**GULL LAUNCHES 85% BIOFUEL TO NEW ZEALAND CUSTOMERS**

*New service station in Melville, Hamilton the first to offer Gull Force Pro*

**Auckland, 14 April 2011 -** Gull New Zealand has announced the launch of Gull Force Pro, a new high octane biofuel with 85 percent bioethanol content.

The new fuel reduces greenhouse gas emissions by 35-50 per cent compared with ordinary fuel (according to calculations by the Energy Efficiency and Conservation Authority) marking a new era in New Zealand biofuel.

Dave Bodger, General Manager of Gull New Zealand, says the new fuel gives drivers a real choice to reduce pollution and help New Zealand meet its target of a 50% reduction in greenhouse gas emissions by 2050.

Bodger says introducing Gull Force Pro continues Gull's leadership position on retailing biofuels in New Zealand.

"Gull Force Pro is part of our ongoing commitment to biofuels and addressing climate change. It is delivering on our strategy of providing renewable fuel beyond petroleum," he said.

V8 Supercar drivers Garth Tander and James Courtney, who will be racing in the Hamilton ITM400 tomorrow, helped launch Gull Force Pro today - the first biofuel/petrol blend with a high bioethanol content to be sold in New Zealand petrol stations. ITM400 V8 Supercars have been powered by 85 per cent ethanol (E85) since the beginning of the 2009 season.

As well as race cars, the fuel can be used in Holden's range of FlexFuel vehicles, which are designed to run on bioethanol, petrol or any blend of the two. FlexFuel vehicles have been sold in New Zealand since last year, but until now there was nowhere to fill up with E85.

"Gull is excited to offer E85 and expects Kiwi drivers to use more and more of it as time goes on, and FlexFuel vehicles become more common," says Bodger.

"Gull is committed to sustainable motoring through the introduction of renewable fuels that reduce greenhouse gas emissions," he said.

Bodger said Gull had taken care to source the bioethanol from sustainable sources so it represented a real cut in greenhouse emissions.

Gull Force Pro will be available from 11am today at Gull's new service station at Ohaupo Road, Melville, Hamilton, which officially opens today.

The Melville station is also the first in New Zealand to offer the full range of Gull biofuel/petrol blends: Gull Force Pro, Gull Force 10 and Gull Regular Plus.

The initial opening price of Gull Force Pro is $2.259 which represents a 5c per litre opening special.

**Notes for editors:**

- Photographs of the first petrol station to sell the new fuel, E85-capable cars and the launch of Gull Force Pro with the V8 Supercar drivers can be provided this afternoon.

- The ITM400 V8 Supercars begin racing in Hamilton tomorrow, powered by E85.

- Gull's existing petrol/bioethanol blends, Gull Force 10 and Gull Regular Plus, contain up to 10% ethanol (E10): Gull Force Pro contains 85%.

- Gull Force Pro is a premium fuel. It joins Gull's existing biofuel offerings - Gull Force 10, Gull Regular Plus and Gull Diesel Max. All of Gull's more than 40 stations nationwide sell biofuel, and five sell exclusively biofuel blends.

- Holden is a wholly-owned subsidiary of General Motors, which is the leading producer of flex-fuel vehicles around the world with more than 3.5 million E85 capable cars on the road.

- The current Holden E85 capable range includes the 3.0L V6 Omega to the 6.0L V8 SS, SS-V, Calais-V and the whole special edition Redline.

**ENDS**