

Government gears up for roll out of greener fuel with national awareness campaign

- government launches national advertising campaign ahead of the rollout of greener E10 petrol
- petrol blended with up to 10% renewable ethanol could cut carbon emissions equivalent to taking 350,000 cars off the road every year
- E10 petrol rollout could also create up to 100 jobs in the north east of England as we build back greener

Fuel pumps up and down the country will look different this summer as a nationwide information campaign on the introduction of [E10 petrol](#) kicks off.

Aimed at raising awareness of the greener fuel and how its rollout will help the UK to build back greener, the campaign – which will begin in mid-June – will be seen on fuel pump labels and in targeted digital, radio and social media advertising.

As well as promoting the benefits of E10 – which is petrol blended with up to 10% renewable ethanol, making it greener than existing petrol – the campaign will encourage motorists to check their vehicle is compatible with the fuel.

The campaign launch comes ahead of the introduction of E10 across all UK petrol stations in Great Britain from September, potentially cutting transport CO₂ emissions by 750,000 tonnes a year – equivalent to the annual uptake of a forest the size of the Isle of Wight.

Transport Minister, Rachel Maclean, said:

The rollout of E10 is the latest in a string of measures we're taking to cut road emissions, reduce pollution and keep us on track to meet our ambitious [net zero by 2050 target](#).

This campaign will not only make drivers aware of the changes we're making, but will also show millions of motorists how E10 introduction plays a part in helping reduce carbon emissions and build back greener with every tank of petrol.

As well as playing a part in the UK's ambitions to decarbonise transport and hit net zero, the rollout of E10 petrol will boost job opportunities across the country. So far, securing up to 100 jobs in the north east of England, following the reopening of AB Sugar's Vivergo plant, and increasing production at existing biofuel plants, such as Ensus.

The introduction of E10 will see renewable ethanol in petrol double from the

current petrol blend E5, which contains no more than 5% ethanol, further reducing emissions from millions of cars in line with our climate change targets.

A small number of older vehicles, including classic cars and some from the early 2000s, will continue to need E5 fuel, which is why supplies of E5 petrol will be maintained in the super petrol grade. We are advising motorists to use the new [E10 compatibility checker to see if their vehicle is compatible](#).