EU Commission Intelligent Energy Program



Q1 Tankstellenvertrieb GmbH & Co. KG



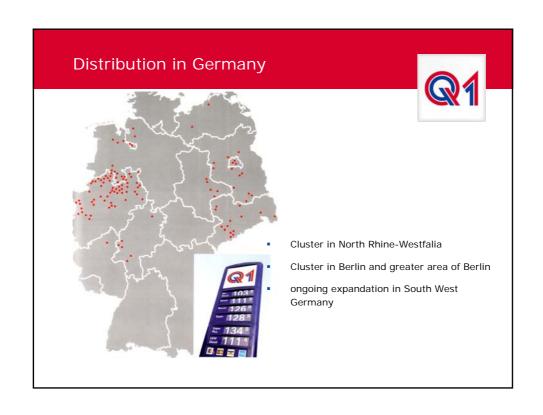
Sven Bürkner

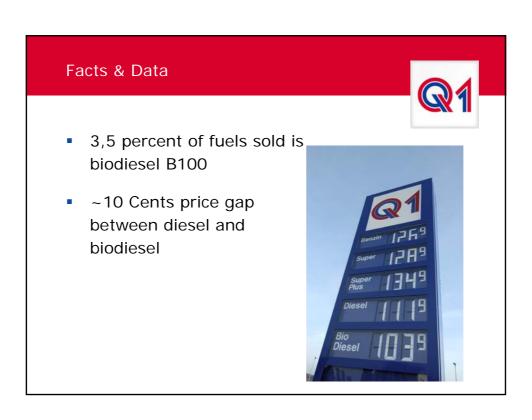
Date: 11 December 2007

Facts & Data



- Q1 operates 120 fuel stations
- Focus on alternative fuels
- 82 stations offer B100 biodiesel
- 51 stations offer Liquid Petroleum Gas
- 6 stations offer Compressed Natural Gas





The Mission

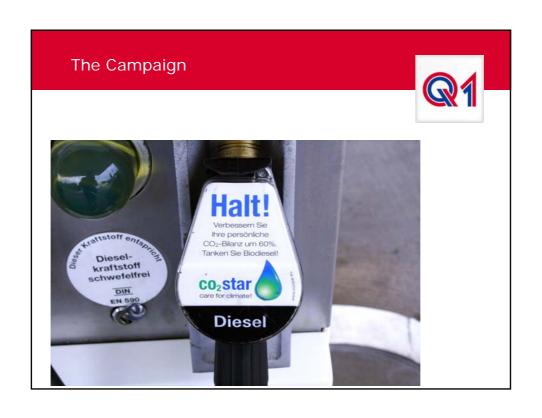


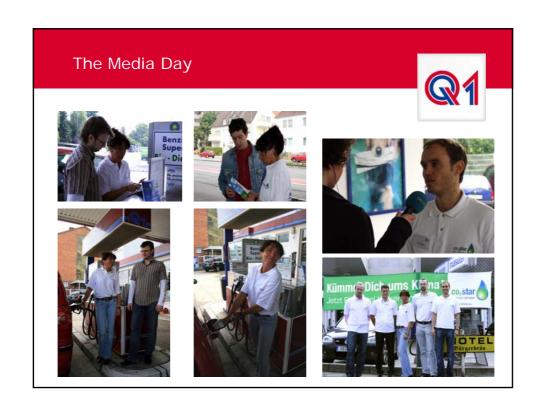
- Create a CO₂ campaign for B100 biodiesel
- Implement this campaign in a local market
- Establish media contacts (local and specialized press)
- Evaluate consumer behaviour













Results from Consumer Interviews



Clients of mineral diesel

- 25% do not know if their car is able to run on biodiesel
- 66% agree totally or mainly with the statement that the main issue is the <u>price</u> of the product
- 71% agree totally or mainly with the statement that the main issue is the <u>quality</u> of the product

Results from Consumer Interviews



Clients of mineral diesel

- 73% would like to make a <u>contribution to</u> <u>climate protection</u> by using a climate friendly fuel
- Only 8% are willing to pay a <u>higher price</u> for a climate friendly fuel

Results from Consumer Interviews



Clients of mineral diesel

- Combine following aspects with biodiesel
 - 25% low price
 - 10% environment
 - 6% higher fuel consumption
 - 3% climate protection

Results from Consumer Interviews



Clients of biodiesel

- for 87% the <u>price</u> is very important or important
- for 44% <u>climate protection</u> is very important or important
- for 24% <u>independence from fossil oil products</u> is very important or important

Results from Consumer Interviews



Clients of biodiesel

- Motive to change to biodiesel
 - 71% price
 - 9% environmental reasons
- 20% would pay a higher price for climate friendly fuel (Ø 4,9 Cent)

Conclusions



- The price of fuels is of utmost importance for our clients (especially among biodiesel clients)
- There is a basic mindset pro climate protection
- The personal commitment for climate protection is limited by the own purse
- There is a great confusion about the pros and cons of bio fuels