

## Clicks announces Engen as new fuel rewards partner

Shell's loyalty partnership with Clicks came to an abrupt end this November, just before the health and beauty retailer announced that it has entered into an agreement with Engen instead. The new Engen partnership, effective 2 December, rewards motorists every time they fill up and swipe their Clicks ClubCard at participating Engen service stations nationwide.



Clicks ClubCard holders can swipe their cards when filling up at Engen to earn 1 point per litre of fuel. Those points convert to a value of 10c each at set intervals six times a year, after which they can be spent as cash at Clicks, Claire's or The Body Shop.

For the first two months of the partnership – during December 2019 and January 2020 – Clicks ClubCard members can earn double points every day when they fill up with Engen Primax Unleaded or Engen Dynamic Diesel 50ppm at participating Engen service stations.

This partnership brings Engen, voted SA's [favourite petrol station brand](#)\*, and Clicks ClubCard, the country's [leading retail loyalty programme](#)\*\* together.



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## SA's largest service station footprint

"This winning formula will now provide all Clicks ClubCard customers with a truly convenient loyalty engagement and easier cashback earn, one we are extremely excited and proud to be a part of," says Seelan Naidoo, Engen general manager: retail.

Engen operates over 1,000 service stations across South Africa. Adds Naidoo: "As Engen continues to have South Africa's largest service station footprint, it makes sense for us to partner with Clicks ClubCard, which is South Africa's number one retail loyalty programme."

Chief commercial officer at Clicks, Rachel Wrigglesworth says the company has heeded customer's requests and is pleased to offer them even more convenience.

"This partnership with Clicks ClubCard further strengthens our winning recipe by adding to our already exclusive premier relationships with FNB eBucks and [Edgars Thank U](#). Once again, we are making our customers our Number One priority by offering them the benefits from three of the top six loyalty programmes in South Africa," he adds.

*\*As voted in the Sunday Times Top Brands for nine consecutive years from 2011 to 2019.*

*\*\* Clicks Clubcard scored the top spot as the Best Retail Loyalty Programme in the 2019 Truth Loyalty Awards*

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