



WORLD LP GAS ASSOCIATION

# GAIN

Global Autogas Industry Network

## Fleets hold market potential for autogas

*Vehicle fleets operated by businesses and government agencies are attractive potential markets for autogas, offering numerous environmental, economic, social and marketing advantages. Fleet use of autogas can be promoted as a tool for achieving air quality and fuel-energy diversification goals. Fleet managers can realise a number of economic and operational advantages by switching to autogas, while contributing to local air quality initiatives. Finally, the general public benefits significantly from fleet use of autogas which leads to cleaner air in their communities.*

### Overview

Autogas is among the cleanest of all automotive fuels available today, yielding significantly lower emissions than conventional fuels and most other alternative fuels. The use of autogas as a fuel for fleets, be it delivery vehicles, taxis or other forms of public transport demonstrates advantages for many areas of society:

### The policy-makers

As well as providing clear environmental benefits, governments worldwide are increasingly under pressure to diversify energy dependency away from gasoline and diesel fuels. For these reasons, policy-makers encourage the use of autogas through a variety of fiscal incentives such as capital grants, tax deductions or credits, low interest loans and fuel excise tax exemptions that reduce autogas costs well below that of either petrol or diesel. Targeting these incentives to fleets creates valuable leverage in achieving policy objectives:

#### **Autogas – the facts**

50% less carbon monoxide  
40% less hydrocarbons  
35% less nitrogen oxides  
50% less ozone  
20% less carbon dioxide  
Compared to gasoline

- **The size of the fleet market.** More vehicles using autogas means more emissions reductions and less dependency on gasoline and diesel. In the U.S. for example, fleet vehicles constitute approximately 25% of all light-duty vehicle sales each year. Fleets also represent 6% of all registered light-duty vehicles in the U.S.
- **Local operations.** Many fleets' mileage is typically accumulated in urban areas where emission reductions are most needed. This includes fleets with limited routes in dense urban areas, and vehicles that must stop frequently along their routes, wait in traffic, or idle for long periods, such as taxis, delivery or postal vehicles.
- **High profile.** Targeting fleets can leverage government incentives due to the high visibility of these vehicles in everyday life, from city streets to airports, enabling motorists and citizens alike to see environmentally friendly autogas vehicles in operation.

### Fleet operators

Autogas offers fleet operators distinct advantages over conventional fuels:

- **Operating cost savings.** Fleet vehicles typically travel long distances or operate long hours in congested urban areas. Either way they experience high fuel consumption. Lower fuel cost allows any additional upfront investment for autogas to be recovered quickly with savings, sometimes even within months.

- **Maintenance cost savings.** Autogas' high octane rating of 104 compared with 90 for gasoline<sup>1</sup> provides more power and higher energy efficiency. The low carbon content of autogas means less abrasive deposits on spark plugs, inside the engine or in the lubricating oil. Lower maintenance costs means less down time and longer engine life.
- **Central refuelling.** In addition to using the public refuelling network, some fleets are capable of central refuelling on-site. This allows better control of fuel management, 24 hour access and even lower fuel costs.
- **Incentives.** In addition to lower fuel price and purchase incentives, autogas fleets can often qualify for other incentives such as using vehicle lanes reserved for commuter or transit vehicles and avoiding congestion charges (e.g. London).
- **Image.** Many fleet operators enjoy the benefit of the positive public relations impact of using environmentally friendly vehicles whilst benefiting from the tangible, economic advantages described above.

## Autogas marketers

Finally, targeting fleets can be very productive for autogas marketers because relatively few decision-makers control a large number of vehicles. For example, less than 2% of fleets account for 35% of all fleet vehicles in the U.S. Fleet operators understand, appreciate and value lower fuel costs, longer engine life, and less maintenance costs because these savings add directly to the bottom line of their businesses.

- **Investment confidence.** Autogas marketers will invest in refuelling facilities when enough fuel sales volume justifies their investment. By first carefully selecting the fleets, then providing modern state-of-the-art refuelling dispensers, marketers can have confidence in reaching a suitable return on their investment.
- **Communications.** Fleet managers are receptive to the advantages of autogas. They are sophisticated buyers, they require candid discussions and facts, they are frequently easier to inform (compared to the general public) about autogas technologies, cost savings, and incentive programmes. They also have high expectations in service because the success of their fleet operations dictates the success of their business.

## The trend toward autogas

Autogas is not a 'new fuel' requiring complicated refining processes or engine technologies. Autogas is a proven and reliable transportation fuel that has been used in automobiles, trucks, buses, and a variety of off-road vehicles since the 1960s. Today, more than 9 million motorists have chosen the autogas option – and this trend is growing at a rate of 12-15% per year. Autogas vehicles also enjoy refuelling convenience at over 37,000 refuelling sites around the world, where they consume 16 million tonnes of LP Gas per year – 8% of LP Gas produced globally.

## About GAIN

GAIN is a network of LP Gas industry leaders from around the world. Their mission is to communicate the value of autogas as a clean, safe and immediately available alternative to continued dependence on gasoline and diesel fuels. Please visit our website at [www.worldlpgas.com/gain](http://www.worldlpgas.com/gain), or contact:

The Global Autogas Industry Network  
 World LP Gas Association,  
 9, Rue Anatole de la Forge,  
 75017 Paris - France  
 Tel : + 33 | 5805 2800. Fax : +33 | 5805 2801  
 email : [jrockall@worldlpgas.com](mailto:jrockall@worldlpgas.com)

<sup>1</sup> Octane calculated on average of Motor Octane Number and Research Octane Number ((M+R)/2)