

Mobility Plaza®

From service stations to community hubs

Fueling destinations around the world are transitioning to mobility hubs. We examine two locations that exemplify a forward-thinking approach that aims to redefine the role of service stations in customers' lives.



The future of mobility gives way not only to the integration of cleaner forms of fuel and new transportation trends, but it also represents an opportunity to redefine the role of service stations in society. This transformation goes beyond the race for decarbonization or future-proofing locations to cater to new mobility developments, it represents the transition from a fueling destination into a gathering spot.

These modern sites are becoming sought-after destinations for a cup of coffee, a brief work session, or a convenient meeting point due to their strategic locations. Retailers worldwide are innovating and expanding their offerings to reshape their facilities' roles within their communities. We look at two locations with different approaches to achieve this goal.

Community catering

These multi-service sites that cater to customers on-the-go are normally located in high-traffic areas. The idea is to become an unavoidable destination for customers during their daily commute, becoming part of their routines.

This consumer-centric strategy provides offerings tailored to address the needs of specific customer segments. Argentina's YPF recently unveiled its **flagship service station of the future**, a state-of-the-art facility that not only expands its energy offerings but also evolves its convenience offers to better serve today's customers.



"Our flagship station is designed to anticipate the future of mobility and meet the evolving demands of our customers. Apart from offering a diverse array of fuel alternatives and mobility services, the second floor features a Full-Work space, providing a dedicated area for people to work comfortably. For athletes, there's a specialized section equipped with facilities to store belongings, take showers, exercise, and purchase sports-related items," details Maite de la Arena, B2C Director at YPF.

Located along Figueroa Alcorta Avenue, one of the busiest streets in Buenos Aires, this multipurpose site aims to spearhead the transformation of the fuel retail sector. De la Arena says that the company envisions "a future where multiple fuel options coexist, rather than a singular dominant choice."

By delivering high-quality services, the company expects customers to rely on this location to fulfill their daily needs, whether it's for meetings, relaxing after classes, or meeting their fitness goals. Through this approach, YPF is ingraining itself into the daily lives of its customers beyond their fueling needs.

Creating a community

While these cutting-edge locations have the potential to influence customers' daily routines, another significant challenge lies in creating a destination that fosters a sense of community. New services, features and technologies may elevate the customer experience, but they alone won't be able to resonate with a community if customers are not put at the core of the strategy. Impacting them on a deeper level goes beyond innovation, it's about a deeper change and **Latin America's best convenience store** is a good example of this evolving paradigm.



“Lion Place needed to represent a big leap in the market, focusing on drivers rather than cars, by offering them a new customer proposition: ‘your home on the road,’” explains Claudio Reboredo, Partner at FGC, owner of the Lion Place concept. Familiar brands, faces and facilities, that is this concept’s approach for building a community in each of the areas it operates across Argentina.

Nestled on the outskirts of key cities such as Buenos Aires and Rosario, Lion Place’s striking white facade and modern architecture invites both nearby residents and professional drivers for a comfort-centric experience. Inside, they can enjoy familiar brands such as a Havana coffee shop alongside a Subway or Mostaza quick-service restaurant, and a coworking space to complete their daily tasks.

The blend of a unique aesthetic alongside recognizable brands and services aligns seamlessly with the primary goal of these facilities: to provide a site where customers “want to return to and consider their own,” as described by Reboredo.

Mobility hubs may represent the future, yet these examples reveal that there is potential for community fostering. This aspect goes beyond the transition to new energies, cutting-edge solutions and new convenience formats. What matters in this approach is the facility’s role within the customers' daily lives.