



## The Repsol Brand in China

**Pilar Nuñez:** In 2010 we landed in China. Our challenge was finding an expression with a similar pronunciation to the one Repsol has in English which was also meaningful for us and relevant for Chinese consumers.

Rui Shuo Neng Yuan means intelligent energy company capable of anticipating the future with a positive spirit.

**Pilar Nuñez:** A name which is well aligned to our brand image, and also includes more poetic concepts, linked to Chinese culture. It is not only being present in a country what matters, but also being flexible, adapting to those new realities, and above all, being respectful of the culture of the countries we are in.