

The fuels industry and the carbon challenge

Philip New

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what are the challenges?

3 key drivers in moving towards more sustainable mobility solutions

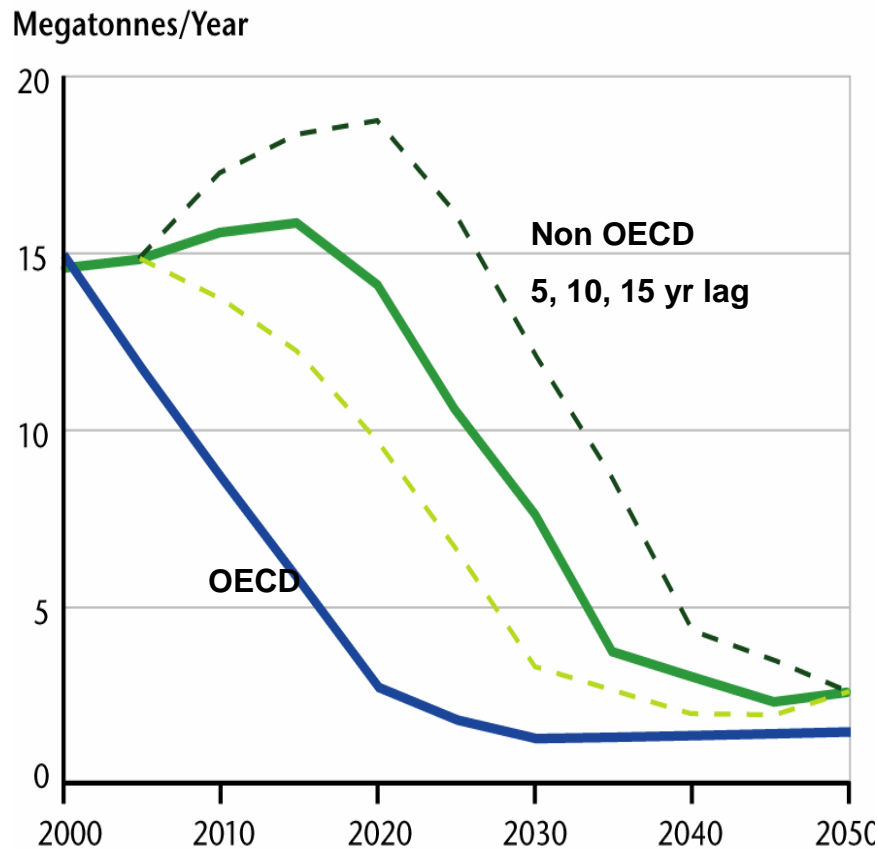
- Climate change issues
- Air quality – local pollutants
- Security of supply & energy diversification



air quality



Transport-related NOx emissions



The technology is available, implementation is key

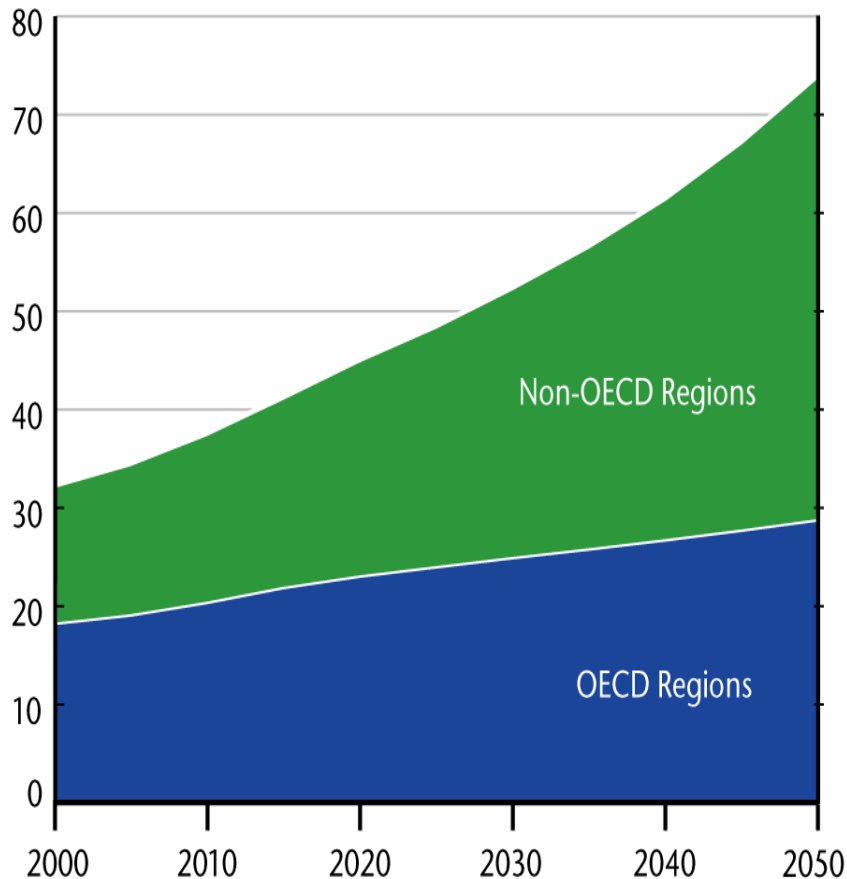
Policy to support the uptake & implementation of these technologies is essential



demand growth & GHG

Personal transport activity

Trillions (10^{12}) of Passenger-Kilometers/Year



- Reduction of GHG emissions in the transport sector is the major challenge
- **Target - to maintain current CO₂ levels in 2050**
This means reducing projected transport GHG emissions by 50% by 2050

achieving GHG emission reduction

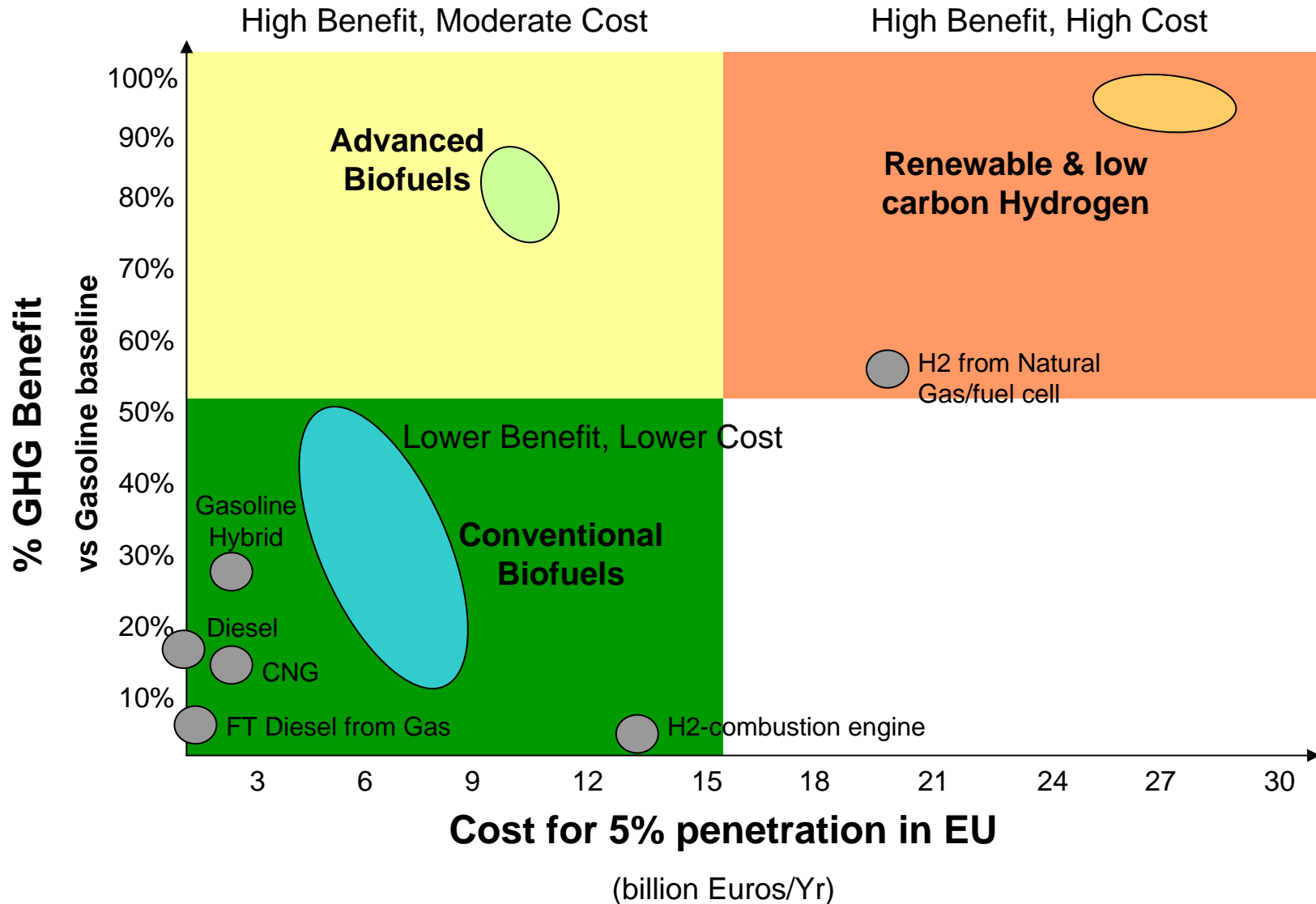


Increased vehicle efficiency

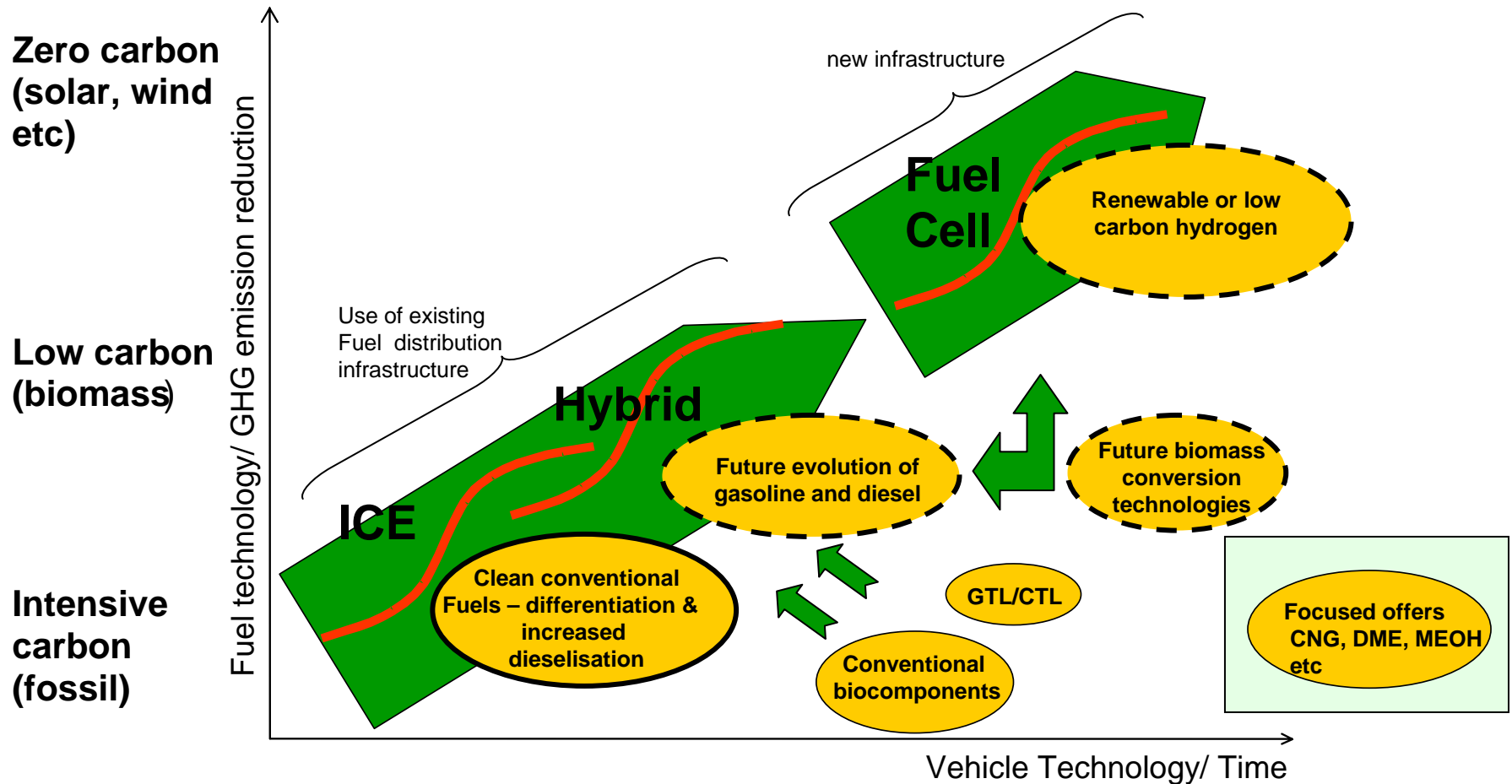
Decarbonisation of fuels

Reduced demand

WTW GHG benefit vs cost



future fuels pathway – road transport



demand management ?



- Behavioural changes tend to be overlooked
- Information & education is key

how to legislate?

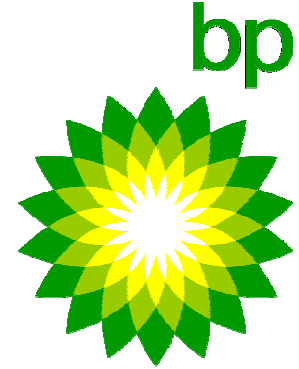


- Goal-based approach
- Target the reduction of GHG from the transport sector
- Balanced and appropriate discussion on these issues

Partnerships are the key to success



- Oil companies need to work on developing low-carbon fuel
- OEMs need to work to develop more efficient vehicles
- Governments need to implement the tools that can influence decisions and behaviour



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