

French success story on E85 : can it be replicated across Europe ?

Nicolas KURTSOGLU

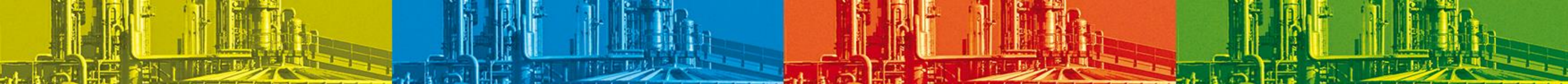
Fuels Manager

SNPAA

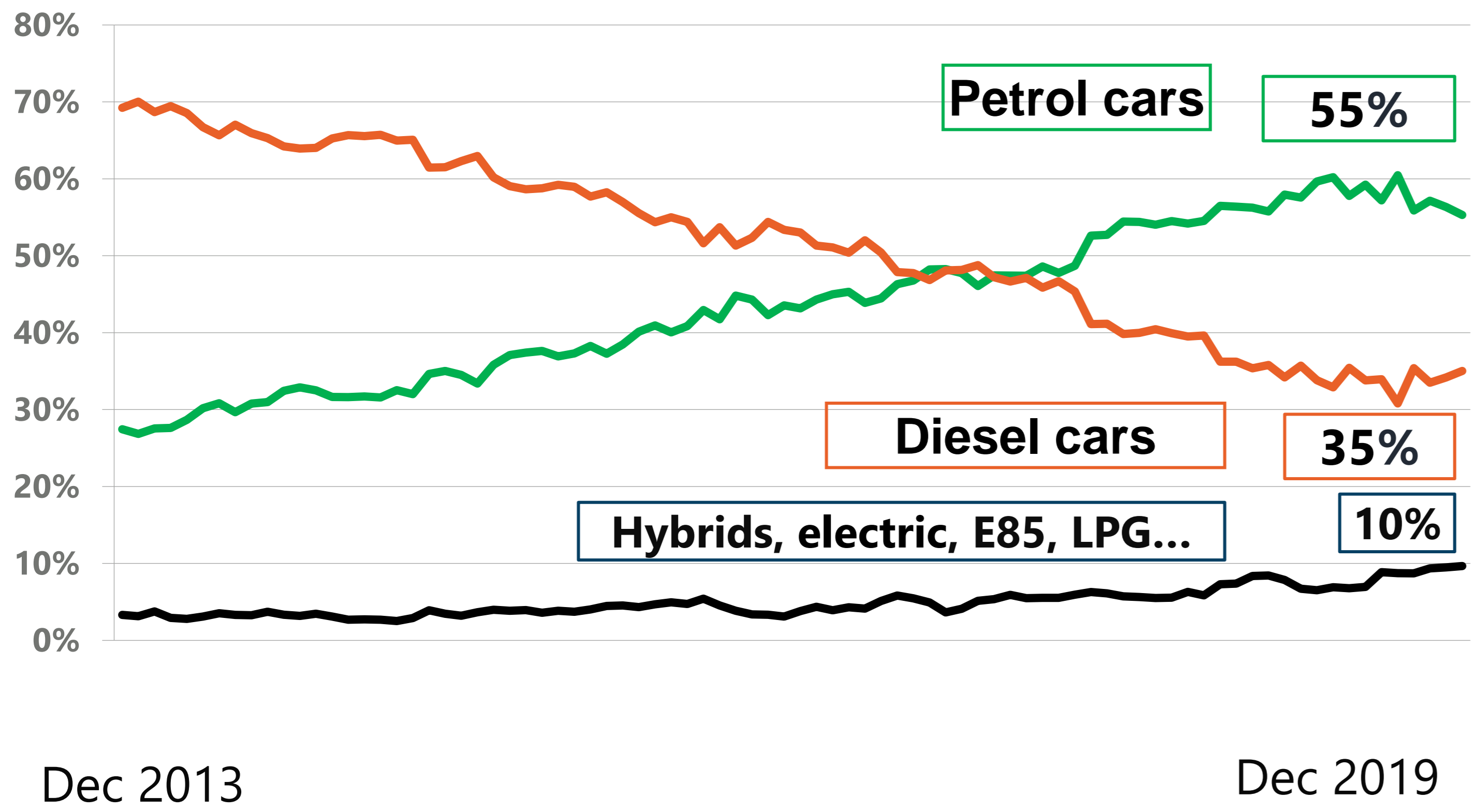
Madrid, 26th February 2020

Jornada de biocarburantes en España

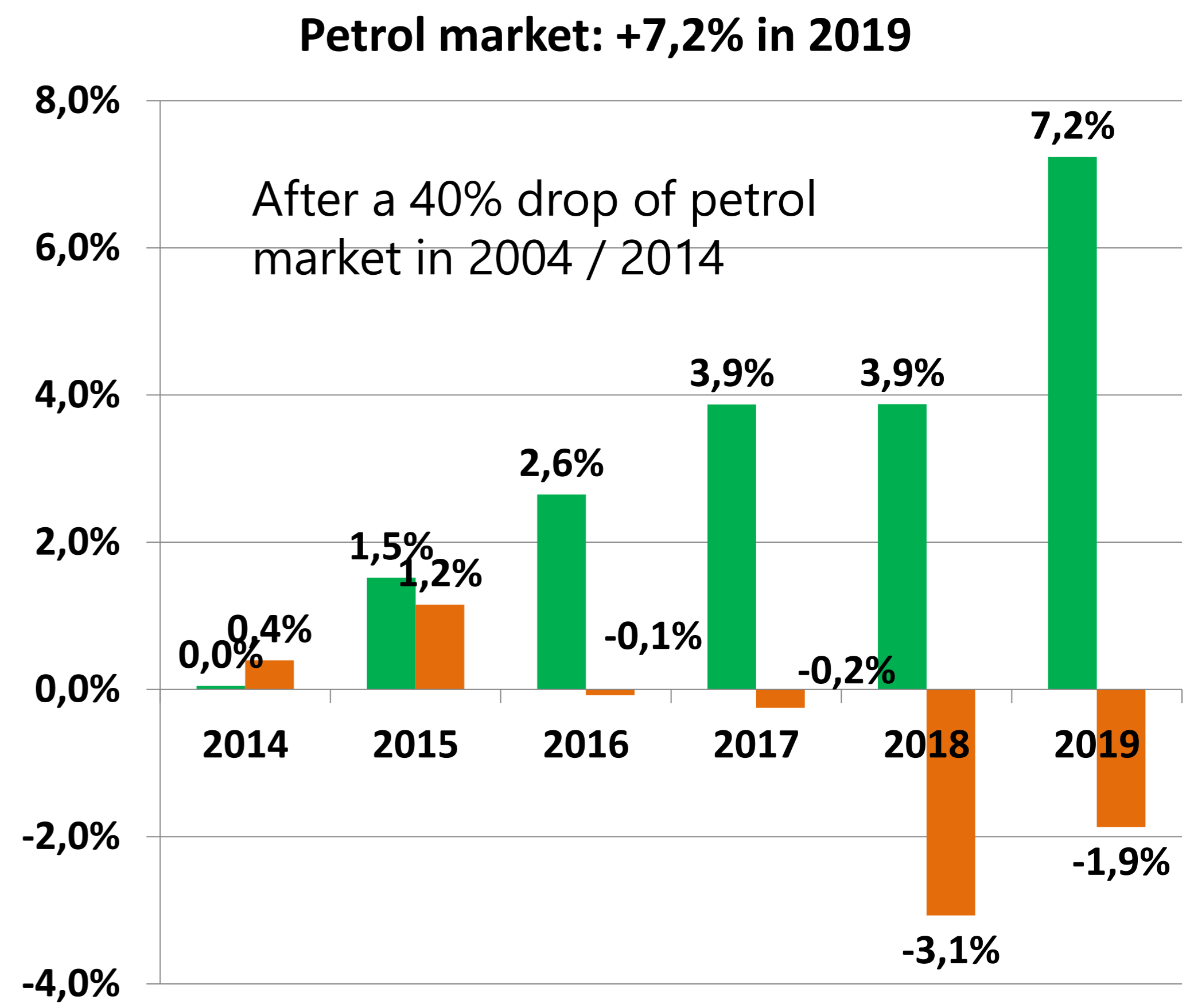




New petrol cars registrations are up  **Petrol market is up !**



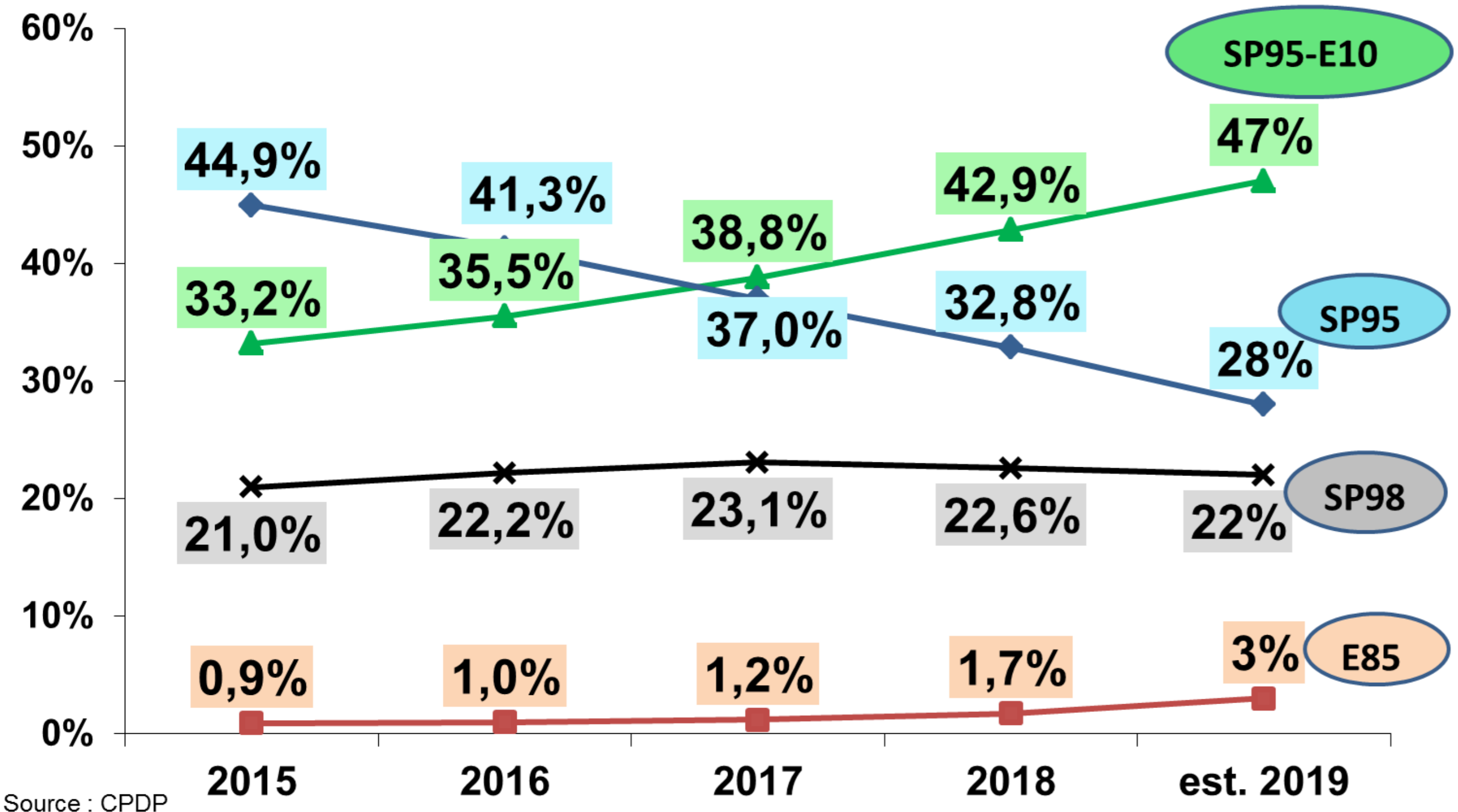
**New passenger cars registration :
swap between Diesel and Petrol in 6 years !**



But diesel still accounts for 78% of road fuels

E10 is up : almost 50% of unleaded petrol market !

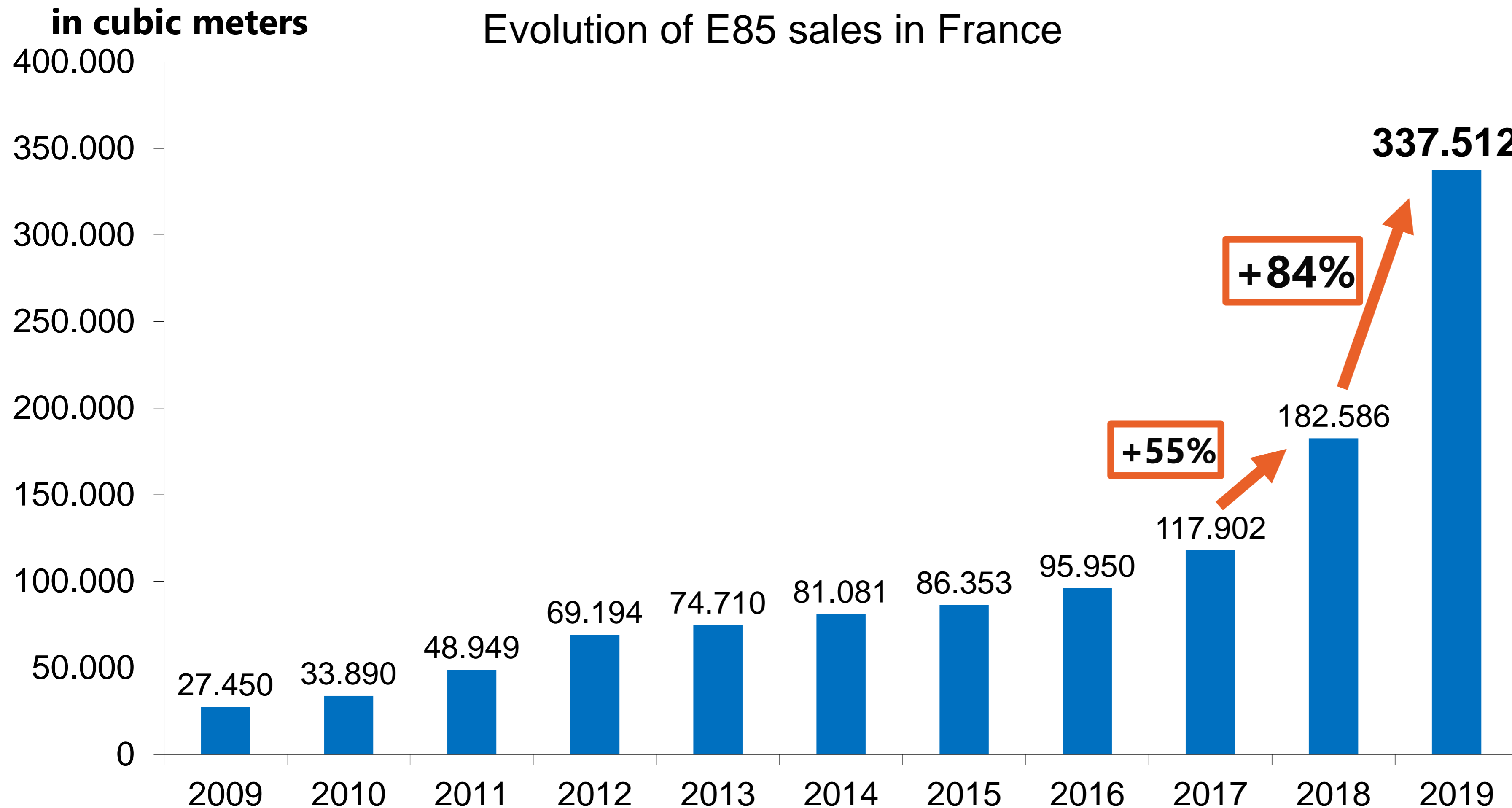
Market share of E10, 95-E5 & 98-E5 in France



98% of petrol cars in the fleet are compatible with E10 !

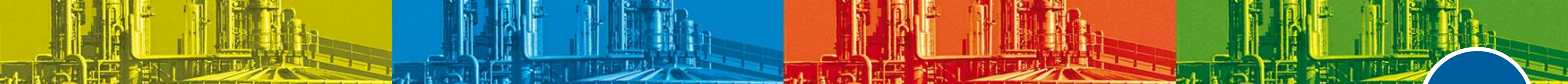
E10 is 4 to 5cts cheaper than regular 95 because it is less taxed

E85 demand is up : +85% in 2019

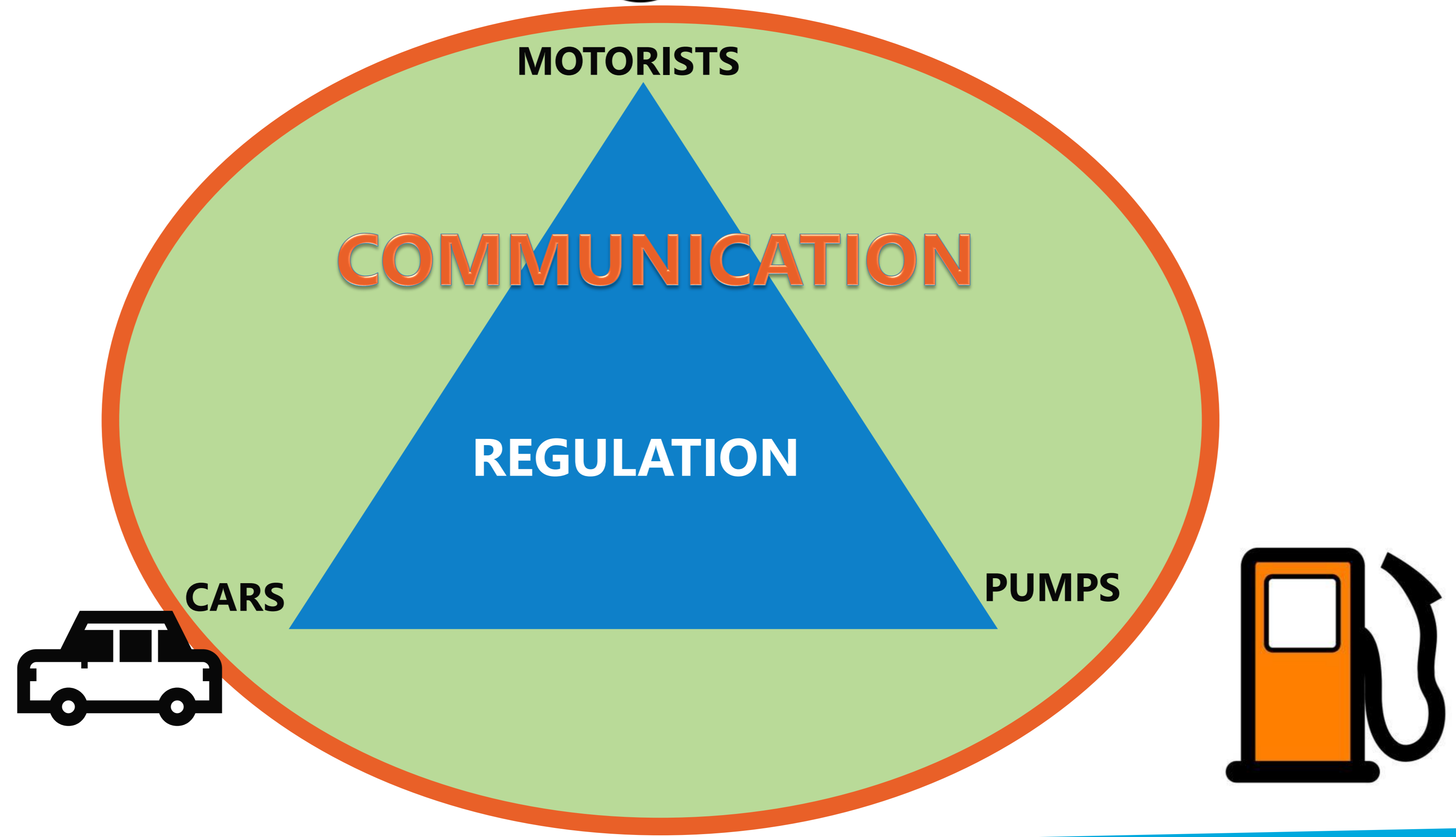


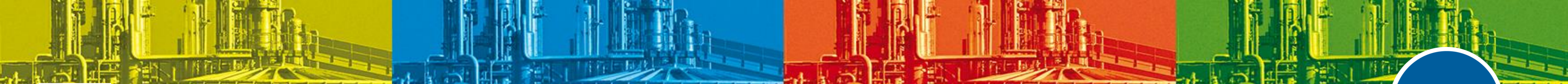
January 2020:
E85 = 3,9% of petrol market

Source : douane



HOW DOES IT WORK ?

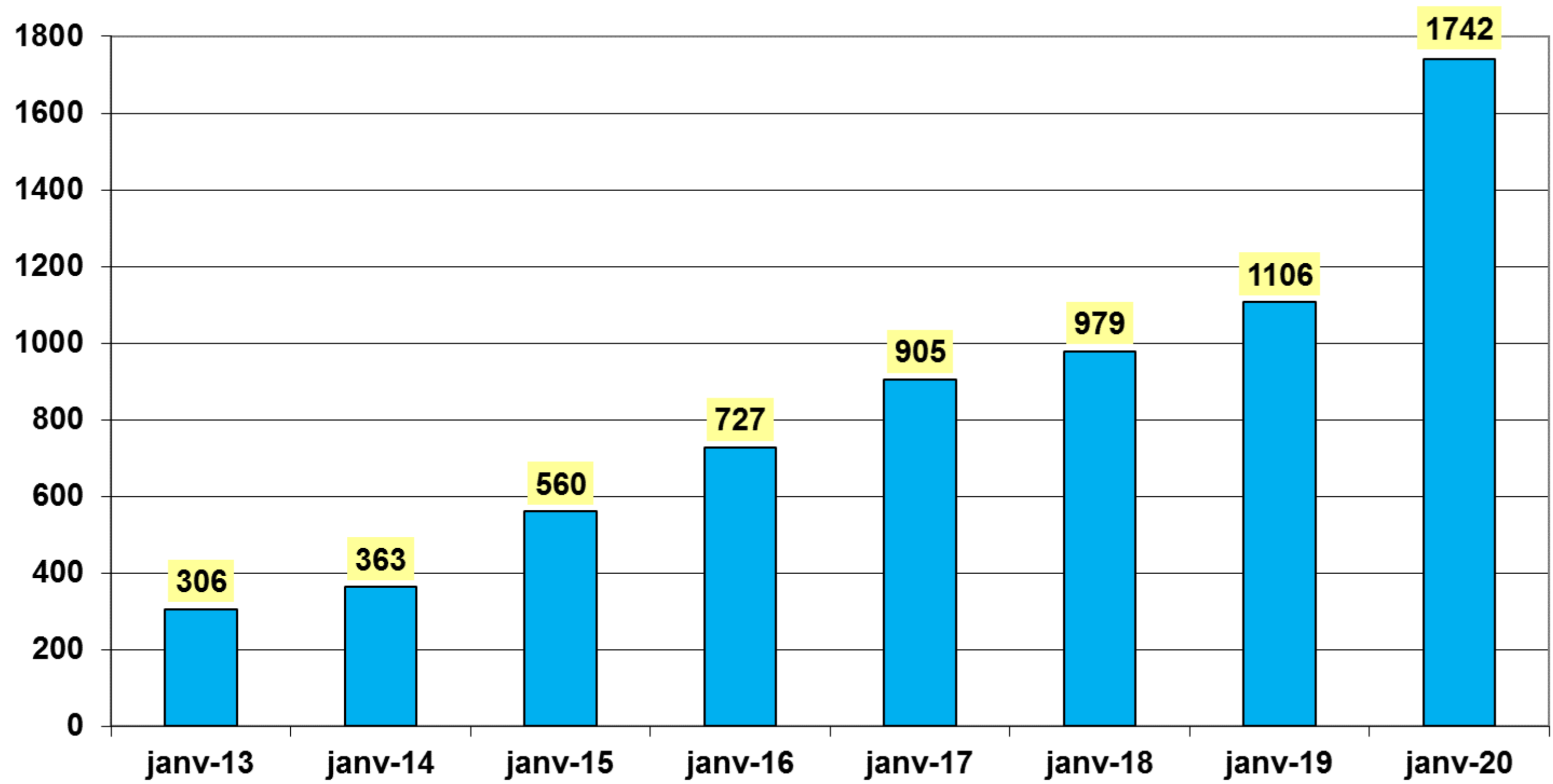
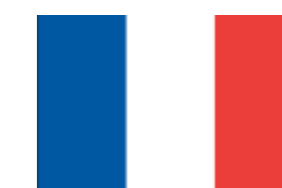




E85 pumps are up : in > 19% of French petrol stations

E85

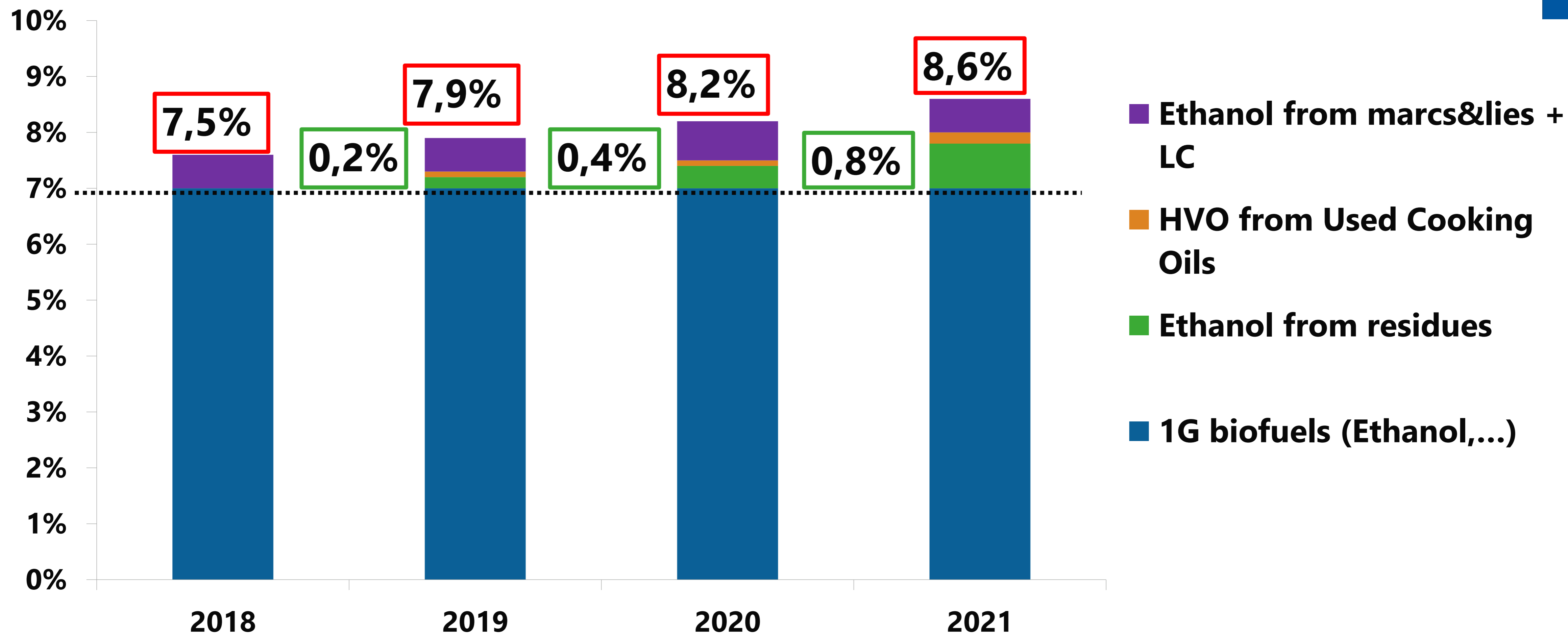
+ 634 E85 pumps in 2019 - More than 2 new E85 pumps per day since September 2019 !

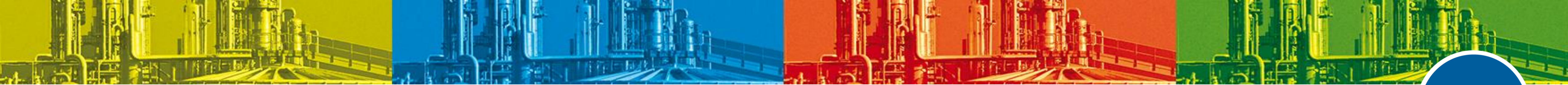


Source: SNPAA & www.prix-carburants.gouv.fr ; January 2020

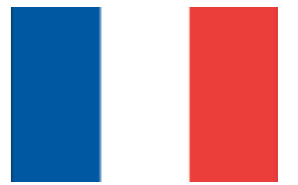


RED => Renewable energy target in petrol is up : 8,2% en 2020, 8,6% in 2021





E85



E85 cars are up : flex-fuel technology, to drive efficiently with E85

- E85 conversion boxes for used cars, with Government approval (« E85 box regulation »)
- More than 80% of petrol cars in the fleet are compatible
- 4 system manufacturers have passed homologations, since June 2018

- New flex-fuel cars
- 6 358 FORD KUGA Flexifuel E85 were sold between July and December 2019



- More new flex-fuel car models to come from end 2020

Future driver of growth : E85 fuel efficiency

- Sales are reaching > 4000 boxes /month
- Official list on www.infoe85.fr : more homologations to come.

- E85 tail pipe CO2 emissions are 3 % to 5 % lower than E10
- Hybrid engines reduce E85 overconsumption



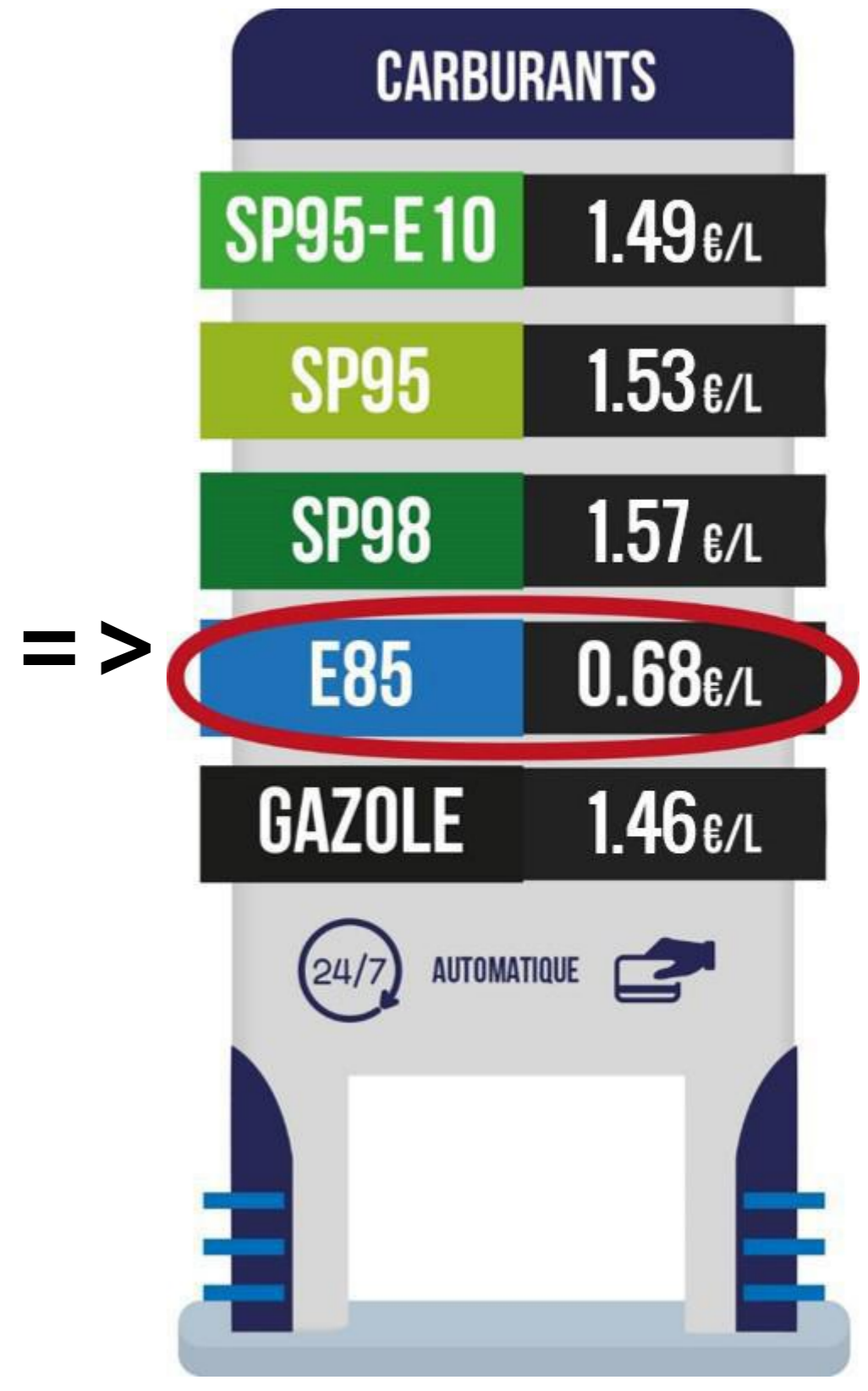
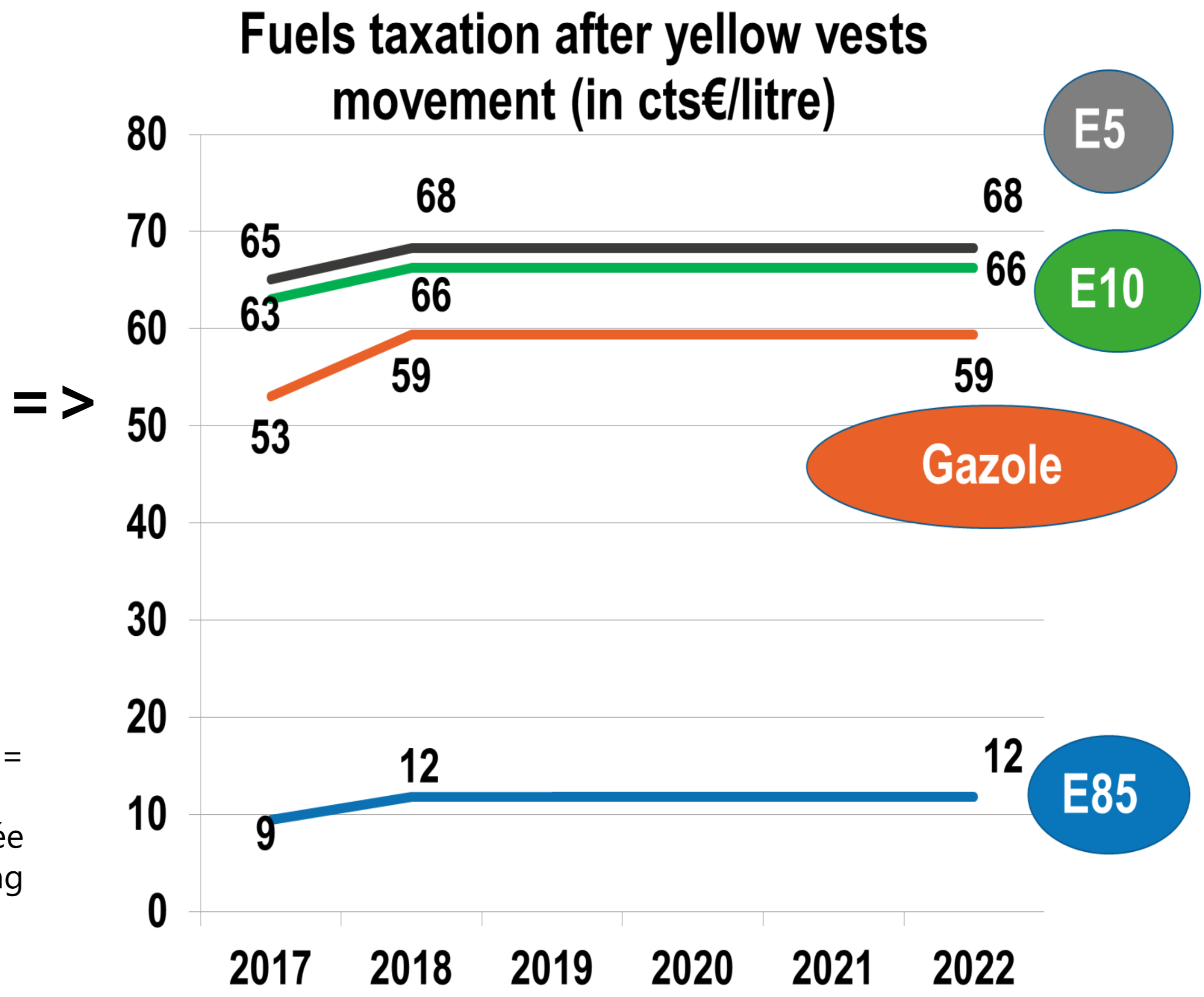
😊 E85 is better value for motorists !

Good for climate + air quality =>

less taxed

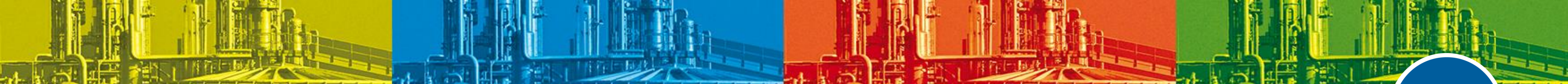
FR => 40% saving

- 50 % GHG saving *
=> Good for climate
- 90 % particles reduction **
=> Good for air quality



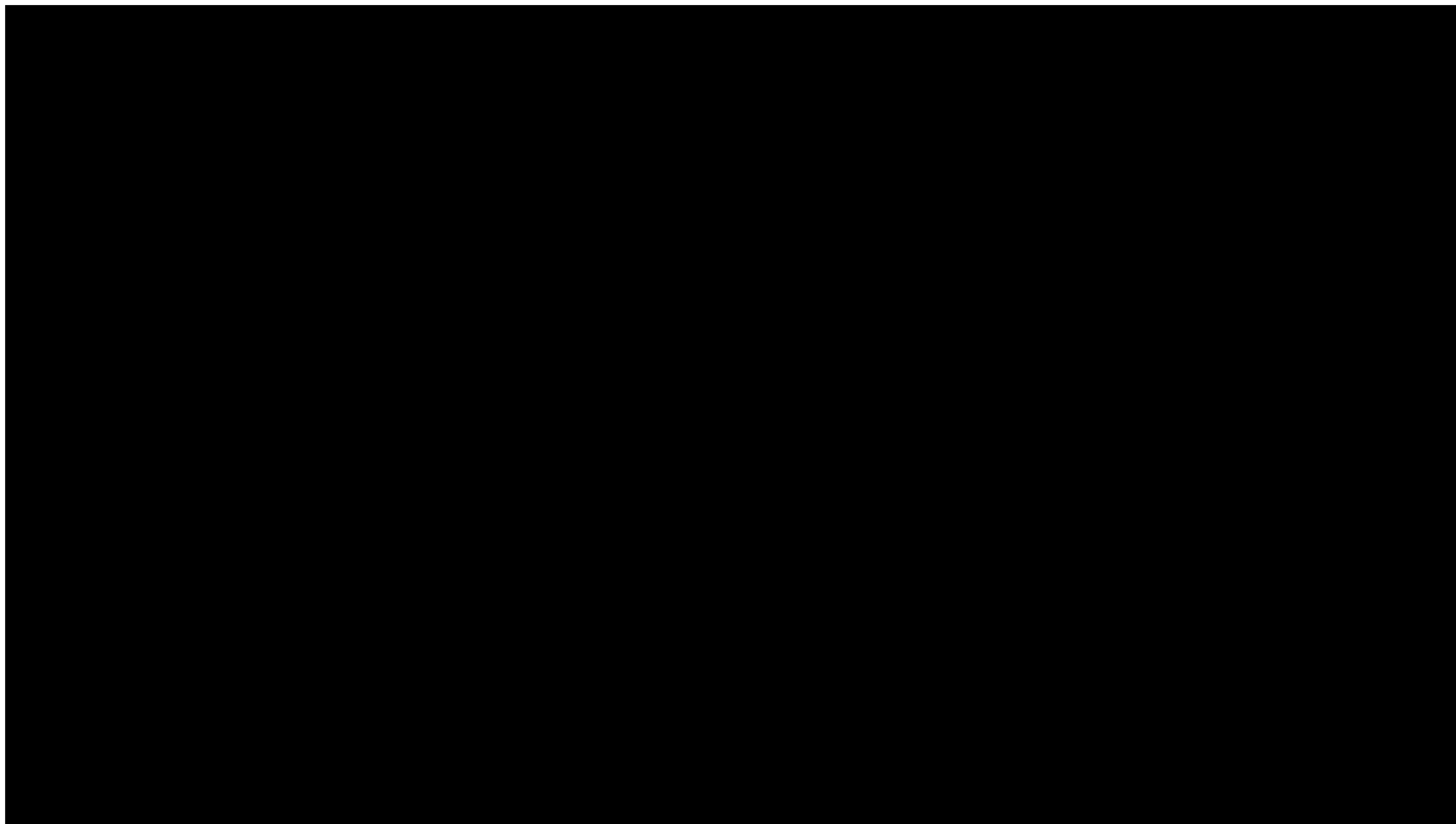
With 25% overconsumption,

*ePURE, 2018: Bioethanol produced in Europe vs fossil petrol = - 71%)
 ** Study of Pr. Czerwinski from Haute Ecole Spécialisée Bernoise decembre 2017 untitled « Research of Real Driving Emissions with E85 and Two Flex Fuel Vehicles »



E85

 **E85 360° communication is up !**



E85 consumer awareness and image are up !

According to a survey by Ford and Yougov on 1013 French motorists in February 2019 :

- E85 awareness is at **87%**
- E85 is the preferred solution for driving with a reduced impact on the environment



E85 awareness and image have further improved between June and September 2019, because :

- Ford KUGA Flexifuel TV ads were shown 9 500 times,
- Ford KUGA Flexifuel radio ads were broadcasted 1600 times.

Annex : E85 flex-fuel cars incentives

A E85 flex-fuel car:

- *can run on all petrol fuel grades (95-E5; 98-E5; 95-E10 and E85) in a single fuel tank**
- * identified on registration certificate (« FE » as fuel type)**

4 advantages for E85 flex-fuel cars :

- 1) 40% discount on CO2 emissions for calculation of « high CO2 penalty tax (malus) » and for qualification threshold of « conversion bonus » to acquire cleaner cars.**
- 2) Free registration certificate in all regions, except 2 regions: half price.**
- 3) Deduction of 80% of VAT on E85 for companies (40% for petrol)**
- 4) No Tax on company cars during 3 years for E85 hybrid cars emitting less than 100 g CO2/km.**

Annex : political will to develop E85

« Bioethanol is better than petrol regarding CO2 emissions on the life cycle analysis. This value-chain deserves to be supported. I urge French motorists to use E85. It is less taxed and it is normal.»

François de Rugy,

French Minister of environment National Assembly

20th november 2018

