

The National Alternative Fuels Seminar 2004

Ethanol Panel - Motorists View

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Outline

- Motorists view of fuel
- AAA policy position
- AAA participation in debate

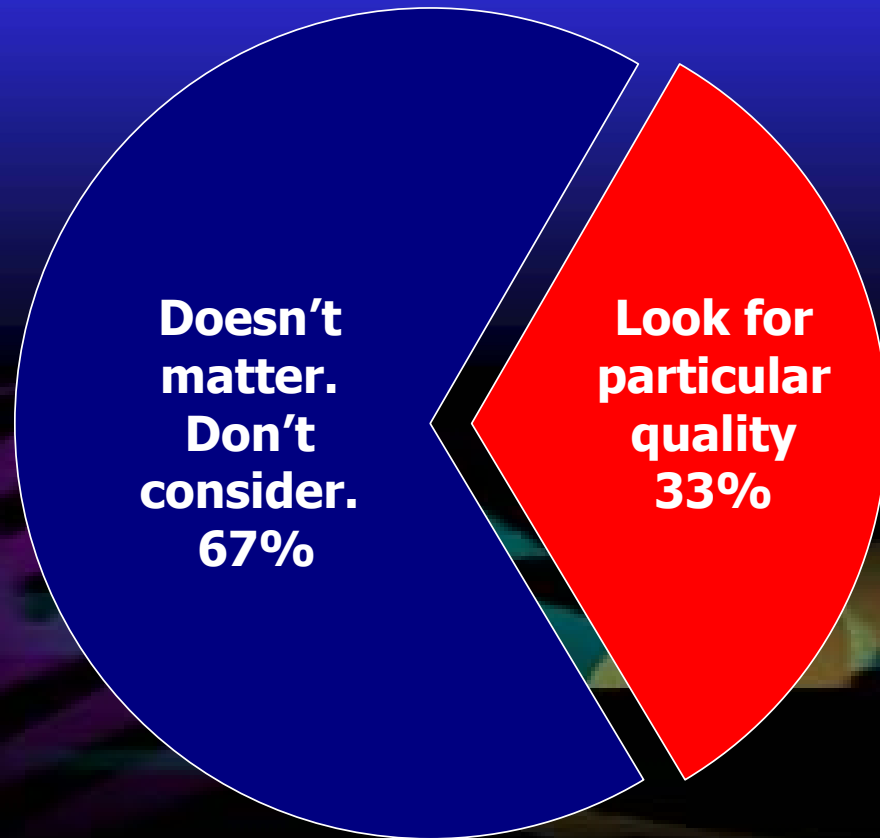


Motorists View of Fuel

- 8 in 10 motorists have a good idea of price of fuel



Polling – Quality



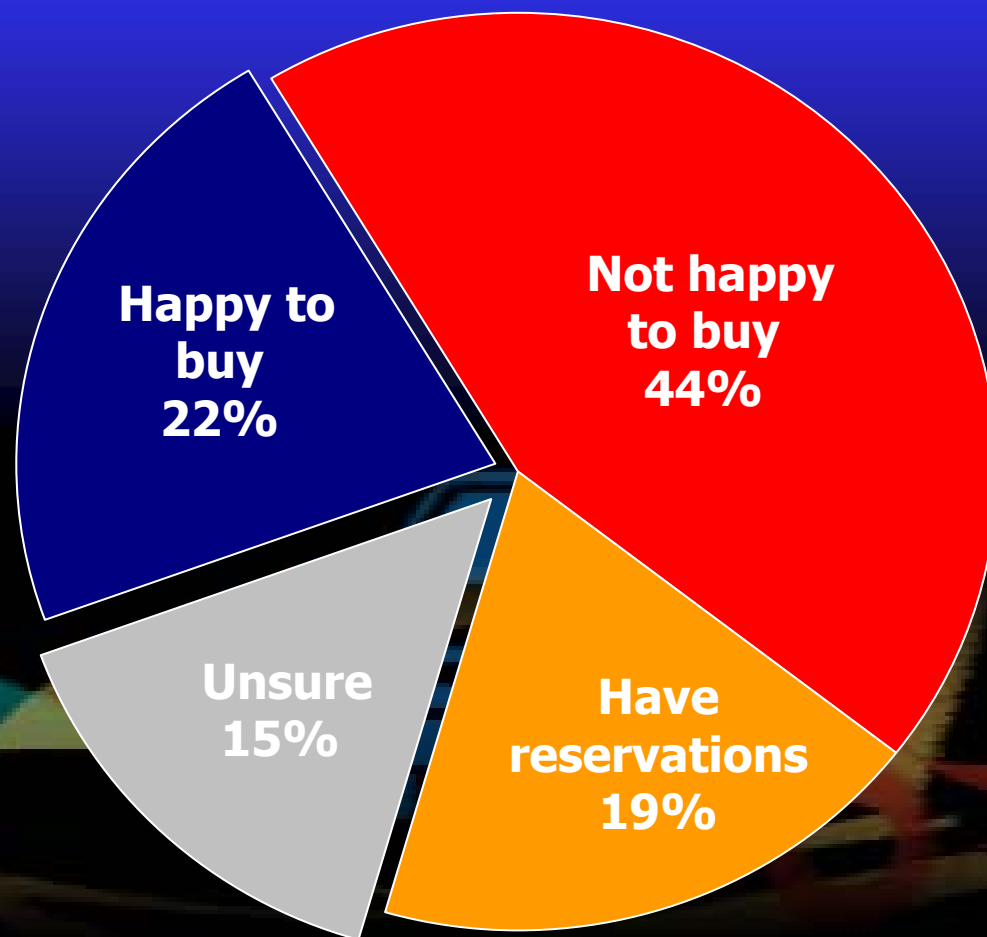
- Main aspects of quality
 - “unadulterated” fuel
 - Major brands
 - Premium petrol



Polling - Ethanol

- Key Trends

- 63% have doubts
- 58% don't know if car can accept E10
- 14% believe car cannot use E10



AAA Position

- Developed in consultation
 - All clubs
 - Fuel refiners / suppliers
 - Vehicle manufacturers
- Motorists to make an informed choice
 - Maximum of 10%
 - Label at fuel pump
 - List of vehicles
 - No mandating



Participation in Debate

- Public response
 - Advice to members
 - Press releases
- Participation in government committees
 - FSCC
 - Ethanol taskforce
- Consultation with industry
 - Fuel refiners / suppliers
 - Vehicle manufacturers
- Consultation with government



Conclusions

- AAA responsible and reasonable position
- Require standard – not adversely affect vehicles
- Information is transparent
- Motorists make an “informed” choice

