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Greenergy Targets Motorsport with Three Fuel Attack.

Leading independent oil company Greenergy has targeted motorsport for its latest expansion plans with a new three-strong range of motorsport fuels under the **Tesco 99 Octane** brand, which will be available for all motorsport disciplines in 2007.

Building from the success of its control fuel in the Tesco 99 Octane MSA British Rally Championship, Greenergy is actively targeting new markets in both race and rally for its range of Tesco 99 Octane fuels, all of which contain bioethanol.

“Our first year with the Tesco 99 Octane MSA British Rally Championship has provided a strong platform from which to build our involvement in motorsport”, says Greenergy MD Andrew Owens. “Rallying is just one discipline and we’re confident of competing with other established players by driving into other areas of motorsport with an unbeatable maximum specification/ lowest cost performance fuel offer. There is an enormous market out there.”

As part of this expansion and new for 2007, Greenergy has developed a range of three motorsport fuels:

Tesco 99 Octane MSA Plus, formulated to meet the new MSA Blue Book definition of pump fuel, will sell at £1.99 ex VAT both from on-event Refuel Zones and in drums. The 2007 specification gives optimum performance with 100 RON, 89 MON and 2.7% oxygen, as well as the environmental benefits of 5% renewable bioethanol combined with very low levels of harmful carcinogenic chemicals (27.6% aromatics and 0.1% benzene). Experience has shown that the burning characteristics of bioethanol in the fuel gives power and tuning advantages.

Tesco 99 Octane FIA Plus, meeting FIA specifications, will be used in the British Rally Championship and will be marketed for other events run under International regulations. As last year for the BRC, the fuel gives 101.5 RON, 89.5 MON and 2.7% oxygen with 3% bioethanol and 34.5% aromatics. FIA Plus will sell at £2.29 ex VAT both on-event at Refuel Zones and in drums.

Both the MSA and FIA grades are produced as a single batch for the entire season eliminating fuel variation and allowing competitors to map their engines to maximum possible output.

Finally **Tesco 99 Octane Forecourt fuel**, at 99p ex VAT, will be available through on-event Greenergy Refuel Zones. The Forecourt fuel is taken directly off the forecourt as a great value motorsport fuel. It varies slightly in quality depending on seasonality and batch.

“I am confident that all our fuels are as good as, if not better, than the alternatives available in the market place, and our pricing is extremely attractive to develop our market share,” says Owens.

In 2007 Greenergy will continue to promote the use of Refuel Zones to provide a safe environment for refuelling and will be operating these across a variety of championships, at no cost to event organisers.

“We are encouraging the use of Refuel Zones at any event where motorsport fuel is sold,” said Owens. “We believe that organisers of motorsport events have a duty of care to ensure the safety of everyone involved. That means discouraging the uncontrolled use of drums and jerry cans in service and public road areas. Feedback from BRC competitors last season showed our Refuel Zones to be highly popular and extremely convenient”.

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Notes to editors

1. Greenergy is the UK's fastest growing and largest independent oil company and the market leader in biofuels. It supplies nearly 3.5 billion litre of fuel a year, giving it an 8% share of the UK road fuel market.

2. As the principal fuel supplier to Tesco, Greenergy developed and produces the Tesco 99 Octane fuel sold at more than 200 Tesco stores nationally. In 2006 it introduced that product into the motorsport sector, selling competitively priced forecourt grade fuel through refuel zones, as well as offering an FIA compliant control fuel to BRC competitors and other motorsport users.