



Q1 Tankstellenvertrieb GmbH & Co. KG

Labelling Initiatives and Results



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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 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



Diesel Clients



"You just have fuelled your car with fossil diesel.

Have you ever considered to use biodiesel as an alternative?

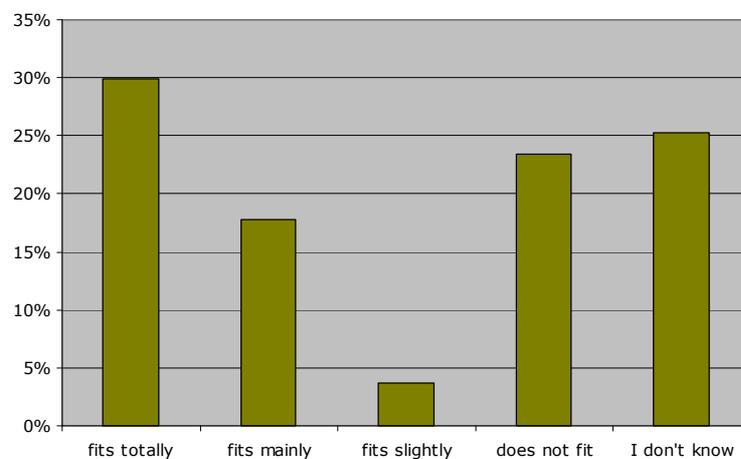
Which of the following statements fit to your opinion?"

Diesel Clients



Statement 1:

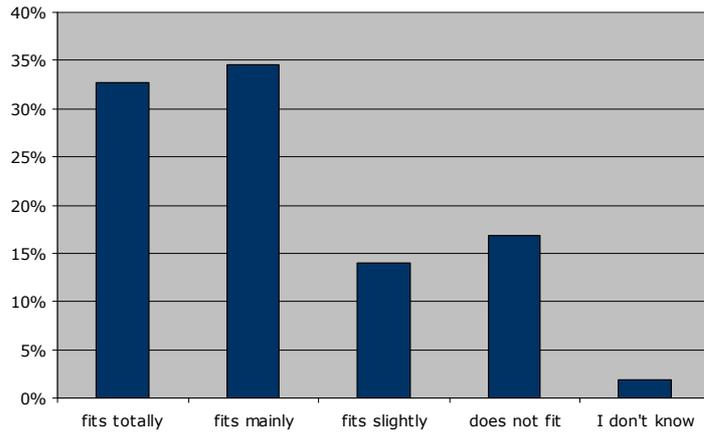
„My car could also be operated with biodiesel.“



Diesel Clients



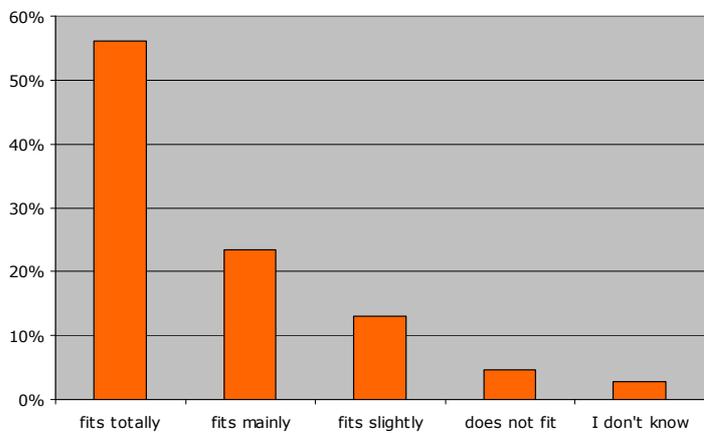
Statement 2:
„The fuel price is the main criterion for my purchase decisions.“



Diesel Clients



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

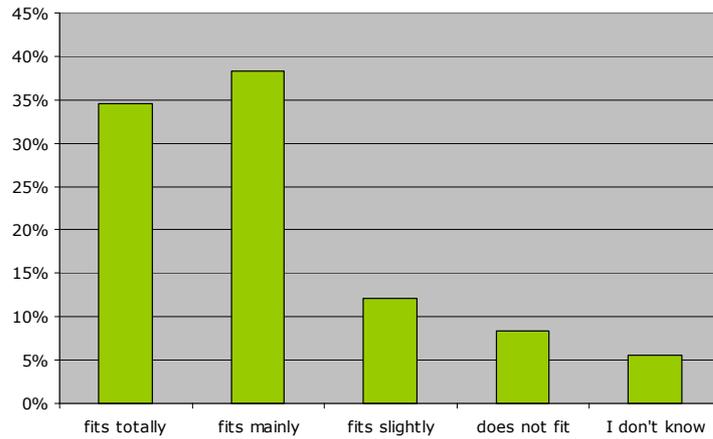


Diesel Clients



Statement 4:

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

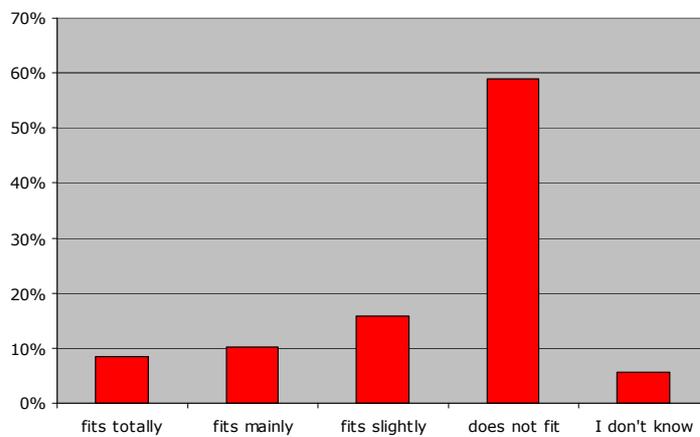


Diesel Clients



Statement 5:

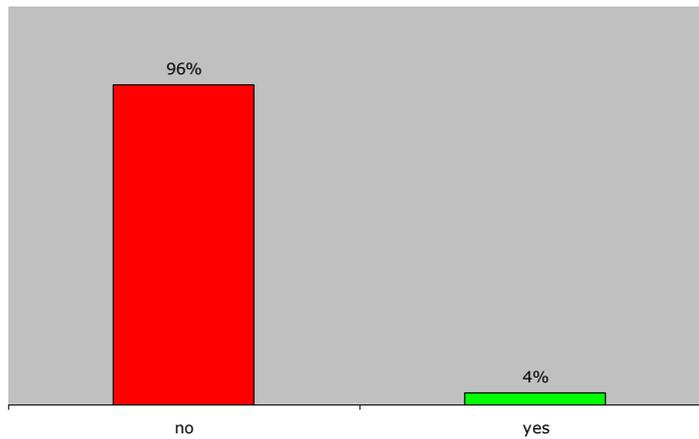
„I am willing to pay a higher price for a climate friendly fuel in comparison to fossil diesel.“



Diesel Clients



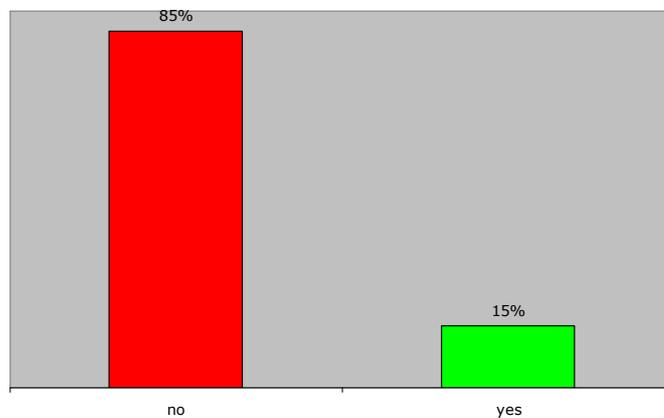
„Do you know how much CO₂ emissions can be saved by using biodiesel in comparison to fossil diesel?“



Diesel Clients



„If there was a fuel with which you could reduce the CO₂ 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.

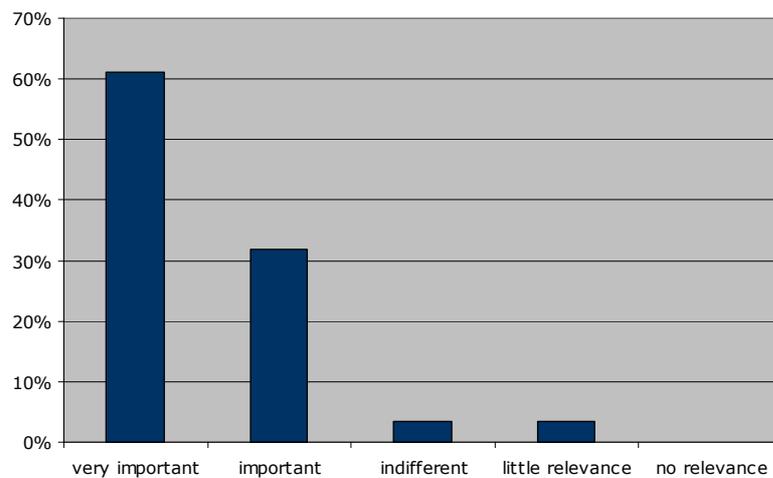
Why do you use this kind of fuel?

Please rate the following motives according to your personal preferences.

Biodiesel Clients



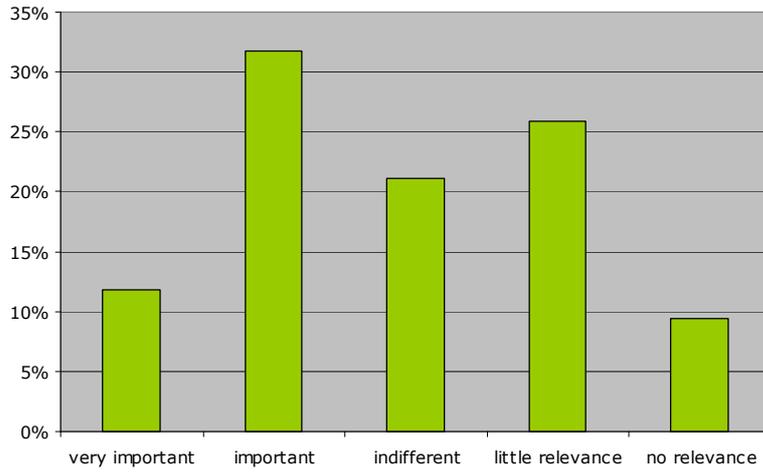
Relevance of the price



Biodiesel Clients



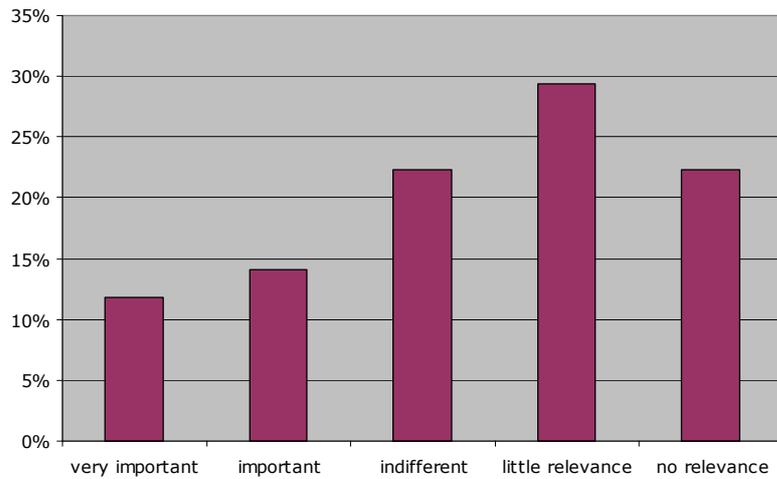
Relevance of climate protection



Biodiesel Clients



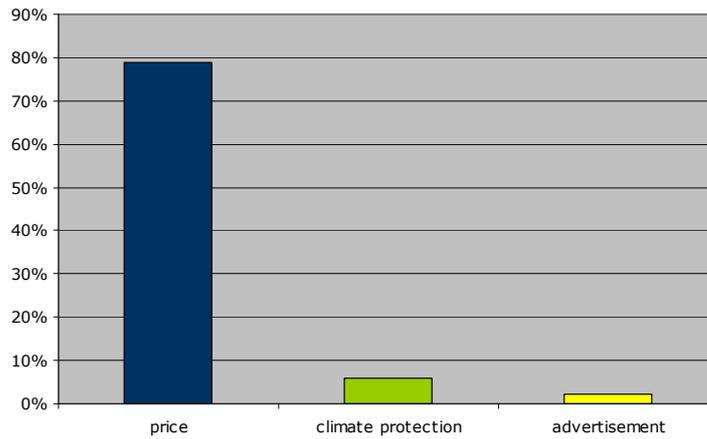
Relevance of independence from fossil fuels



Biodiesel Clients



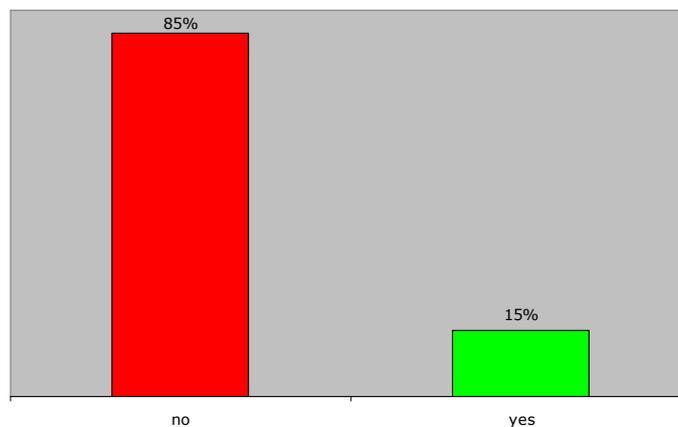
What has been the main reason for you to change to biodiesel?



Biodiesel Clients



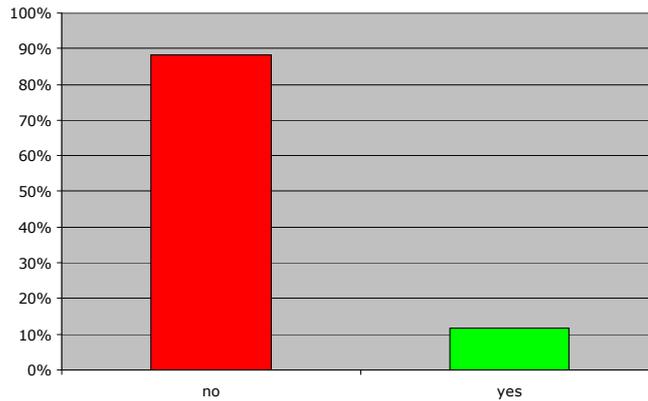
„Do you know how much CO₂ emissions can be saved by using biodiesel in comparison to fossil diesel?“



Biodiesel Clients



„If there was a fuel with which you could reduce the CO₂ 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