



News release.....

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UK'S FIRST SUPER FUEL HITS THE PUMPS - 99 Octane fuel launched in more than 100 Tesco petrol stations -

Unleaded petrol with the highest octane (RON) of any fuel available on UK forecourts is now available at Tesco – guaranteeing the market's best value, performance-enhancing fuel. (See notes to editors for fuel comparisons.)

The product is **Super Unleaded 99 Octane** and it will be rolled out to more than 100 Tesco petrol stations in London and the south east by mid November.

As well as increasing the octane to a level higher than any other petrol supplier, it is also more environmentally friendly and contains a special additive package to enhance engine cleaning, delivering further long-term benefits.

During trials, sales of the fuel surpassed expectations.

Peter Cattell, Tesco Petrol Category Manager says: "**Tesco Super Unleaded 99 Octane** delivers the market's best value performance-enhancing fuel. Customers with new and/or high performing cars in our trial sites have noted a significant improvement in performance with the fuel giving more engine power."

Tesco is already the market leader in fuel blended with bio-ethanol* and was keen to continue this environmentally friendly strategy whilst introducing an advanced fuel.

The fuel is supplied by leading independent fuel company Greenergy and is typically blended with 5% bio-ethanol, a renewable product which gives lower emissions of

the greenhouse gas, carbon dioxide**. Andrew Owens, Chairman of Greenergy Fuels Ltd said: "Bioethanol is becoming a central component in today's fuels. We're now using the product not just for environmental reasons but also to help raise the octane rating of our performance fuels."

Peter Cattell continued: "Our customers are not only getting a choice of quality fuels at the best prices, but they are amongst the most environmentally friendly motorists on the road, reducing their impact on the environment by using biofuel blended fuels."

Tesco Super Unleaded 99 Octane made its first race appearance as the power behind car number 73 in the Wales Rally GB Rally 2005. The Subaru Impreza was driven by Nigel Griffiths with *Greenergy* Chairman Andrew Owens as co-driver.

- Ends -

For further information please contact Tesco press office on 01992 644 645. Out of normal office hours, or at the weekend, please call 01992 644733 and select option 2 from voicemail.

Notes to editors:

*standard unleaded fuel blended with 5% bio ethanol is available in more than 200 Tesco petrol stations. Since April 2005 we have sold 50 million litres of bio-ethanol, saving 7,500 tonnes of CO2

** All our petrol, including that containing five per cent bio-ethanol, meets UK technical standard BSEN228 for Premium Unleaded and BS7800 for Super Unleaded 99 Octane and therefore complies with the requirements of all vehicle manufacturers' warranties

- Tesco forecourts also stocks Premium Unleaded (95 RON) and where 99 Octane is not available Super Unleaded 97 (RON) is stocked
- At any time customers can revert back to standard unleaded without affecting their car in anyway
- Shell Optimax is believed to be maximum 98 Octane
- BP offer Ultimate which is 97 Octane
- Esso offers Energy Supreme Unleaded 97 which is 97 Octane