

Press release

BIOETHANOL: 85% GROWTH FOR SUPERETHANOL-E85 IN 2019 **The top fuel in terms of value for money gains motorist approval**

Paris, 28 January 2020—2019 was yet another record year for the French bioethanol industry. Sales volumes and market shares for both Superethanol-E85 and Unleaded 95-E10 have been reported in glowing terms:

- Superethanol-E85 enjoyed record growth in terms of both volume (85% increase over 12 months) and the retail network, which has now expanded to 1,740 petrol stations, i.e. 634 more in just one year. Since last September, stations have been opening at a rate of two a day;
- Still the top-selling petrol in France, SP 95-E10 has continued to grow its market share, approaching 50% in December 2019.

Superethanol-E85, the top fuel in terms of value for money in 2019

As the eco-friendliest option, this fuel gets a tax break, making it the cheapest on the French market: **with an average pump price of €0.69 a litre**, it affords average net savings of over €600/year per 13,000 km, compared to other types of petrol.

The Bioethanol Collective pointed out that “since the French government published its regulations governing the Superethanol-E85 conversion systems in December 2017, Superethanol-E85 has enjoyed fast-paced growth. Volumes practically doubled in 2019. Superethanol-E85’s popularity among motorists sends out a clear message on the issue of value for money: they can cut their fuel budget by 40%”.

Over two new E85 petrol stations a day since September 2019

Superethanol-E85 has passed a milestone: new petrol stations are now opening at a rate of over two a day. In January 2020, there were **1,740 petrol stations selling Superethanol-E85, nearly one in five** (19% of stations¹). Stations are fitting out E85 the fastest in the regions of Occitania, Hauts-de-France and Provence-Alpes Côtés d’Azur, at a rate of 26%, 22% and 21% respectively. This zippy rate is expected to continue in 2020, with the number of stations set shortly to pass the symbolic 2,000 mark.

Armand Olichon, Director of Non-Merchant Purchases at Système U, explained that “in 2019, over 100 Système U supermarkets added E85 pumps, more than doubling the number of U stations selling Superethanol-E85, to reach 160. We hope to continue to expand in 2020, for the benefit of French motorists’ purchasing power”.

80% of petrol-powered vehicles now compatible with the government-approved E85 conversion system

Eight petrol-powered vehicles in ten are compatible with at least one of the 13 models of E85 conversion systems already approved by the government. They are available from four manufacturers (listed on www.infoe85.fr). The system fitting included costs €1,000. Once the system has been fitted, the vehicle can run on any proportions of Unleaded 95, Unleaded 98, Unleaded 95-E10 and Superethanol-E85.

Three regions provide private motorists with assistance to fit a system (Hauts-de-France, Grand Est and Provence-Alpes-Côte d’Azur) with one department (Somme) providing additional support and several cities elsewhere following suit. Furthermore, flex-fuel-ready vehicles and those fitted with a government-approved E85 conversion system **may be registered for free** in ten regions² and for half-price in two others (Centre-Val de Loire and Brittany).

Romain Vancappel, Director of Marketing, Procurement, Strategy and Innovation at SPEEDY enthused:

“In 2019, Speedy trained staff not only on the technical aspect but also on the sale of E85 systems. When top managers are convinced, their conviction spreads to technicians and then users, gaining a lot of traction! Our clients then become the best ambassadors for the product.”

¹Stations listing their prices on www.prix-carburants.gouv.fr

² Superethanol-E85 is not available in Corsica

The flexfuel-ready vehicle range to grow in 2020

Another solution to run on Superethanol-E85: flexfuel-ready vehicles. In 2019, Ford launched **the SUV Kuga FlexiFuel E85. With 6,356 vehicles sold in six months, this model has enjoyed great popularity among motorists**, ranking sixth among petrol-powered SUV sales in France in December 2019.

Louis-Carl Vignon, CEO of Ford France announced that “with over 6,300 Kuga E85 sold in six months, the E85 FlexiFuel version is bringing the current Ford Kuga to a stylish conclusion. This commercial success has consolidated our decision to roll out other flex-fuel models soon”.

Lastly, since 1 August 2019, **a 40% reduction in CO₂ emissions in flexfuel vehicles has been factored into eligibility for the conversion premium**. The French Government is sending vehicle manufacturers a clear message to add to their range.

Key figures for Superethanol-E85 in 2019

- Record consumption of 340 million litres in 2019, i.e. **85% increase in growth over 12 months** (a 55% increase from 2017 to 2018) now accounting for 3% of the petrol market (1.7% in 2018).
- A retail network growing at a cracking pace: **1,740 E85 stations** listed as of 16/01/2020 (i.e. 634 new stations since beginning 2019).
- **Four E85 conversion system manufacturers** have gained approval for at least one of the eight existing vehicle categories: Biomotors (approved for six categories), FlexFuel Company (approved for five categories), ARM Engineering and Borel (both approved for one category). Details on www.infoe85.fr.
- With 65% to 85% bioethanol content, **Superethanol-E85 cuts CO₂ emissions by about 50%** and particle emissions by 90% compared to fossil fuels.
- **Over 50,000 users of “Mes stations E85”** an application specifying sale price and geolocation for stations selling Superethanol-E85.
- Superethanol-E85 is also on social media. Created in July 2018, the “**Communauté Superéthanol E85-France**” Facebook account already boasts over **20,000 members**.

Unleaded 95-E10, top-selling fuel in France, edging towards a 50% petrol market share

The top-selling fuel in France since 2017, Unleaded 95-E10 continued to grow in 2019. Against a backdrop of higher fuel prices, it still averages 4 to 5 cents cheaper than Unleaded 95 at the same station and **its annual market share increased by nearly five points, reaching 47.6% in 2019**, setting a record of nearly 50% in November and December.

Key figures for SP95-E10 in 2019

- **47.6% market share in 2019, up 4.7 points from 42.9% in 2018**. Nearly 5 billion litres of Unleaded 95-E10 used, the highest volume of all European countries. 49.7% market share in December 2019.
- **6,446 E10 stations** by end 2019, i.e. **69% of the largest stations (218 more than at end 2018)**.
- **99% of petrol-powered vehicles on the road are E10 compatible** (up from 65% in 2009).

Bioethanol, made in France without palm oil

Made from the fermented sugar and starch content of sugar beet, cereal crops and their processing residues, bioethanol is palm oil-free.

France is the top European producer of alcohol from agricultural sources, accounting for 24% of European output, used mainly for fuel. French bioethanol is thus **manufactured from raw materials of French origin**, in rural distilleries. The same sugar beets are thus used to make sugar, ethanol and animal feed (using pulp residues). Similarly, feed wheat and corn can be used to produce protein-rich distillers' grains for animal feed as well as ethanol.

The crop uses **less than 1% of available farmland** in France, and only 0.6% when deducting the contribution of by-products for animal feed. On a full-time equivalent basis, production accounts for **9,000** direct, indirect and induced **jobs in farming and industry in rural areas**.

Bioethanol: an industry of French excellence

In France, bioethanol is produced from **sugar beet, cereal starch** and their processing residues.

- Over **50,000 farmers** involved every year,
- **300,000 hectares** (approx. 1% of available farmland) supplying both energy and food,
- **16 production sites** including five recently fitted, world-class industrial units,
- **9,000** direct, indirect and induced **jobs**.

Energy transition, a regulatory environment favourable to bioethanol

French and European regulations encourage decarbonisation in transport with the aim of fostering energy transition.

In the EU, the 2018 **Renewable Energy Directive (RED II)** sets a goal of 14% renewable energy in transport by 2030. In France, the **2020 budget** has increased the target for biofuel incorporation into petrol (in energy) from 7.9% in 2019 to 8.2% in 2020 and 8.6% in 2021 (specifically factoring in ethanol from sugar and starch residues at 0.2%, 0.4% and 0.8% respectively).

Given the climate challenge, the Bioethanol Collective calls on France and the European Union to bolster their commitment to developing bioethanol and biofuel produced from the European biomass.

NB: The Bioethanol Collective has set up "Bioethanol Data", a statistics tool to track quarterly developments in Unleaded 95-E10 and Superethanol-E85 consumption (in French only).

About the Bioethanol Collective

The Bioethanol Collective is represented by the French Inter-branch Beet and Sugar Association (AIBS) and the French Agricultural Alcohol Producers Association (SNPAA). It aims to raise awareness of the bioethanol industry among professionals and the general public. Up to 7.5% bioethanol is currently incorporated (pure or as a derivative) in Unleaded 95 and Unleaded 98 petrol sold in France, while up to 10% is incorporated in Unleaded 95-E10 and up to 85% in Superethanol-E85. For more information: <https://www.bioethanolcarburant.com/> (in French only)

CONTACT US FOR A PRESENTATION AND ANY OTHER REQUESTS FOR INFORMATION

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