



## Q1 Tankstellenvertrieb GmbH & Co. KG

### Labelling Initiatives and Results



Sven Bürkner

Date: 20 May 2008

### Facts & Data



- **Q1** operates 125 fuel stations
- Focus on alternative fuels
- 82 stations offer B100 biodiesel
- 60 stations offer Liquid Petroleum Gas
- 7 stations offer Compressed Natural Gas

## Distribution in Germany



- Cluster in North Rhine-Westphalia
- Cluster in Berlin and greater area of Berlin
- ongoing expansion in South West Germany

## Facts & Data



- 1,5 percent of fuels sold is biodiesel B100
- ~10 Cents price gap between diesel and biodiesel



## The Mission



- Create a CO<sub>2</sub> campaign for B100 biodiesel
- Implement this campaign in a local market
- Establish media contacts (local and specialized press)
- Evaluate consumer behaviour

## The Tools of the Campaign



- Banner
- Info Flyer
- Sticker
- Fuel Pump Inlays



## The Campaign



## The Campaign



## The Campaign



## The Media Day





## Diesel Clients



"You just have fuelled your car with fossil diesel.

Have you ever considered to use biodiesel as an alternative?

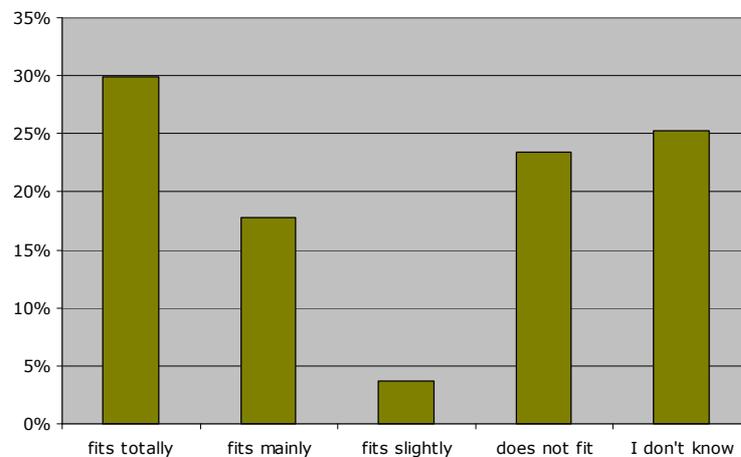
Which of the following statements fit to your opinion?"

## Diesel Clients



Statement 1:

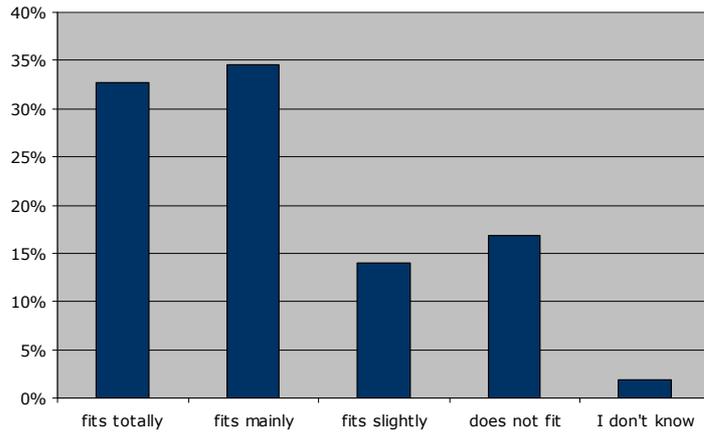
„My car could also be operated with biodiesel.“



## Diesel Clients



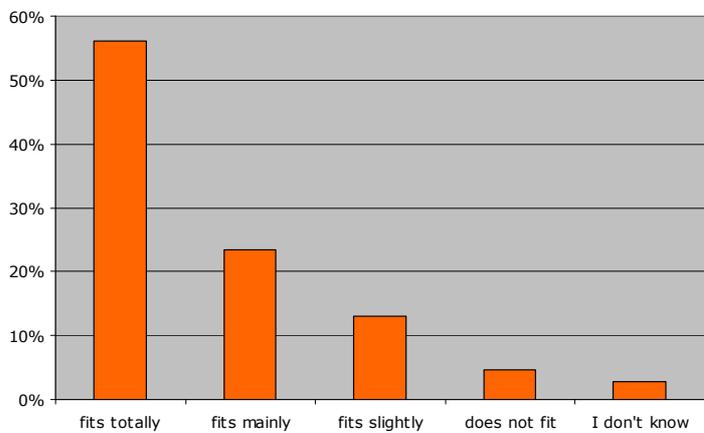
Statement 2:  
„The fuel price is the main criterion for my purchase decisions.“



## Diesel Clients



Statement 3:  
„The fuel quality is the main criterion for my purchase decisions.“

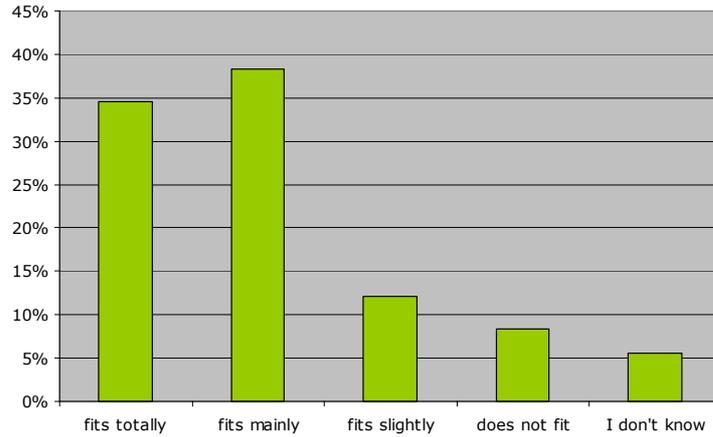


## Diesel Clients



### Statement 4:

„I would like to make a contribution to climate protection by using a climate friendly fuel.“

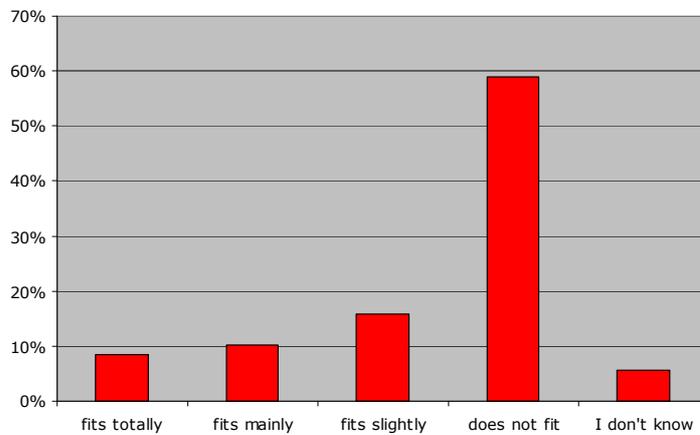


## Diesel Clients



### Statement 5:

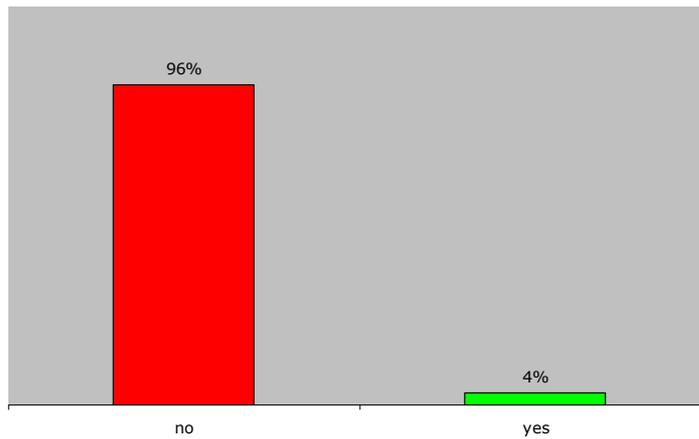
„I am willing to pay a higher price for a climate friendly fuel in comparison to fossil diesel.“



## Diesel Clients



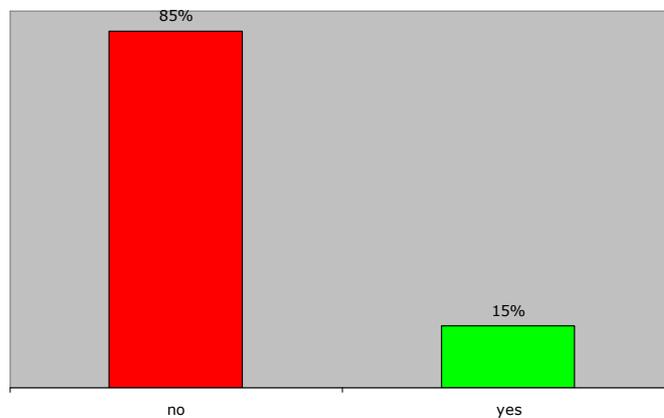
„Do you know how much CO<sub>2</sub> emissions can be saved by using biodiesel in comparison to fossil diesel?“



## Diesel Clients



„If there was a fuel with which you could reduce the CO<sub>2</sub> emissions by 60% would you be willing to pay a higher price for this fuel in comparison to fossil diesel?“



## Biodiesel Clients



"You just have fuelled your car with biodiesel.

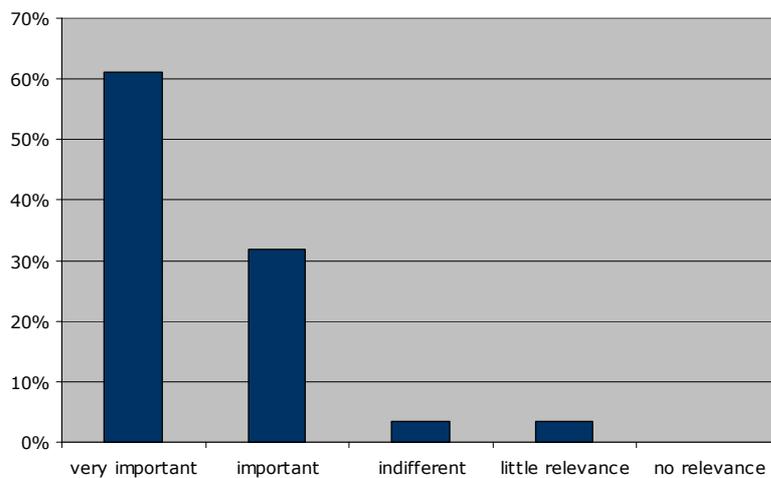
Why do you use this kind of fuel?

Please rate the following motives according to your personal preferences.

## Biodiesel Clients



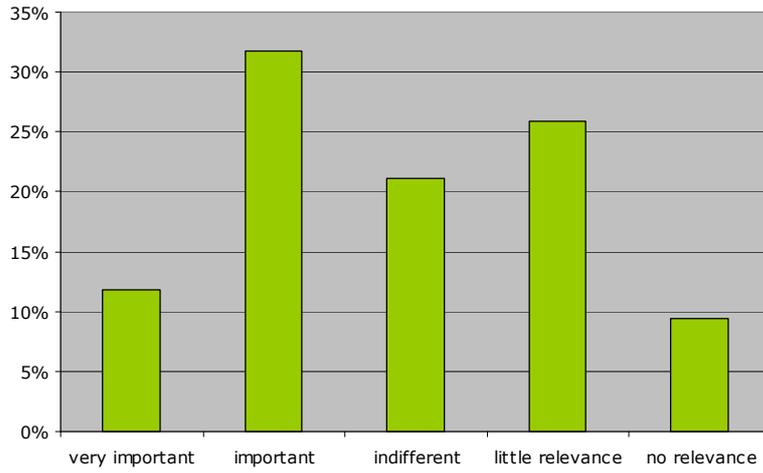
### Relevance of the price



## Biodiesel Clients



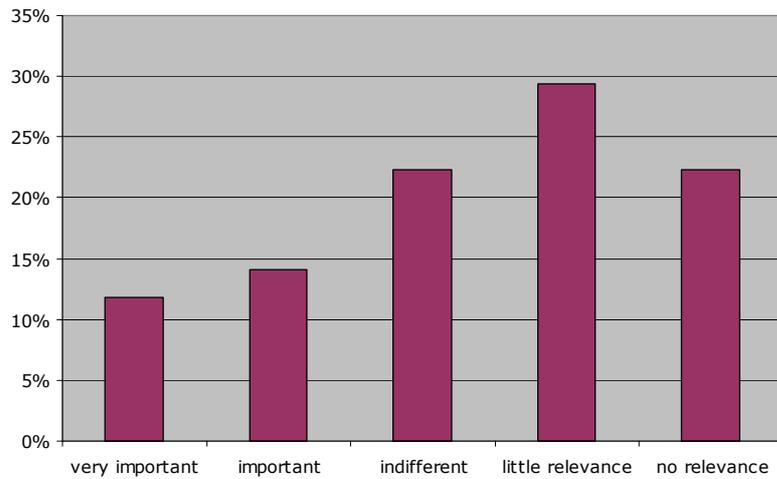
### Relevance of climate protection



## Biodiesel Clients



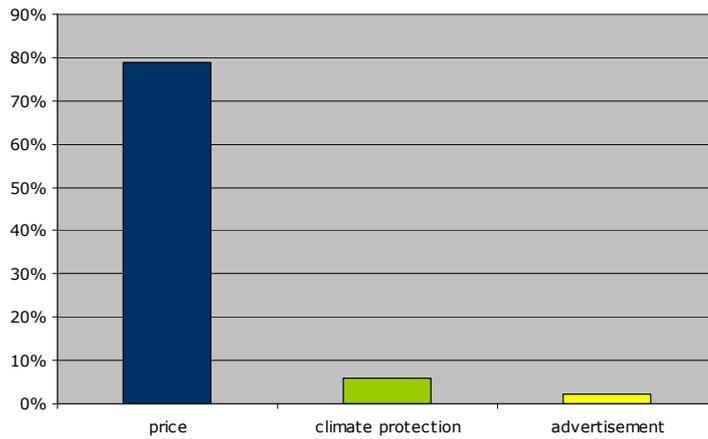
### Relevance of independence from fossil fuels



## Biodiesel Clients



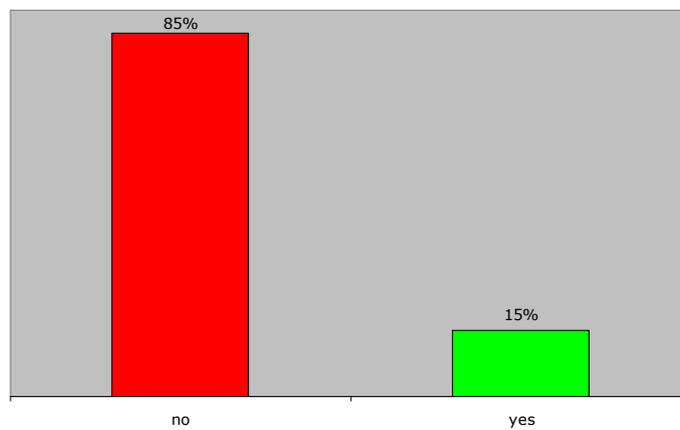
What has been the main reason for you to change to biodiesel?



## Biodiesel Clients



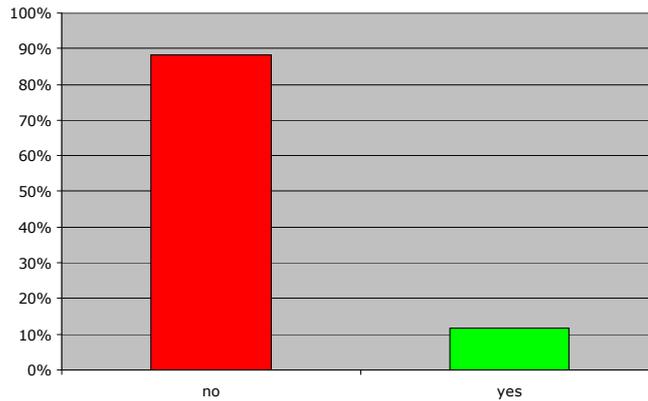
„Do you know how much CO<sub>2</sub> emissions can be saved by using biodiesel in comparison to fossil diesel?“



## Biodiesel Clients



„If there was a fuel with which you could reduce the CO<sub>2</sub> emissions by 60% would you be willing to pay a higher price for this fuel in comparison to fossil diesel?“



## Conclusions



- The price of fuels is of utmost importance for our clients (especially among biodiesel clients)
- There is only 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