



Q1 Tankstellenvertrieb GmbH & Co. KG

Labelling Initiatives and Results



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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

Distribution in Germany



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

Facts & Data



- 3,5 percent of fuels sold is biodiesel B100
- ~10 Cents price gap between diesel and biodiesel



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

The Tools of the Campaign



- Banner
- Info Flyer
- Sticker
- Fuel Pump Inlays



The Campaign



The Campaign



The Campaign



The Media Day



Press Releases



- 2 broadcasted radio features
- 3 printed articles
- 25 online features
- 100.000 contacts



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 price of the product
- 71% agree totally or mainly with the statement that the main issue is the quality of the product

Results from Consumer Interviews



Clients of mineral diesel

- 73% would like to make a contribution to climate protection by using a climate friendly fuel
- Only 8% are willing to pay a higher price 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 price is very important or important
- for 44% climate protection is very important or important
- for 24% independence from fossil oil products 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