

In late February, fuel retailer Coral Croatia, former Apios, said that it has opened the first petrol station under Shell brand in the country.

After the rebranding, petrol station in Pula was reopened this week, while three more petrol stations in Istria, which were previously operated by Apios, will be rebranded and will start operating under Shell brand.

The former Apios BS Sesvete petrol station in Zagreb was rebranded into Shell BS Sesvete and is now offering Shell-branded products. In late January, Greek fuel distributor Coral has signed an agreement on the acquisition of 75 % stake in Croatian fuel retailer Apios. Coral has previously signed a long-term trademark license agreement with Shell Brands International to enter Croatia's fuel market under the Shell brand. Following the completion of the transaction, Apios will be renamed Coral Croatia. Financial details of the agreement were not disclosed. Apios was established in 2009 and currently operates 26 petrol stations in Croatia, holding about 3 % of the market.