



Department  
for Transport

# Preparing consumers for E10 petrol and new fuel labelling

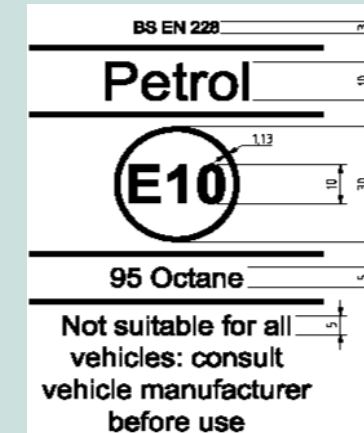
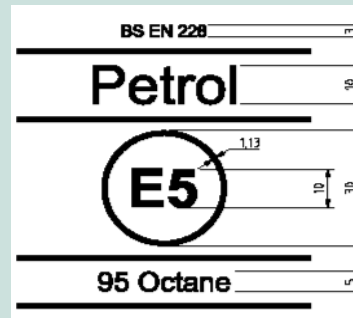
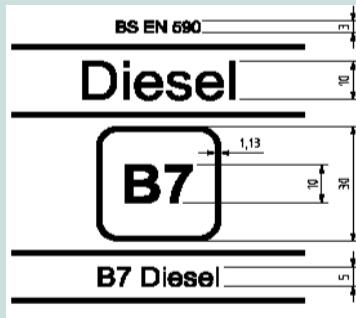


# Labelling and E10 stakeholder working group

A joint DfT - Low CVP group to promote collaboration, allow early identification of issues and provide an efficient base for plans to be developed.

## DfT focus -

1. The smooth and clear introduction of AFID pump and vehicle labelling
  - Develop consistent messaging to consumers via stakeholders
  - Consult on amending biofuels warning message prior to roll out
  - Deadline for implementation – 12 October 2018
2. Preparing for the introduction of E10 to the UK market – consumer information.
  - Need to be ready as E10 likely in coming years
  - Consumer information vital to any introduction





▶ **Legislative requirement for labelling - DfT**

- ▶ Consult on introduction including biofuels warning (and protection grade)
- ▶ Introduce required legislation
- ▶ 12 October 2018 deadline

▶ **Develop labelling introduction strategy**

- ▶ Facilitate the running of this Labelling/E10 working group
- ▶ Provide Government input and co-ordination to an industry led communications programme

▶ **Develop government role on E10**

- ▶ Ministerial round tables arranged for stakeholders
- ▶ Working group provides forum for discussion and engagement
- ▶ Further E10 specific measures would need Ministerial backing

▶ **Consumer information – E10 Compatibility**

- ▶ DfT to lead on developing compatibility information – cars, motorcycles and other petrol powered equipment.
- ▶ Compatibility “Widget”
- ▶ Develop robust evidence base around the impacts of E10

▶ **E10 fuel testing**

- ▶ Provide part funding and support for further testing on E10 fuel
- ▶ Testing programme to be delivered by Low CVP
- ▶ Provide results that can feed into the consumer information piece.





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