



RUBiS Energy Uganda Launches Castrol Power 1 Motorcycle Oil in "Ekijja Kijje" Campaign, Fueling the Dreams of Boda Riders

KAMPALA, 23rd October, 2025 – RUBiS Energy Uganda has today officially launched the Castrol Power 1 Motorcycle Oil into the Ugandan market with a vibrant experiential event at the RUBiS Energy Service Station in Makindye. The launch marked the start of the powerful “Ekijja Kijje” (Come what may) campaign, celebrating the resilience, readiness, and determination of Uganda's crucial boda boda community.

Castrol Power 1 Motorcycle Oil is designed to deliver superior engine protection, smooth acceleration, and enhanced performance, qualities critical for boda riders who rely on their motorcycles every day for their livelihood. The campaign’s core message, "An oil that protects your boda is an oil that protects your dreams", emphasizes the product's role in protecting riders’ ability to provide for their families and secure a better future.

While addressing the riders and mechanics in attendance, William Fillet, Managing Director of RUBiS Energy Uganda, emphasized the company’s commitment to the entrepreneurial spirit of the riders.

“We at RUBiS Energy understand the need for a functioning engine deeply, and we know that in this business, time is money. We also know that a breakdown is an inconvenience that leads to lost earnings and worry. You face life’s challenges with a spirit we admire, a spirit encapsulated in a phrase every Ugandan knows and lives by, “*Ekijja Kijje*,” which is a declaration of perseverance, preparedness, and intense drive.”

The event successfully delivered a memorable launch moment, strengthening Castrol’s credibility in motorcycle oil and RUBiS’s leadership in fuelling mobility. Rider insights confirm that engine protection is their top priority, and they take personal responsibility for upkeep because the bike is their income source.

Olivia Nahwera, Fuel Sales and Specialities Manager at RUBiS Energy Uganda, highlighted the functional and emotional connection of the new product to the riders.

“Castrol Power 1 plays directly into the reality of the boda rider by ensuring engine protection, reduced maintenance costs, and that their hustle will never stop due to breakdowns. This product is performance, protection, and smooth riding, all in one. The oil safeguards your ability to provide, reinforcing our brand presence as a reliable and supportive partner in your journey,” Nahwera stated. “We urge every rider to trust the oil that protects what matters most.



The campaign recognizes that the boda rider is an entrepreneur and the backbone of urban and rural transport in Uganda. Furthermore, mechanics have been identified as important decision influencers for this campaign, reinforcing their critical role in the product's success.

The launch of Castrol Power 1 Motorcycle Oil marks a significant step for RUBiS Energy Uganda in building strong awareness of the product as the go-to oil for boda riders across the country.

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About RUBiS

Founded in 1990, RUBiS is an independent French operator specializing in the distribution of petroleum products and renewable energies. The distribution of petroleum products includes service station networks, commercial fuel, aviation fuel, LPG, lubricants, and bitumen. Renewable energies offer expertise in solar and hydrogen solutions to contribute to a sustainable future.

RUBiS is listed on the Paris Stock Exchange and is recognized in the market for its expertise and quality of service.

RUBiS occupies a strong position in more than 40 countries across 3 regions: Europe, Africa, and the Caribbean.

About RUBiS Energy Uganda.

RUBiS acquired Kobil & Delta in March 2019 in December 2019. RUBiS Energy Uganda, with a network of over 70 service stations countrywide under Kobil and RUBiS brands, is one of the leading players in Uganda.

RUBiS Energy Uganda business units include Retail, Lubricants, LPG, Supply, Commercial & Industrial.

RUBiS Energy Uganda is a subsidiary of RUBiS Energy Kenya. RUBiS Energy Kenya also has subsidiaries in Burundi, Ethiopia, Rwanda, and Zambia.