

EUROPIA Position

Pump Labelling for Road Fuels

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EUROPIA agrees that clear and easily recognised pump labelling should be provided at service stations in order to avoid Customer confusion when refilling their vehicle. Appropriate and consistent information should be available from both the vehicle manufacturer and the fuel supplier so that the Customer understands the technical suitability of different fuels offered at the service station for its vehicle. Visual labelling on the pump should be consistent across all European countries.

Providing the Customer with clear and understandable information on the fuel that should be purchased for their vehicle is a basic marketing rule for achieving Customer satisfaction, and it is in the fuel supplier's interest to ensure that the Customer is quickly and properly informed.

The information should be simple, standardized and should focus on what is most important for the Customer to know: which fuel is suitable for use in his/her vehicle, consistent with the manufacturer's warranty information.

To achieve these objectives, EUROPIA supports the pump labelling standardization already agreed by CEN, through the combined efforts of the automotive and oil industries. EUROPIA believes that the best solution is to consistently apply the CEN recommendations for pump marking that have been included in the revision of the EN 228 gasoline specification. Similar principles should be applied for other fuel types as they enter the market.

To avoid Customer confusion, the current generic names for existing fuel products should also be maintained along with CEN standardized.

At the same time, it is important to distinguish between technical information (as provided by CEN) and commercial branding (such as fuel product names, logos, colours, etc. by the fuel marketer). Commercial branding is an essential marketing tool which is unique to each fuel supplier and must not be subject to standardization.

In addition, constraints must not be imposed on the commercial offer at the service station in terms of the number of different fuel grades being offered, as long as the pump labelling on the offered grades is adequate.

EUROPIA, the European Petroleum Industry Association, is the single voice the European Refining & Marketing Industry, the downstream sector of Europe's oil industry.

EUROPIA is a non-profit organisation and whose 17 members account for more than 80% of EU petroleum refining capacity and some 75% of EU motor fuel retail sales.

EUROPIA as a leading Industry Association aims at contributing pro-actively and constructively to the development of policies to safeguard the secure and sustainable manufacturing, supply and use of petroleum products by providing competent and expert advice to the EU Institutions, Member State Governments and the wider community.

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