the recent first year anniversary celebration of PTT Angono in Rizal. Ms. Seriyothin personally congratulated Dealer Angelica Morales who joined the former in a ribbon-cutting ceremony with PTT Philippines Marketing Director Athiwat Rattanakorn and some key officers of the Thai oil firm. The celebration was highlighted with fuel discount promotion and some giveaways extended to its customers. PTT Lubricants also set up a booth for its promotional activities with freebies for customers who availed of their products.

LOYALTY CARD SOFT LAUNCHED IN TAYTAY

PTT Rewards, the loyalty card of PTT Philippines was recently soft launched at PTT Highway 2000 in Taytay, Rizal to give out bonus points and other freebies to its loyal customers. The Training Academy team led by Manager Jonathan Espino made an initial orientation and briefing prior to the distribution of cards to motorists who visited the station. PTT Highway 2000 is one of the 10 pilot stations for PTT Rewards that will be officially launched soon in Metro Manila, Luzon and the Visayas. Corporate Communications Manager Jonah Angeles said preparations for the official launching of PTT Rewards are underway. "We will be offering exciting promos and freebies to our loyal customers through PTT Rewards. That is something to watch out for," she added.



CAFÉ AMAZON JOINS THAI EMBASSY'S BUSINESS MATCHING EVENT



Café Amazon Philippines joined the recent business matching event organized by the Royal Thai Embassy Manila, an annual event aimed at gathering various brands and potential investors together in one place for possible collaboration and investment. PTT Philippines Corporation President & CEO Khun Sukanya Seriyothin attended the event held at Dusit Thani Hotel to personally introduce Café Amazon to potential investors in the Philippines. Café Amazon, a Thai brand coffee shop chain, was first introduced in the Philippines in 2016 after PTT Philippines secured a master franchise from its parent company in Thailand.

CHALLENGER DAY IN SARIAYA, CAMSUR



PTT Lubricants has brought its Challenger Day events in Quezon Province and Camarines Sur in Bicol to strengthen its brand positioning and promote the products to motorists in the region. Last August 5, the Challenger Day-RTR Lubricants Tdg was conducted at Limbo Motorcycle Shop Parts and Accessories in Sariaya where buyers were given free change oil and other freebies such as t-shirts, arm bands and key chains. On August 12, Challenger Day-PTT Prime Good Source was held at RS Turing Motorshop in Ocampo, Camarines Sur where customers were given the same freebies. The Lubes Distributor in Bicol also committed to conduct the activities at least twice a month. Lubes Analyst Ryan Saldivar said more Challenger Day events are expected to be conducted in other parts of the country to bring PTT Lubricants closer to the motorists and to sustain the brand presence in the market.



CAFÉ AMAZON'S BACK-TO-SCHOOL PROMO

As schools opened in August, Café Amazon Philippines launched its Back-to-School promo with 50% discount for every second cup purchased of any of its 22oz Iced Cappuccino, Iced Latte Amazon, and Iced Black Coffee. The two-week long promo from August 15-31, 2023 at all Café Amazon stores in the Philippines has attracted many students and working professionals.