



# Press Release



## Commission makes decisive step forward in labelling alternative fuel

Thursday 24 January 2013

**Brussels, Today – The European Renewable Ethanol Association (ePURE) welcomes the European Commission’s proposal on a Directive for the deployment of alternative fuels infrastructure, which recognises the crucial role biofuels play in tackling European transport’s dependency on oil imports, but believe that it does not go far enough.**

ePURE greatly supports the Commission’s proposal to introduce a binding requirement to harmonize labeling of fuel pumps and vehicles. Information on fuel quality, environmental aspects and vehicle compatibility will enhance consumer acceptance of ethanol and facilitate the introduction of E10 throughout Europe, which is a priority for the Commission.

“France has set the example: With clear and consumer-friendly labeling the E10 introduction was a smooth ride” says Mr. Rob Vierhout, Secretary General of ePURE.

ePURE welcomes that the Commission has taken action to support the build-up of an alternative fuels infrastructure but regrets that high ethanol blends to be used in cars and trucks are omitted. High ethanol blends such as E85, which is a 85% ethanol blend in petrol, is a clean fuel which significantly reduces GHG emissions and is a cost-effective way to meet the EU’s climate and energy targets. With comparatively small investments in infrastructure from pump holders, this fuel could be made widely available. E85 is already used for a number of years in several EU Member States.

Furthermore, the proposal fails to create a level playing field with regard to the environmental performance of alternative fuels. Most of the emissions of alternative fuels occur up-stream, which is why measuring tailpipe emissions alone distorts the picture.

“We must stop comparing apples with oranges. Only a harmonized tool to measure GHG emissions will allow us to judge the environmental performance of the different fuel options”, Mr. Vierhout added.

The European renewable ethanol industry supplies certified sustainable fuel to the EU markets, domestically sourced and produced: made in Europe for Europe. It contributes to breaking Europe’s dependence on foreign oil, improving the security of Europe’s energy supply, supporting economic growth and jobs, strengthening the competitiveness of European industry and reducing greenhouse gas emissions from transport and last but not least creating new opportunities for investments in the agricultural sector.

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ePURE represents the interests of European renewable ethanol producers to the European Institutions, industry stakeholders, the media, academia and the general public. Based in Brussels, ePURE represents 53 member companies throughout 17 member states, accounting for about 90% of the installed renewable ethanol production capacity in Europe. The organization, established in 2010, promotes the beneficial uses of ethanol throughout Europe. The organization is headed by Rob Vierhout, Secretary General, who has been providing EU political and strategic insight to the European ethanol sector for the past 15 years.