









The Case for Biodiesel in Australia

- **Government taxation changes**
- **The formalisation of fuel standards has made the production and sale of biodiesel a commercially viable opportunity.**
- **Gull identified an economic opportunity in the production and sale of bio-diesel and has invested in a biodiesel production facility in Queensland with plans for one in Kwinana.**



GULL

Market Research

- **To understand consumers perceptions of diesel and the motivations for using it.**
- **Investigate the impressions of biodiesel, and understand the motivators and barriers to purchasing it.**
- **Explore the impact of the seller brand on customer's consideration.**
- **Investigate the positioning options available, i.e premium, value/discount and environmental.**

Market Research Results

- 1. Diesel drivers, not unlike all drivers, were concerned about power, reliability and economy.**
- 2. Would not pay more for biodiesel blend.**
- 3. Environmental friendliness would not be a key driver in the decision to purchase.**
- 4. Would be more likely to try it if offered by an established retailer.**
- 5. Saw community concern and innovation as a good fit with Gull.**



Market Research Results

- Offer a blend of up to 20%
- Offer Gull Bio-D for 3 cents below conventional diesel.
- Differentiate the product through 'greener fuel, greener future' themes
- Build Gull's brand through being first to market





GULL

**For a cleaner,
greener diesel,
turn into a Gull**
(and you'll also save 3 cents a litre).

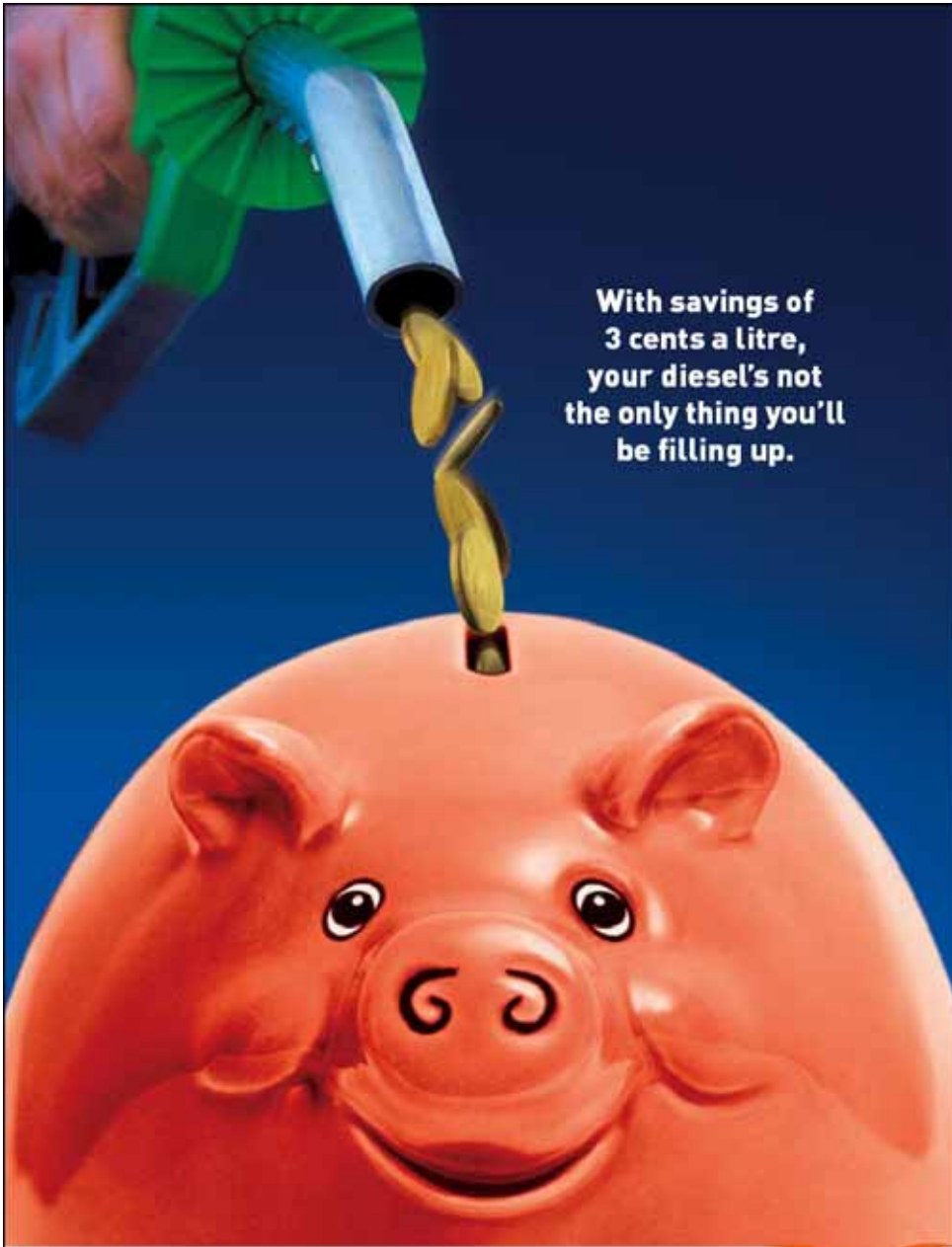


Your diesel vehicle can begin taking advantage of the world-class biodiesel fuel that meets the Australian Diesel Specification and that's better for the environment, your diesel engine and your fuel budget. To find out more, visit www.gull.biz. Commercial customers are welcome to call us on 9411 4999. Gull Bio-D is available at selected Gull outlets. **Gull Burswood** - 265 Great Eastern Hwy, Burswood, **Gull Como** - 393 Canning Hwy, Como, **Gull First Ave** - 81 Guildford Rd, Mt Lawley, **Gull Gingers** - 1383 Great Northern Hwy, Upper Swan, **Gull Meadow Springs** - Meadow Springs Drive, **Gull Wangara** - Ocean Reef Rd, Wangara, **Gull Warnbro** - Safety Bay Rd, Warnbro, **Gull Bunbury Parks** - Bussell Highway, Bunbury, **Gull Tarcoola** - Brand Highway, Geraldton.

Turn into a Gull.



GULL



**With savings of
3 cents a litre,
your diesel's not
the only thing you'll
be filling up.**

Gull Bio-D meets the uncompromising Australian Diesel Specification. Gull Bio-D is the new safe way to reduce greenhouse emissions and your fuel budget. To find out more, visit www.gull.biz. To start saving on fuel costs and the environment, Gull Bio-D is available at selected Gull sites: **Gull Burswood** - 245 Great Eastern Hwy, Burswood, **Gull Como** - 393 Canning Hwy, Como, **Gull First Ave** - 81 Guildford Rd, Mt Lawley, **Gull Gingers** - 1383 Great Northern Hwy, Upper Swan, **Gull Meadow Springs** - Meadow Springs Drive, **Gull Wangara** - Ocean Reef Rd, Wangara, **Gull Warnbro** - Safety Bay Rd, Warnbro, **Gull Bunbury Parks** - Bussell Highway, Bunbury, **Gull Tarcoola** - Brand Highway, Geraldton.



Turn into a Gull.



Cough up less.

With new Gull Bio-D, diesel drivers can now save 3 cents a litre and help save the environment. Gull Bio-D meets the uncompromising Australian Diesel Specification. To find out more visit www.gull.biz Cough up less now at these selected Gull sites: **Gull Burswood** - 265 Great Eastern Hwy, Burswood, **Gull Como** - 393 Canning Hwy, Como, **Gull First Ave** - 81 Guildford Rd, Mt Lawley, **Gull Gingers** - 1383 Great Northern Hwy, Upper Swan, **Gull Meadow Springs** - Meadow Springs Drive, **Gull Wangara** - Ocean Reef Rd, Wangara, **Gull Warnbro** - Safety Bay Rd, Warnbro, **Gull Bunbury Parks** - Bussell Highway, Bunbury, **Gull Tarcoola** - Brand Highway, Geraldton.



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