Petronas – South African trademarks

Updated 8 November 2026

Petronas is Malaysia's national oil and gas company. Its brands include Petronas lubricants and fuels, and it is known for its motorsport sponsorship.

How Petronas 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.

#223
largest trademark owner in South Africa (of 121,626)

267
trademarks filed

2
different logos published since 2020

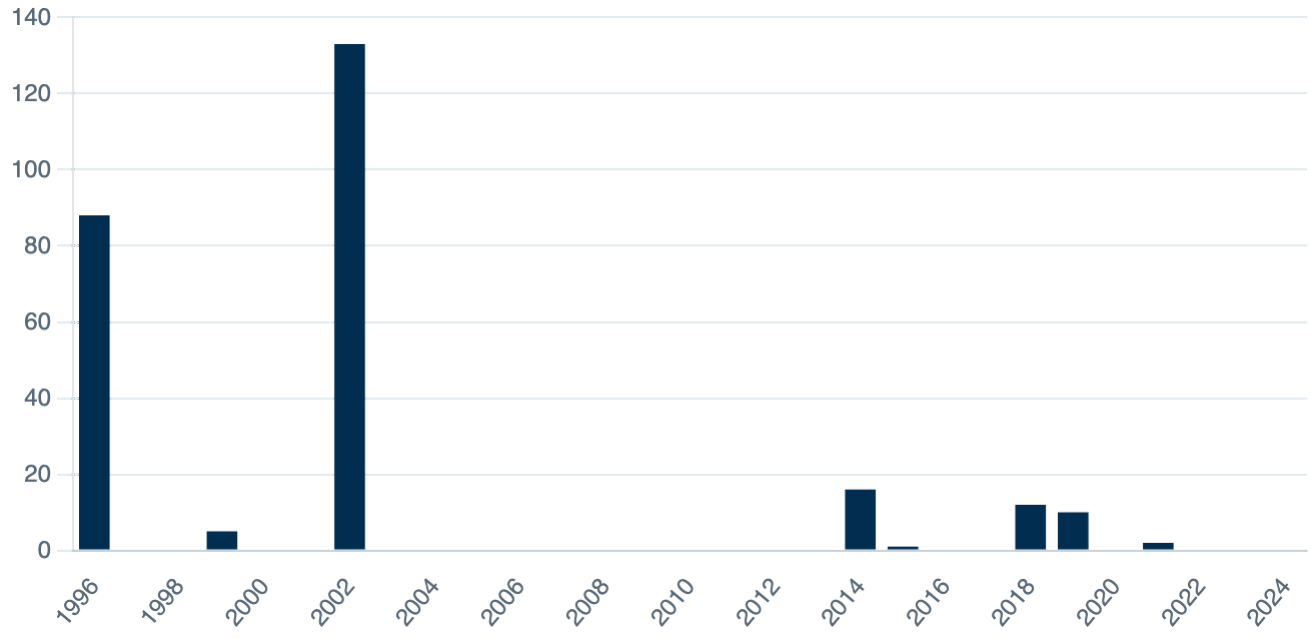
26
of 45 classes used

1996
first trademark filed

24
filed in the last 10 years

A portfolio built over time

Petronas filed its first South African trademark in 1996 and has filed 267 since; its busiest year was 2002, with 133 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

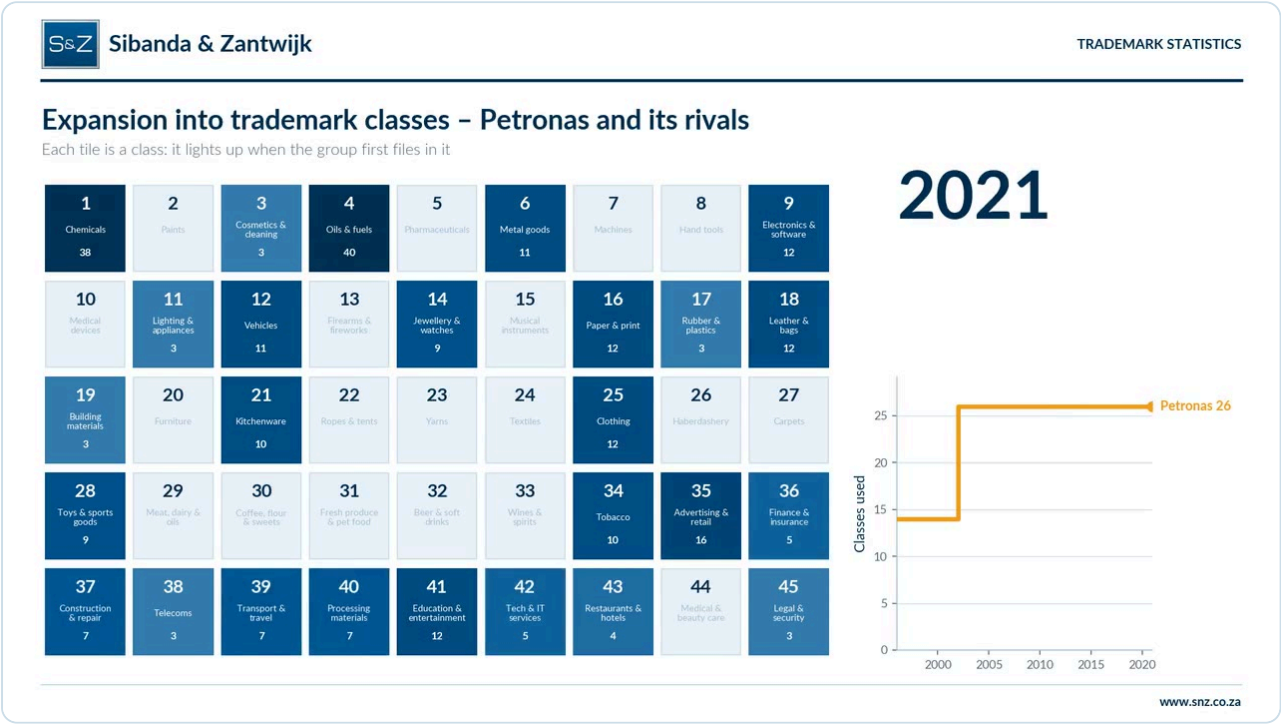
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Petronas	267	1996–2021

Where Petronas expanded its business

Trademark classes show what a business sells. Petronas' portfolio is concentrated in oils & fuels (class 4), chemicals (class 1), advertising & retail (class 35). Its most recent moves were into jewellery & watches (2002), tobacco (2002), rubber & plastics (2002).

Petronas trademarks: expansion into trademark classes, 1970–2021



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/petronas-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	40	15.0%	1996
1 Chemicals	38	14.2%	1996
35 Advertising & retail	16	6.0%	1996
16 Paper & print	12	4.5%	1996
41 Education & entertainment	12	4.5%	1996
18 Leather & bags	12	4.5%	2002
25 Clothing	12	4.5%	2002
9 Electronics & software	12	4.5%	1996

The brands Petronas protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	PETRONAS	37	26	1996–2014
2	FP1	34	12	2002–2002
3	NEW RACE (THE)	11	11	2002–2002
4	FPR PETRONAS RACING	9	9	2002–2002
5	PASSIONATE ABOUT PROGRESS	9	9	2019–2019
6	SYNTIUM	5	5	1999–1999
7	FPR	4	3	2002–2002
8	LUBRAM	4	2	1996–1996
9	MACH	4	2	1996–1996
10	SPRINTA	4	2	1996–1996
11	FLUID TECHNOLOGY SOLUTIONS	3	3	2014–2014
12	AGRILUB	2	2	1996–1996
13	AGRILUB UNIVERSAL SAE	2	2	1996–1996
14	AKCELA MULTI-TRACTION	2	2	2021–2021
15	ATF-D	2	2	1996–1996

Logos filed most often (since 2020)



2 filings · 2 classes



1 filing · 1 class

Petronas' logos

The 2 different logos Petronas 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.

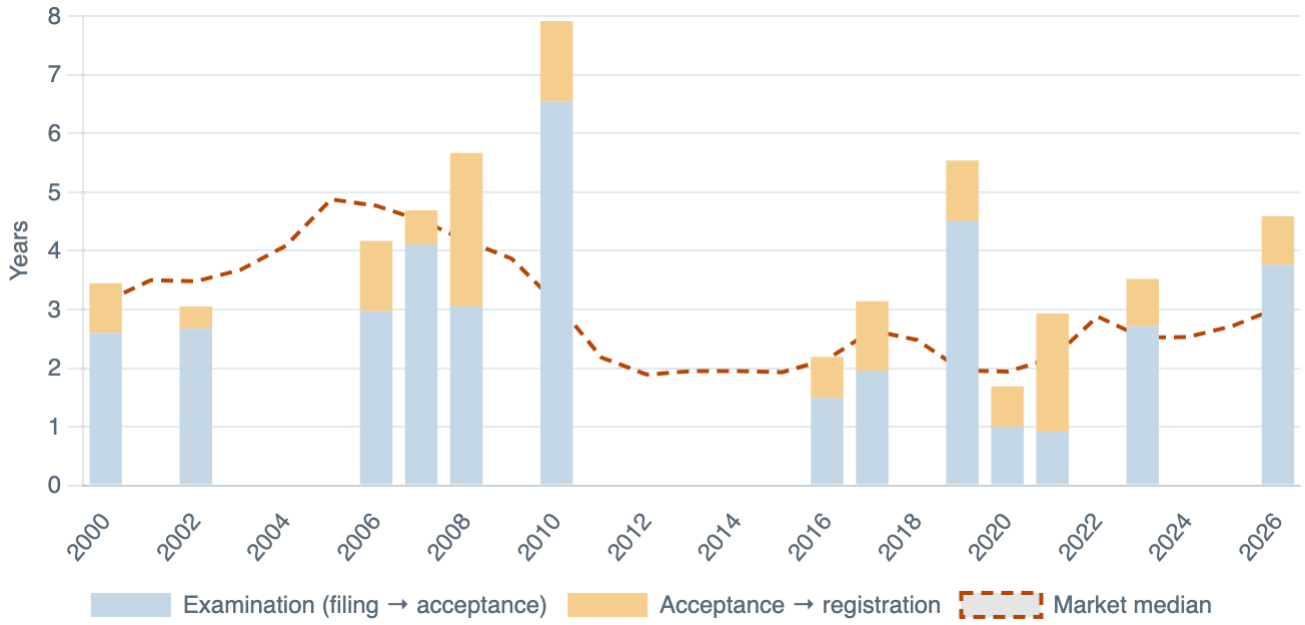
2 classes

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Petronas' marks took a median of **3.2 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.

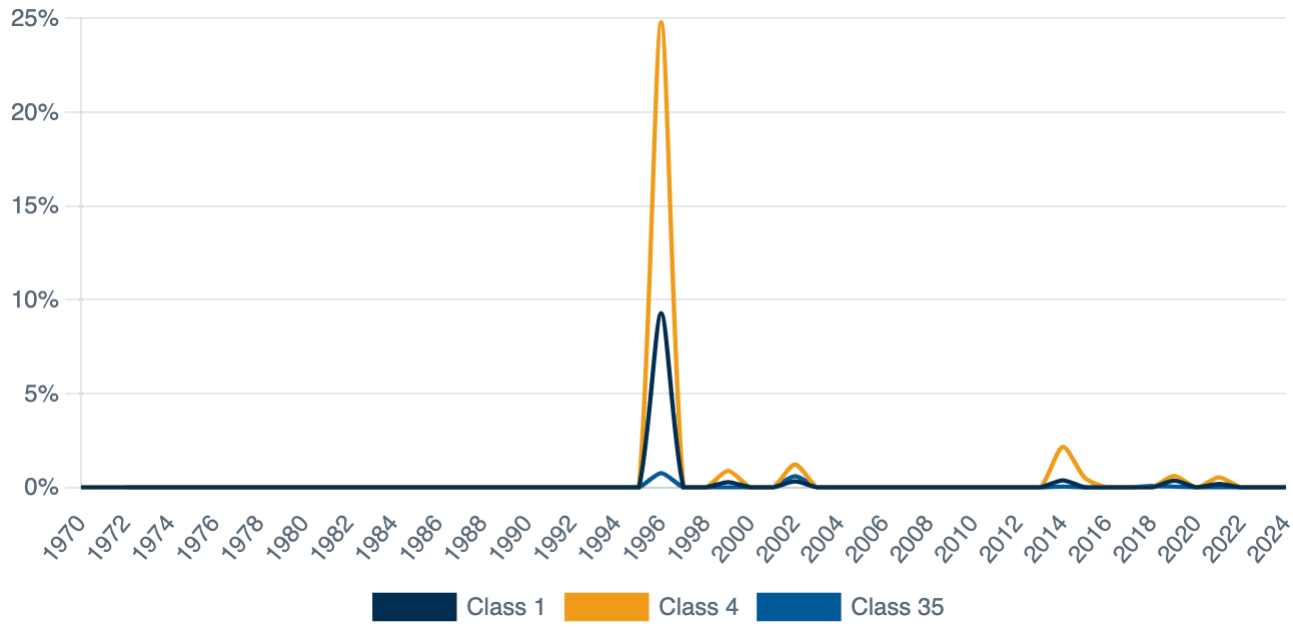


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Petronas' classes

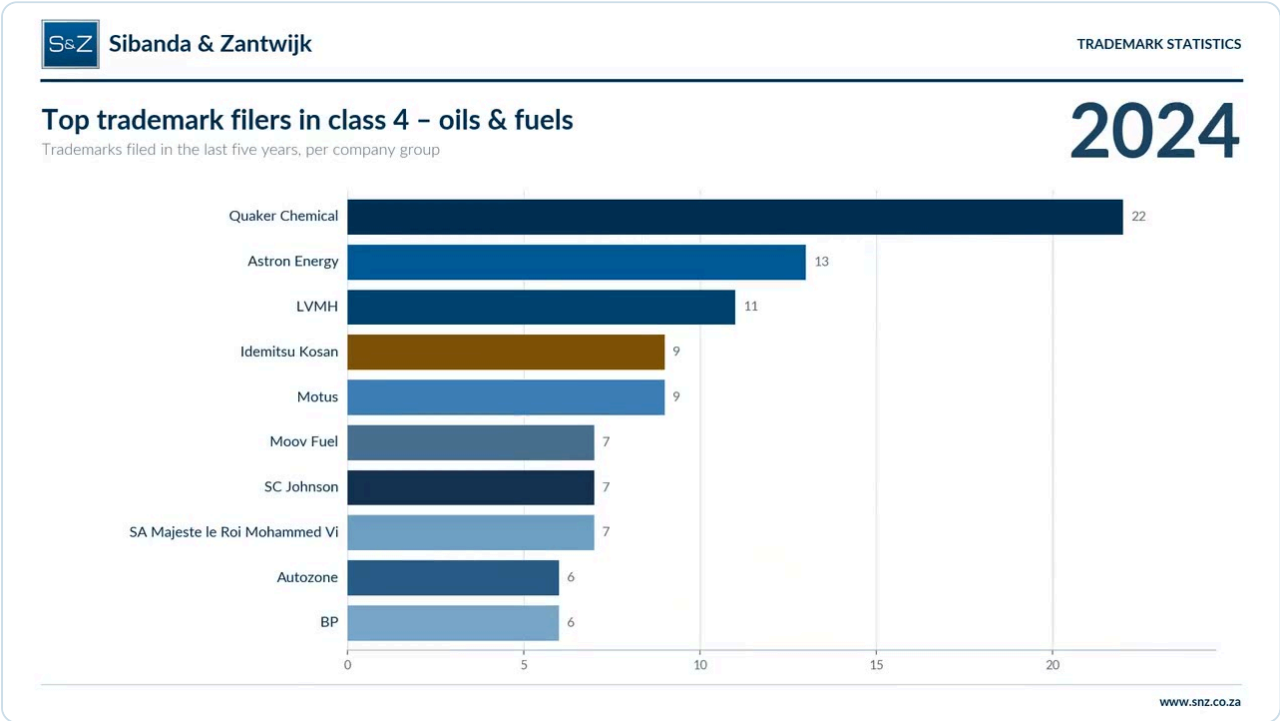
> Ranked by **number of trademarks filed in Petronas' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Petronas' market position, not who is most like it.

In the last five years, Petronas was **#171** of 419 filers in class 4 (oils & fuels), with 1 of 714 trademarks; **#547** of 947 filers in class 1 (chemicals), with 1 of 2,054 trademarks.



Petronas' 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: Petronas

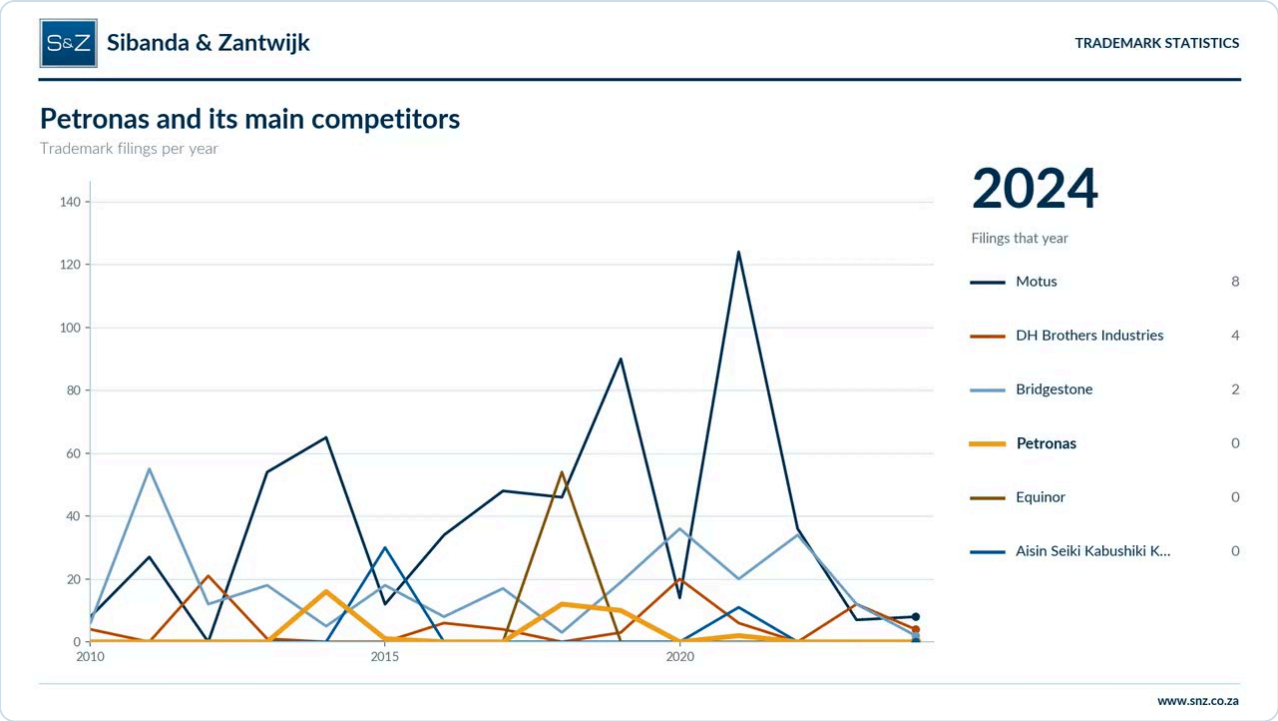


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/petronas-south-african-trademarks/class-4-race-video.html

Main competitors – the companies most like Petronas

> Ranked by **how similar their whole trademark portfolio is to Petronas'** – 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.

Petronas 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/petronas-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Motus	–	76%
2	DH Brothers Industries	–	75%
3	Bridgestone	–	71%
4	Equinor	–	70%
5	Aisin Seiki Kabushiki Kaisha Also	–	67%
6	Volvo	–	67%
7	Caterpillar	–	66%
8	State Power Investment	–	65%
9	Trade Call Investments Apparel	–	65%
10	Astron Energy	–	64%

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

Petronas – relevant export countries

South Africa exported **US$3.2 billion** of the goods Petronas' main classes cover in the last year – fuels; lubricants; industrial oils and greases; fuel oil (class 4); chemicals; chemical preparations; transmission fluid; chemical substances (class 1); books; posters; stickers (class 16); handbags; umbrellas; wallets; tote bags (class 18); hats; shirts; clothing; jackets (class 25). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Petronas' trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	71	US$197 m	-7%	National	US$2,388
2	United States of America	67	US$92 m	-13%	National	US$3,425
3	United Kingdom	65	US$27 m	-7%	National	US$1,371
4	Japan	61	US$8.1 m	-4%	National	US$1,774
5	Botswana	60	US$807 m	-17%	ARIPO	US$450
6	Canada	58	US$4.1 m	-11%	National	US$2,192
7	Eswatini	57	US$300 m	-4%	National	US$446
8	Switzerland	57	US$1.6 m	-3%	National	US$1,660
9	Zimbabwe	56	US$180 m	+177%	ARIPO	US$450
10	Nigeria	56	US$13 m	-25%	National	US$1,015

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Botswana	60	US$807 m	-17%	ARIPO	US$450 S&Z
2	Eswatini	57	US$300 m	-4%	National	US$446
3	Zimbabwe	56	US$180 m	+177%	ARIPO	US$450 S&Z
4	Nigeria	56	US$13 m	-25%	National	US$1,015 S&Z
5	Namibia	56	US$220 m	+2%	ARIPO	US$450 S&Z
6	Tanzania	54	US$16 m	-4%	ARIPO	US$450 S&Z
7	OAPI (17 states)	53	US$18 m	-12%	National	US$1,563 S&Z
8	Malawi	53	US$25 m	+177%	ARIPO	US$450 S&Z
9	Mozambique	53	US$123 m	-18%	ARIPO	US$450 S&Z
10	Egypt	52	US$762 k	+18%	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)
PETRONAS	26	US$5,278	US$5,441
FP1	12	US$2,436	US$2,856
NEW RACE (THE)	11	US$2,233	US$2,671
FPR PETRONAS RACING	9	US$1,827	US$2,302
PASSIONATE ABOUT PROGRESS	9	US$1,827	US$2,302

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 Petronas' five most-filed brands: word marks of **other companies** (not Petronas' 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 PETRONAS (classes 1, 4, 25, 35, 41; searched 2018-11-28 to 2026-11-08)

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

Similar to FP1 (classes 25, 35, 41; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to NEW RACE (THE) (classes 25, 35, 41; searched 2018-03-28 to 2026-11-08)

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

Similar to FPR PETRONAS RACING (classes 25, 35; searched 2018-11-28 to 2026-11-08)

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

Similar to PASSIONATE ABOUT PROGRESS (classes 1, 4, 25, 35; searched 2018-01-31 to 2026-11-08)

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

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

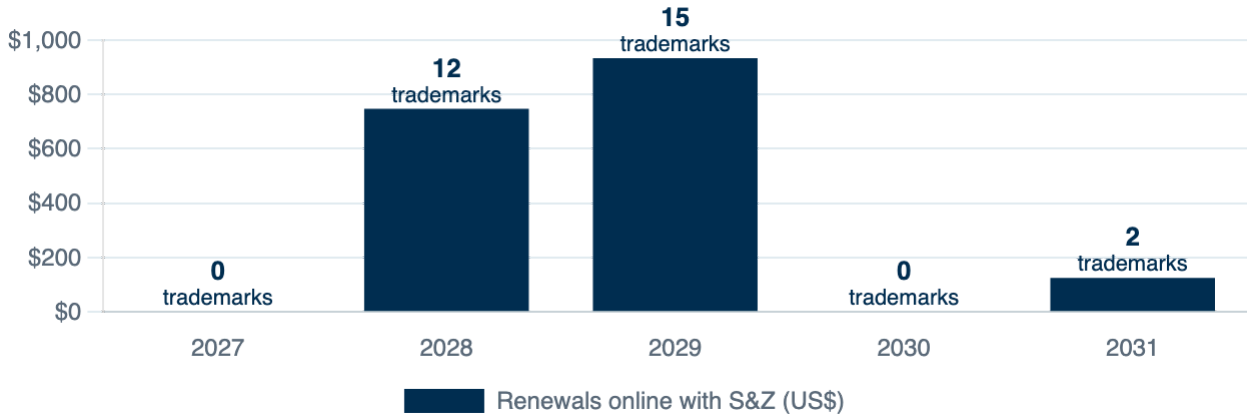
S&Z prices – South African trademarks

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$.

Petronas' next five years of renewals

29 of Petronas' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$1,806 over the five years.



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