

**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

**GULL FIRST TO LAUNCH BIOFUEL TO KIWI MOTORISTS**

**Auckland, 1 August 2007** – Gull New Zealand announced today the launch of its new Gull Force 10 which is the first time a biofuel for everyday transport use has been made commercially available to Kiwi motorists.

With the launch of Gull Force 10, Gull is the first oil company in New Zealand to produce and sell biofuel-blended petrol. Gull's Force 10 biofuel is a blend of premium gasoline as a base fuel and 10 percent bioethanol. The ethanol is supplied by leading dairy producer Fonterra.

The General Manager of Gull New Zealand Dave Bodger sees the bioethanol launch as another example of Gull setting the pace for the market in New Zealand and showing its commitment to Kiwi motorists, sustainability and a cleaner environment.

“The launch of Gull Force 10 comes significantly ahead of the mandatory biofuel sales targets set by the Government for April 2008. Once again Gull is at the forefront of innovation and change in the motoring and petroleum industry, and today's announcement is continuing the industry leadership that we've always demonstrated. This is another example of Gull responding to public demands for better choice in the New Zealand retail fuel sector.”

The Gull Force 10 blend will be included in the Gull / Foodtown, Countdown and Woolworth's grocery fuel discount programme.

Wayne Ferrell, Gull Petroleum's CEO explains the reasons why Kiwi motorists should switch to the more eco-friendly Gull Force 10 bioethanol.

“Gull has the highest quality requirements in all its products, including Gull Force 10. Not only is Gull Force 10 cleaner for the environment by ensuring lower emissions and overall cleaner burning, but it will also give Kiwi motorists more power and a higher performance whilst actually cleaning their car's fuel system.” says Ferrell.

The Prime Minister officially launched Gull Force 10 this morning.

Helen Clark said the Government was pleased to see Gull developing an easily accessible and practical biofuel that motorists could use everyday.

“Both the New Zealand Government and Gull have shown that we are serious about providing motorists with real choice and leading the way in reducing greenhouse gas emissions. The Government commends Gull for the investment of

time and effort it has made to be such an early mover in the supply of more sustainable transport fuels,” Helen Clark said.

Fonterra which will supply Gull with the ethanol (sourced from whey which is a natural by-product of the New Zealand dairy industry). Fonterra's chairman Henry van der Heyden, congratulated Gull on its investment in a more sustainable fuel option for New Zealanders.

“The production and adoption of biofuels in New Zealand is an important step in our collective approach to tackling energy efficiency and climate change issues. Climate change and sustainability are issues that affect every sector of the economy and, like Gull, Fonterra is playing an active role in addressing them.” says van der Heyden.

Four of New Zealand’s major vehicle manufacturers, Honda, Ford, Volkswagen and General Motors / Holden all offered their congratulations and support to Gull for building a sustainable environment for motorists with the introduction of Gull Force 10 by supplying their cars for the official ‘first pour’.

Gull will introduce Gull Force 10 to three of its New Zealand sites and is looking to extend the product offering to most of its 30 sites over time. The three sites Gull Force 10 is initially being introduced to include; Greville Road Albany; New North Road Kingsland and Roscommon Road, Wiri.

**ENDS**

**Notes to editors – high resolution photos and images of the official launch of Gull Force 10 with VIPs including senior Government representatives will be made available on request.**

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## **About Gull**

Gull Petroleum was founded in 1976 with a single service station by a group of business people in Western Australia who saw the potential for an independent supplier. Rationalisation by the major oil companies at the time offered Gull the opportunity of obtaining sites considered unviable by the multi-nationals.

Adherence to a philosophy of low cost management, prudent investment decisions and a carefully planned marketing strategy enabled Gull to increase its number of outlets to thirty-five by 1984, when ownership of the company was consolidated with the Rae family.

Without much fanfare, Gull has expanded its network to nearly 100 service stations. It has become a serious player, offering a real choice for motorists in an extremely competitive market. The company remains today a fully family owned operation

The Gull Group of Companies has grown from a small business to a modern, dynamic organisation of significance in the Australian and New Zealand petroleum industries. Furthermore, through Gull's aggressive marketing approach, a planned increase in market share will herald the strengthening of the Gull name in Australia and New Zealand.

## **Gull in New Zealand**

Gull started operations in New Zealand with the building of a state of the art terminal in Mount Maunganui in 1998. Tanks were relocated from Marsden Point by barge, a feat the opposition said was "impossible". Gull made the first retail sales of petrol in 1999 and has grown the network to 30 branded sites. Gull was the first company to introduce low sulphur diesel to the New Zealand market bringing environmental benefits well ahead of the opposition. Gull is the only independent oil company operating in New Zealand and is credited with keeping the fuel market competitive and giving savings to the Kiwi motorist. .

For more information please visit [www.gullpetroleum.com.au](http://www.gullpetroleum.com.au)

## **About Fonterra**

- Fonterra is the world's largest dairy exporter and the fifth largest dairy company in the world, with annual turnover in excess of NZ\$13 billion.
- As New Zealand's largest and truly multinational business, Fonterra trades in 140 countries.
- Our portfolio includes dairy ingredients, liquid and powdered milks, cultured foods and yoghurts, butter, cheese, specialty foodservices products and ethanol.
- Our brands include Anchor, Anlene, Anmum, Fresh n' Fruity, Mainland, Peters and Brownes, Tip Top, Chesdale and Bega.