



MEDIA RELEASE

FOR IMMEDIATE RELEASE

GULL DIESEL MAX LAUNCHED IN ROTORUA

Thursday 13th January 2011 – Gull New Zealand today announced the launch of Diesel Max to the Rotorua market, retailing from the Gull site situated on Te Ngae Road. Gull Diesel Max is a 5% blend of locally produced sustainable biodiesel that reduces emissions and typically retails below its competitors mineral products.

Gull's ongoing roll out of bio diesel further reiterates the company's support and commitment to providing Kiwi motorists with a fuel that reduces carbon emissions and saves money. Te Ngae Road is the fourth Gull site in New Zealand to sell only biofuel products.

Dave Bodger, General Manager of Gull New Zealand says Gull Diesel Max is a great fuel choice for those motorists wanting a smaller carbon footprint along with further savings.

"We are thrilled that Rotorua motorists, transport providers and visitors can enjoy the reduced cost of locally produced biodiesel while also choosing a sustainable alternative that is better for the environment and New Zealand's carbon future," says Bodger.

"Biofuel is important to New Zealand because it has less environmental impact and carbon emissions as well as increasing fuel efficiency at a reduced cost."

In 2007 Gull was the first company in New Zealand to introduce an environmentally-friendly premium 98 octane biofuel to Kiwi motorists using locally produced ethanol. The launch of locally produced biodiesel is a natural extension of this program.

As an introductory special, Gull will be discounting Diesel Max to \$1.299 per litre at the Te Ngae Road site. This offer commences at 10am today and will run until 10am on Wednesday 19th January 2011.

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