METHANOL;
A WORLD CLASS FUEL
THE PRINCIPLE
THE HISTORY
THE FUELS
THE IMPACT
THE PRINCIPLE
IN 1911 THIS GUY WON...

Technically, high performance environment dictates perfection, demonstrating the benefits of clean and smart fuels is a 'here and now' statement.

Publicly, millions of petrolheads come to watch racing in all its glory, discovering that a clean and smart fuel gives them this, is worth a thousands campaigns.

Politically, the perfect laboratory sets standards for real life, so changing motorsport rules and showing this to relevant stakeholders is a powerful tool that precedes changing general fuel rules.
AND CHANGED ALL CARS!

1911 The very first Indianapolis 500

RAY HANNOUN found himself without a riding mechanic (back in the day drivers took someone to tell them where other drivers in the race were and also provide other help).

SOLUTION Hannoun fitted a mirror to his car, won the inaugural Indianapolis 500 and invented the Rear View Mirror
IN 2013 THIS GUY WON
AND THIS WORLD…

Video available at
https://www.youtube.com/watch?v=RtWE7Y36IXM
...GOT A LOT GREENER...
... WITH GEM FUEL!

World's First Sustainable Race Fuel

- Natural Sugars: Wheat, straw, wood residue
- Bio-ethanol
- Gasoline
- Bio-methanol

42%

- High Performance
- 50% CO₂ Reduction
- Very Affordable

Natural Fats: Nuts, cocos, olive, waste oil, seeds

Methanol Institute

www.gemfuel.com
A BRIEF HISTORY
MAKING A POINT

CHANGING RULES

# CARS 1
CHAMPIONSHIPS Dutch National Rally Championship
FUELED BY 80L of E85
DISCOVER PARTNERSHIPS

Ultimate Lobby tool

# CARS 8

CHAMPIONSHIPS
- Dutch National Rally Championship
- World Off Road Rally
- Dutch Supercar Challenge

FUELED BY 8900L E85 and 3300L M85
BUILDING A BUSINESS

RACEFUEL SUPPLIER

# CARS 150

CHAMPIONSHIPS
- Dutch National Rally Championship
- FIA Junior World Rally Championship
- Dutch Rallycross Championship
- Belgian National Rally Championship
- Dutch Supercar Challenge

FUELED BY
- 200,000L GEMFUEL
- 20,000L sustainable methanol
GOOD FUEL!

GEM FUEL
Ternary Blend Race fuel made from ‘gasoline’, bio-ethanol and bio-methanol. High CO2 reduction and a non existing biomass limit.

VULCANOL
CRI produces methanol from pure CO2, GUTTS starts selling Vulcanol as premium sustainable methanol in 2014.

GENERAL
We keep pace with developments and try to use the best possible fuels out there. Methanol is one of them!
DRIVERS LOVE METHANOL

COOL  Engines love cool clean burning fuel. Methanol cools the intake charge of engines.

KNOCK  Methanol can be squeezed harder, making high compression possible.

OCTANE  Higher Octane means Bigger Bangs!
SUSTAINABLE Natural Gas, bio-glycerine, waste and, most promising, pure CO2

EFFICIENT Methanol much better than electric in storing energy in a vehicle and cleaner burning than fossil fuel

PARTNER Behaves very well when shared with ethanol and/or gasoline
THE IMPACT
WE SELL FUEL...

**DEVELOP**
Combining excellent sustainability criteria with performance
Changing the standard ‘fossil’ way of thinking of governing bodies and teams
Working with high level partner to create ambassadors

**PRODUCE**
Smart production by Petrochem Carless high quality
Testing fuels to maintain high quality with SGS and keeping close tabs with our clients
Innovate packaging by pushing volume per (re-usable) units

**SELL**
B2B is main target; one-make series organisers, ASN’s
Good price (40% cheaper) with online ordering, events supply & fast delivery
The Clients’ Client is key!! This is racing and fuel has to be PERFECT!
POSSIBILITIES...
...AND RESULTS!

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2014 AND BEYOND...

- GEM FUEL 2.0
- CONTINUING WORK WITH M-SPORT/FORD
- WORKING POLICYMAKERS AT WRC EVENTS
- ADDING RESEARCH TO THE MIX
- WORKING WITH ETHANOL INDUSTRY ON COMMON GOALS
- INTRODUCING; VULCANOL
- GROW VOLUMES OF SUSTAINABLE METHANOL BASED FUELS IN RACING!
THANK YOU!