

ARAL | THE FUEL



Aral Aktiengesellschaft can now look back on over 100 years of history. The company was founded in November 1898 by 13 mining companies as the “Westdeutsche Benzol-Verkaufsvereinigung” in Bochum.

The introduction of the first super fuel in 1924 – fuel that was characterised by its consistently high quality – marked the birth of the name Aral. The name is made up of the initial letters of the main components of the new super fuel – aromatic and aliphatic compounds. Since 1927, the company has had the unmistakable blue-and-white diamond – a blue square at an angle with a white logo – as its trademark.

As early as the 1920s, the steadily increasing number of motor vehicles meant the Bochum company developed into a major fuel sales company with its own network of filling stations.

Then as now, the excellent reputation of the leading name in German filling stations – which has been trading as Aral Aktiengesellschaft since 1962 – is based on three main principles: the strength of the name, excellent quality and innovation. The sales products in Germany are given new names with Aral in front, such as “Aral Super” for the high-grade fuel and “Aral” for normal petrol.

Aral managed to maintain its position as market leader throughout the seventies and eighties despite oil crises and new competitors. A consistent policy in networking, leading to a strong focus on sales strategy, helped contribute to its success. Aral optimised the network of filling stations – which led to the closure of some 8,000 filling stations in more than 20 years – and at the same time put extensive investment into more promising large-scale filling stations. In the mid-’90s, Aral increasingly positioned itself as a group whose structure was based on its target groups in order to enable a more consistent, effective approach to meeting the requirements of the different customer groups. Aral’s filling station policy is determined by concerted concentration on customer service and the introduction of new products and services. Aral

filling stations have been transformed from outlets for lubricants and fuels to modern goods, service and communications centres for people on the go. More than 3,500 items from the sectors of convenience, food and non-food have been specially selected to meet the needs of the private shop customers.

Constant efforts are and will continue to be put into further developing and improving the quality of the fuel products and into developing and introducing new additives (fuel additives) and products. Among other things, the focus is on reducing consumption, increasing engine life and, above all, producing less pollutants. More recent historical milestones include the introduction of new packages of additives for petrol and diesel fuels in the late-Nineties, the first sulphur-free Super Plus fuel in 2001, and the low-sulphur versions of all Aral diesel and petrol fuels and the ultimate 100 and ultimate Diesel fuels in 2004.

Since the beginning of the Eighties, Aral has also been committed to the research and selection of nonconventional fuels of the future, primarily hydrogen. The strong brand name stands for nearly all the group’s mineral oil distribution activities, from the traditional filling station business through car washing to e-business. Since 1 July 2002, Deutsche BP AG has been the sole shareholder of Aral Aktiengesellschaft. After the biggest merger in German mineral oil history to date, once they had complied with the conditions set out by the German Monopolies Commission, Aral and BP between them now own some 2,700 filling stations, which will be using a single, strong brand name in the future: Aral.



Company name Aral AG	Classic product The fuel	Established 1898	Inventor Chemist Walter Oswald	Awareness 92 %	Location Bochum/Germany
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