

Inver's forward-thinking approach is fuelling success



Inver's Retail Fuel Director Ben Lenihan reveals the secrets behind the success of Ireland's fastest growing forecourt network.

Inver's retail fuel brand was established in 2012 and has been recognised as the fastest growing forecourt network in Ireland.

With more than 90 Inver branded forecourts, including five company-owned and operated sites, the network has grown in strength over the past ten years. This dynamic expansion of the brand directly results from Inver's lifetime core values of quality and community, supported by the company's biggest asset, its people.

Ben Lenihan joined Inver in 2011 as Inver's Retail Fuel Director and he and

his team have played an instrumental role in creating the Inver retail fuel brand. Ben has led the development of the network by continuously nurturing relationships with potential dealers, forecourt partners and fostering a team approach with work colleagues.

"Joining Inver was a very exciting move in my career. I was impressed by the company's impeccable reputation as a national fuel supplier, their ethos, and forward-thinking approach," he says.



Inver's Retail Fuel Director Ben Lenihan

"The growth potential in the Irish forecourt market was encouraging and with an attractive brand proposition and a knowledgeable team, we were optimistic about the future.

"Inver's retail fuel brand proposition has differentiated us from the competition and been resonating with the dealers and motorists alike through Inver's core values of fuel quality and support for the community. We offer our forecourt partners security of supply, unparalleled quality of fuels, and better pricing from our co-owned state-of-the-art import terminal in Foynes, Limerick.

"Inver is a progressive company, and we take great pride in delivering the best fuel and energy solutions to our customers and seeking ways to add value to their business.

"Introducing Inver Xtra, our additized fuels, as our standard petrol and diesel at each Inver service station in 2020 was one of the most significant steps to help reduce carbon emissions. Since then, we have developed a range of high biofuel blend products, with new projects in the pipelines," Inver Retail Fuel Director Ben Lenihan says.

Inver's commitment to the community is evident through their unique Leading Lights programme and Junior Munster Rugby Supporters Club sponsorship.

Over the last 10 years, the company's CSR (corporate social responsibility) programmes have utilized a fund of over €500,000 to provide local support on the ground to organisations that share common goals in supporting education, technology, children and family.

Inver's strategic vision is to continue strengthening and expanding its network, delivering a seamless fuelling and retail experience to meet the expectations of modern Irish road users.

In the next few months, Inver will open a new state-of-the-art, vibrant service station in Racecourse Mallow, Co. Cork.

In closing, Ben Lenihan says: "In the dynamic landscape of the forecourt

retailing business in Ireland, Inver continues to invest with confidence in company-owned forecourts and in new and our existing dealer partnerships.

"It's hugely gratifying to be a part of Inver's retail journey paved with countless opportunities and a number of challenges. With our team's effort and dedication, we have established Inver as a key player in the Irish forecourt market.

"The plan is to keep expanding our network. The company's progressive nature combined with its lifetime values is a perfect foundation to continue to grow this strong brand, attract new customers, and nurture existing partnerships with our forecourt partners and retail suppliers. We're looking forward to the next 10 years in the business."



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