Chevron – South African trademarks

Updated 8 November 2026

Chevron is an American energy company. Its fuel and lubricant brands include Caltex, Texaco and Havoline.

How Chevron has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#314
largest trademark owner in South Africa (of 121,626)

187
trademarks filed

4
different logos published since 2020

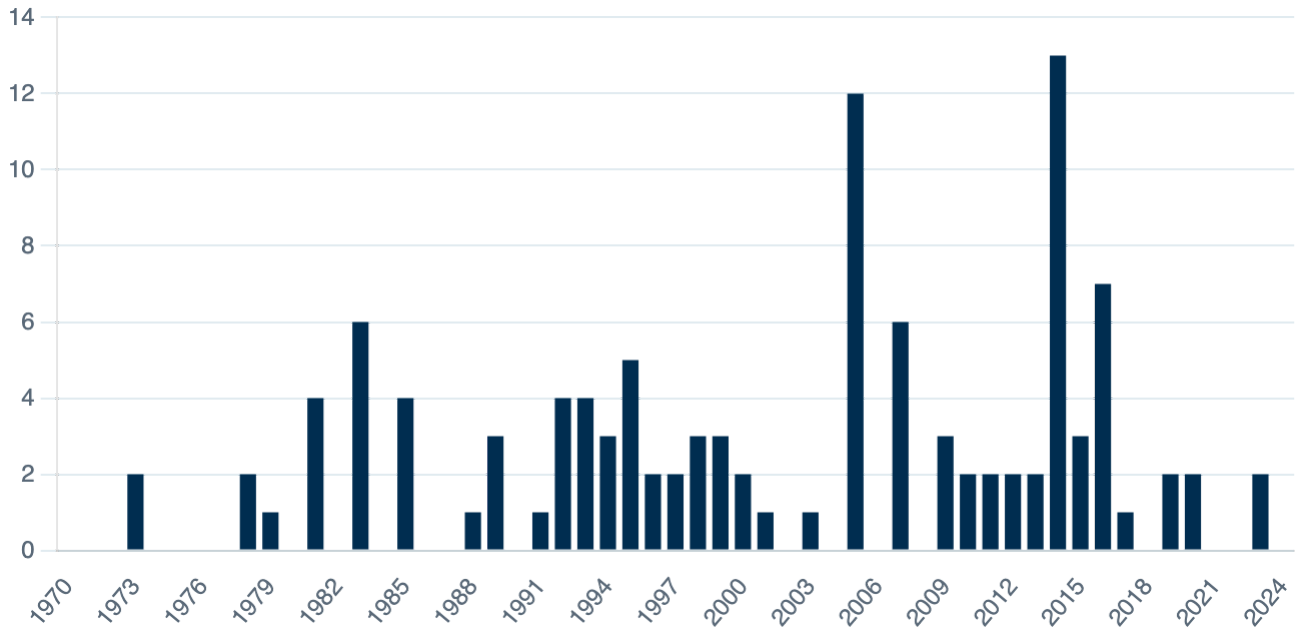
19
of 45 classes used

1917
first trademark filed

14
filed in the last 10 years

A portfolio built over time

Chevron filed its first South African trademark in 1917 and has filed 187 since; its busiest year was 1969, with 19 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

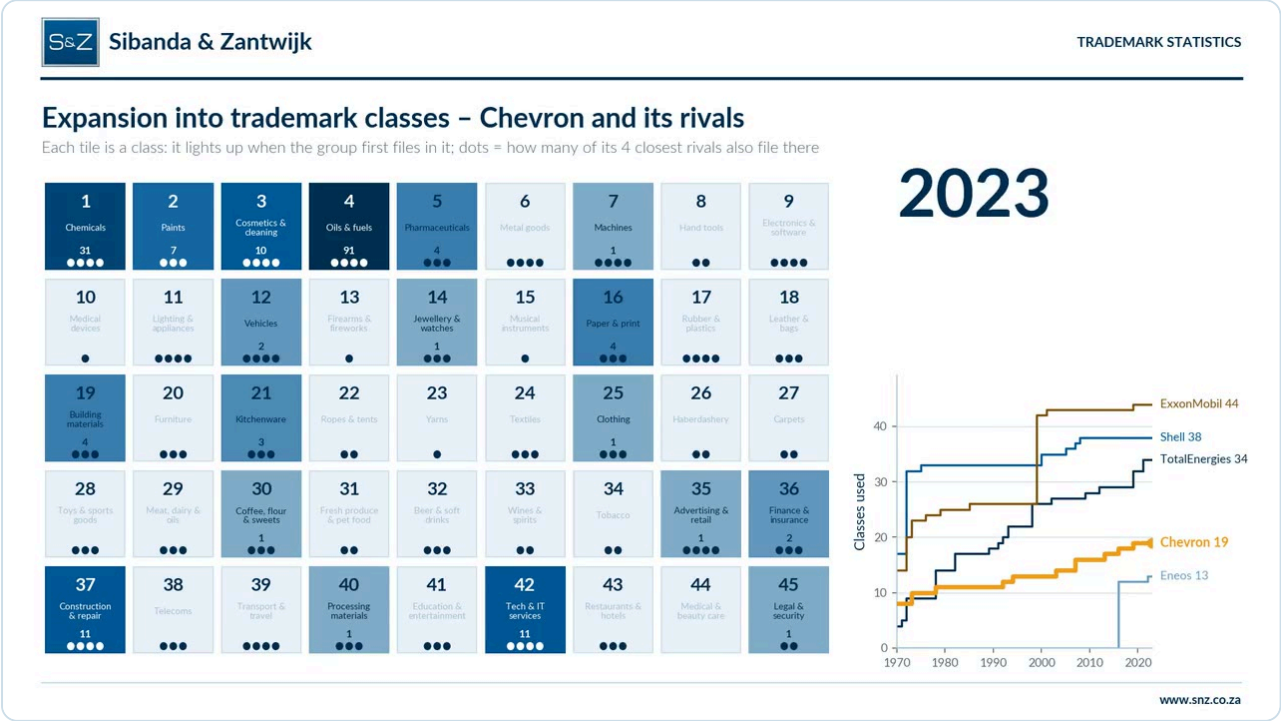
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Chevron South Africa	132	1917–2017
Chevron	130	1946–2023
Chevron Chemical	2	1958–1969
Chevrontexaco Global Energy	1	2003–2003

Where Chevron expanded its business

Trademark classes show what a business sells. Chevron's portfolio is concentrated in oils & fuels (class 4), chemicals (class 1), tech & it services (class 42). Its most recent moves were into processing materials (2019), legal & security (2016), advertising & retail (2013).

Chevron trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/chevron-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS		MARKS	SHARE	SINCE
4	Oils & fuels	91	48.7%	1917
1	Chemicals	31	16.6%	1918
42	Tech & IT services	11	5.9%	1973
37	Construction & repair	11	5.9%	1973
3	Cosmetics & cleaning	10	5.3%	1938
2	Paints	7	3.7%	1918
16	Paper & print	4	2.1%	1969
19	Building materials	4	2.1%	1918

The brands Chevron protects most

The word marks and logo names Chevron has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	CHEVRON	36	8	1946–2005
2	CALTEX	6	5	1951–1978
3	REG	6	2	2014–2014
4	MAKING THE THINGS THAT GO, GO BETTER	4	4	2007–2007
5	TECHRON	4	2	1985–2020
6	CLEAN & GLIDE TECHNOLOGY	3	3	2016–2016
7	ISOALKY	3	3	2011–2016
8	TECHRON CLEAN THE 5-STAR FUEL	3	3	2015–2015
9	BIOSTAR	2	2	1995–1996
10	CALTEX SNOW WHITE PETROLATUM	2	2	1989–1989
11	DELO PERFORMANCE ADVANTAGE (THE)	2	2	2007–2007
12	PRO DS	2	2	2014–2014
13	PRO DST	2	2	2014–2014
14	T TEXACO	2	2	1918–1918
15	TECHRON WORKS	2	2	2012–2012

Logos filed most often (since 2020)



3 filings · 2 classes

2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class

Chevron's logos

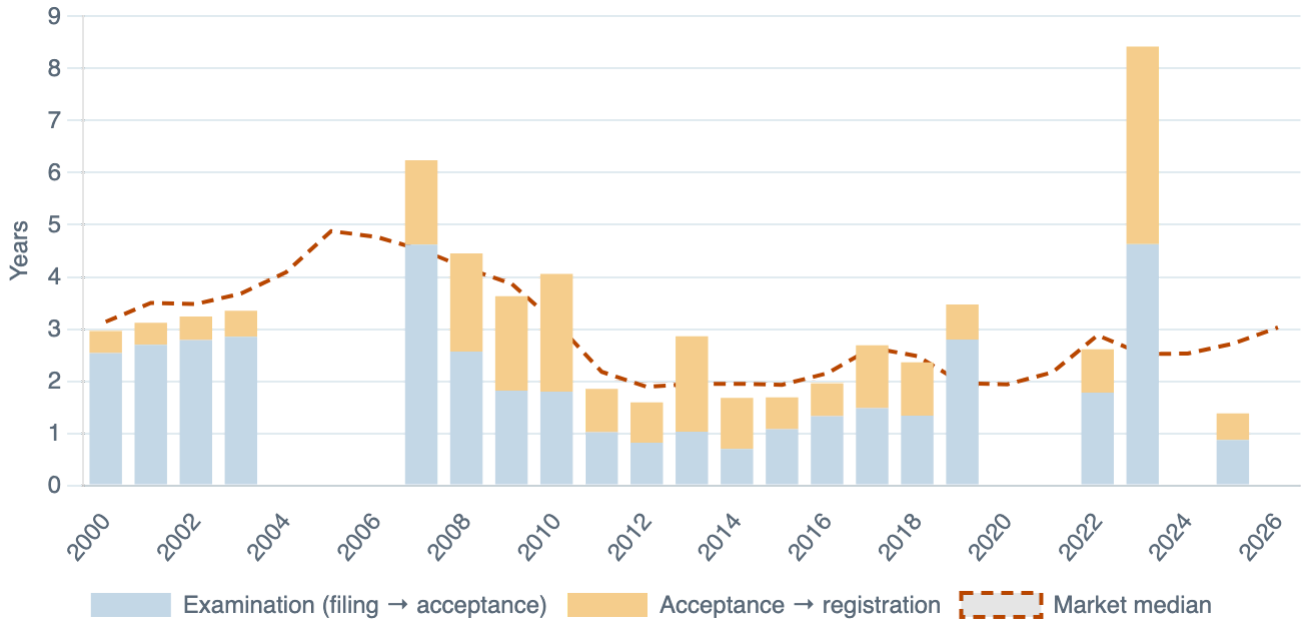
The 4 different logos Chevron has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

2 classes	2 classes	1 class	1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Chevron's marks took a median of **5.7 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 1.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

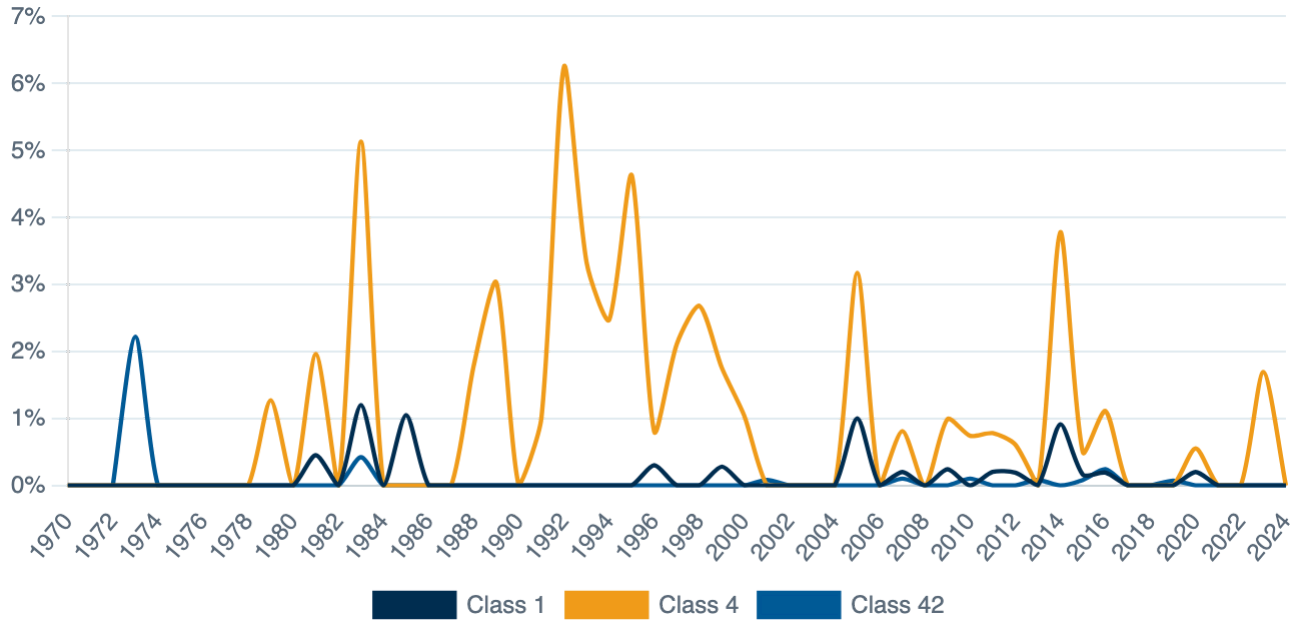


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Chevron's classes

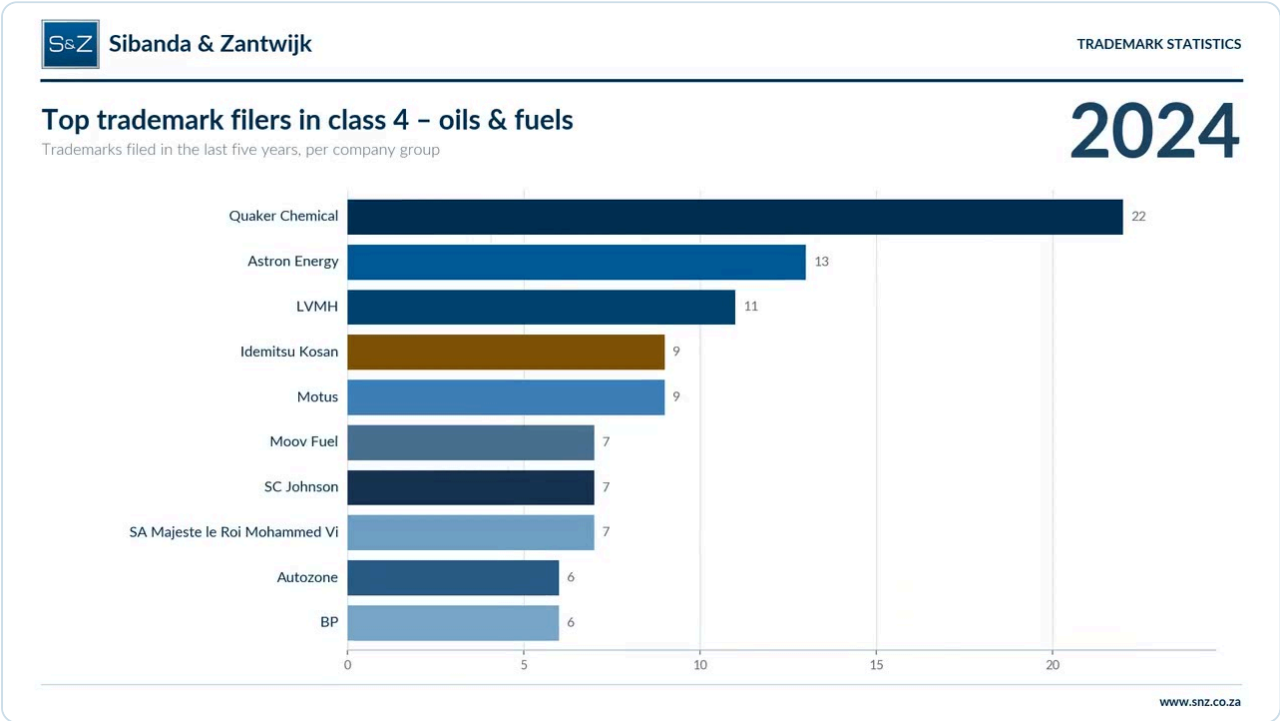
> Ranked by **number of trademarks filed in Chevron's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Chevron's market position, not who is most like it.

In the last five years, Chevron was **#36** of 419 filers in class 4 (oils & fuels), with 3 of 714 trademarks; **#603** of 947 filers in class 1 (chemicals), with 1 of 2,054 trademarks.



Chevron's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 4 (oils & fuels), South Africa 1975–2024: Chevron



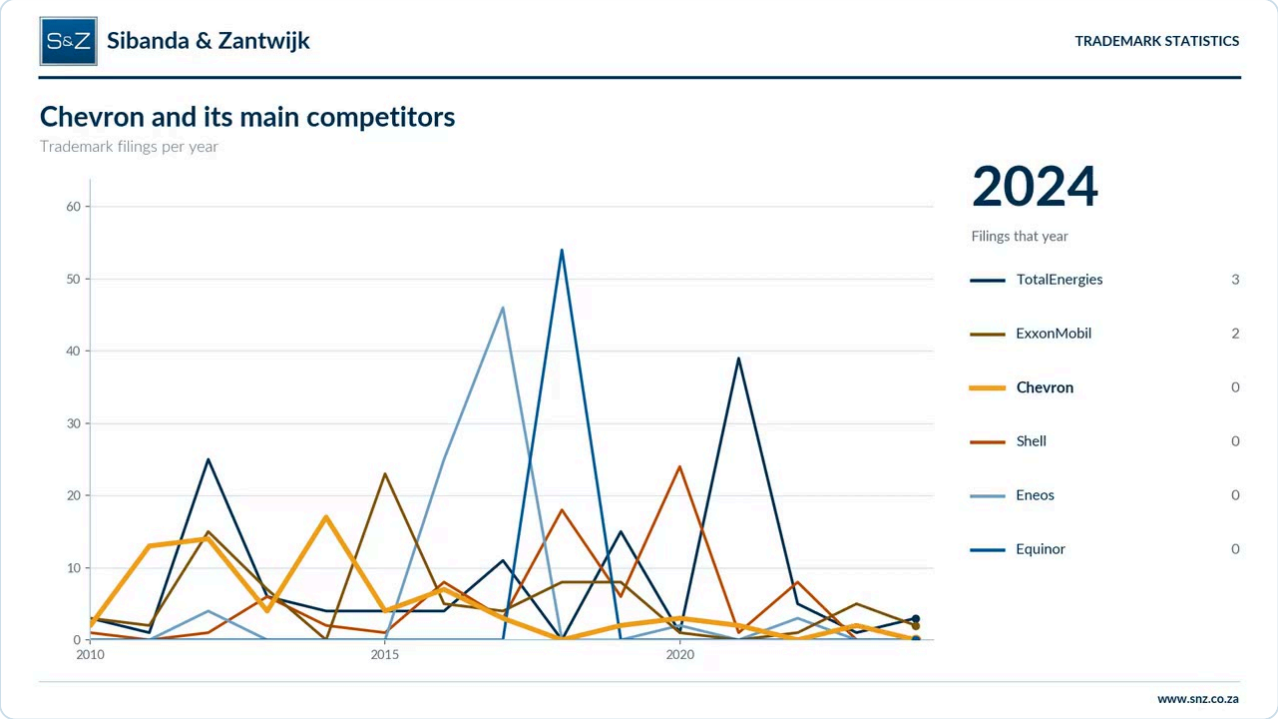
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/chevron-south-african-trademarks/class-4-race-video.html

Main competitors – the companies most like Chevron

> Ranked by **how similar their whole trademark portfolio is to Chevron's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Chevron's closest competitors in South Africa are TotalEnergies, Shell, Eneos and ExxonMobil.

Chevron trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/chevron-south-african-trademarks/competitors-video.html

Trademark filings per year: Chevron (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	TotalEnergies	Direct competitor	89%
2	Shell	Direct competitor	77%
3	Eneos	Direct competitor	70%
4	ExxonMobil	Direct competitor	69%
5	Equinor	Direct competitor	60%
6	Autozone	Retailer's own brands	60%
7	Caterpillar	Other field	63%
8	Public Joint Stock Company Gazprom Neft	–	77%
9	Astron Energy	–	74%
10	BP	–	69%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Chevron – relevant export countries

South Africa exported **US$3.5 billion** of the goods Chevron's main classes cover in the last year – fuels; candles; lubricating oil; gasoline (class 4); chemicals; additives; fuel (class 1); cosmetics; essential oils; perfumes (class 3); paints; varnishes; oil paints (class 2); books; posters; stickers (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Chevron's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	72	US$261 m	-9%	National	US$2,388
2	United Kingdom	66	US$41 m	-5%	National	US$1,371
3	Türkiye	62	US$14 m	+2%	National	US$1,258
4	Botswana	61	US$767 m	-18%	ARIPO	US$450
5	Japan	61	US$19 m	-6%	National	US$1,774
6	Canada	59	US$9.0 m	-11%	National	US$2,192
7	Australia	58	US$20 m	-9%	National	US$2,380
8	Zimbabwe	58	US$219 m	+165%	ARIPO	US$450
9	Nigeria	58	US$22 m	-25%	National	US$1,015
10	Switzerland	58	US$2.6 m	-1%	National	US$1,660

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Botswana	61	US$767 m	-18%	ARIPO	US$450 S&Z
2	Zimbabwe	58	US$219 m	+165%	ARIPO	US$450 S&Z
3	Nigeria	58	US$22 m	-25%	National	US$1,015 S&Z
4	Eswatini	57	US$276 m	-3%	National	US$446
5	Namibia	57	US$184 m	+4%	ARIPO	US$450 S&Z
6	Lesotho	56	US$229 m	-5%	National	US$326
7	Tanzania	56	US$21 m	-4%	ARIPO	US$450 S&Z
8	Mozambique	55	US$147 m	-18%	ARIPO	US$450 S&Z
9	OAPI (17 states)	55	US$21 m	-13%	National	US$1,563 S&Z
10	Egypt	55	US$712 k	+19%	National	US$2,278

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
CHEVRON	8	US$1,624	US$2,117
CALTEX	5	US$1,015	US$1,563
REG	2	US$406	US$1,009
MAKING THE THINGS THAT GO, GO BETTER	4	US$812	US$1,378
TECHRON	2	US$406	US$1,009

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Chevron's five most-filed brands: word marks of **other companies** (not Chevron's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to CHEVRON (classes 1, 2, 3, 4, 5, 16, 19, 37; searched 2025-08-27 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to CALTEX (classes 3, 4, 12, 37, 42; searched 2018-04-25 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to REG (classes 1, 4; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to MAKING THE THINGS THAT GO, GO BETTER (classes 14, 16, 25, 42; searched 2018-05-30 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to TECHRON (classes 1, 4; no close matches in the search)

No confusingly similar marks of other companies found.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a technology-first firm that manages trademarks – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

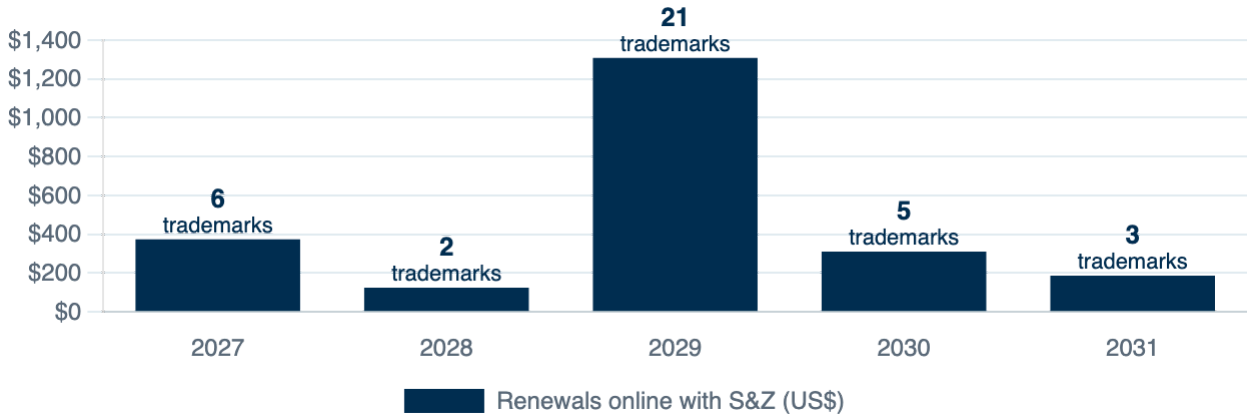
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Chevron's next five years of renewals

37 of Chevron's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$2,305** over the five years.



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