NEWS
JANUARY 25, 2024

LUKOIL CONTINUED TO MODERNIZE THE DESIGN OF TOTEMS AT GAS STATIONS IN SERBIA

New modernized visual elements were installed at several of the LUKOIL SRBIJA gas stations for the improved communication with clients and better visual presentation of the offer at Company's retail outlets.

At the Minut levo highway gas station near Novi Sad and Mihajlovac 1, 12-meter-high totems have been installed, which in their central part have a multimedia display with the possibility of displaying dynamic content and advertisements for the purpose of informing clients about marketing products and services, as well as contributing to better awareness of exclusive offers. A standard totem with a new visual identity was placed at the Laćarak GS. New metal friezes were installed on the canopy of the Novi Sad and Kisačka gas stations, in accordance with new Company standards. During the year, modernized totems will be placed on the mentioned facilities in Novi Sad, and thus the visual identity of these facilities will be rounded off in their main and dominant features.

The placement of the totem at the Mihajlovac 1 GS is part of the complete reconstruction and extension that was carried out during 2023. As part of the implementation of this project, on the remaining part of the land, where Mhajlovac 1 is located, a separate facility with all the necessary auxiliary equipment and infrastructure systems, which serves as a McDonald's restaurant, was added to the existing shop.