

First results of our campaign in promoting CNG-cars in Bremen

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- *General aims of the campaign*
- *CNG as an alternative fuel*
- *Prejudices and worries – security first*
- *Vehicles and performances*
- *The limiting factors – variety and infrastructure*
- *Marketing strategy and first events*
- *Funding alone does not convince*

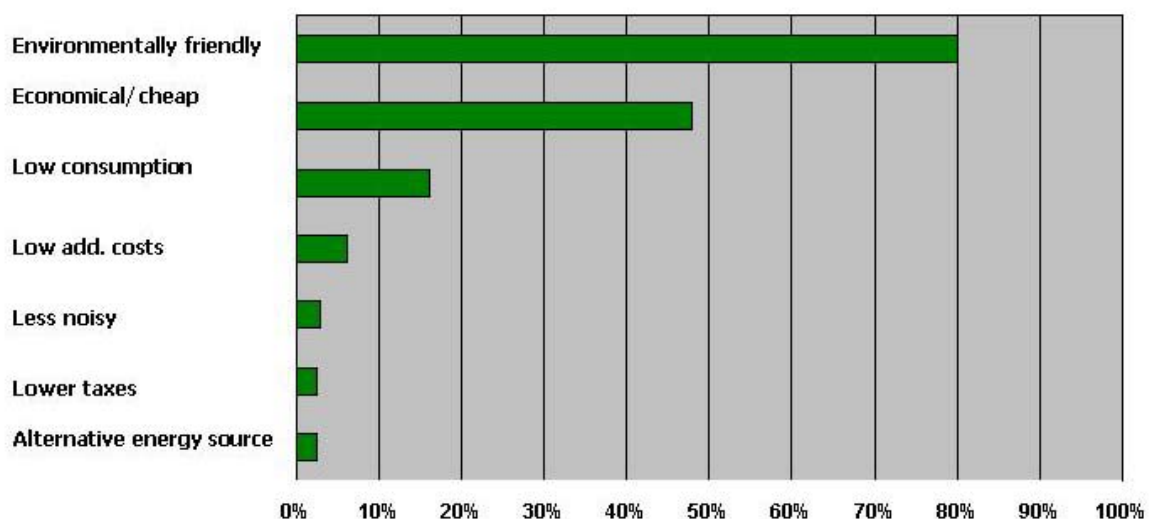
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General aims

- Reduction of CO₂-Emissions
- Information of the public
- Creating a positive climate for CNG-fuel
- Increase acceptance for alternative propulsion
- Get 250 vehicles on the market in Bremen

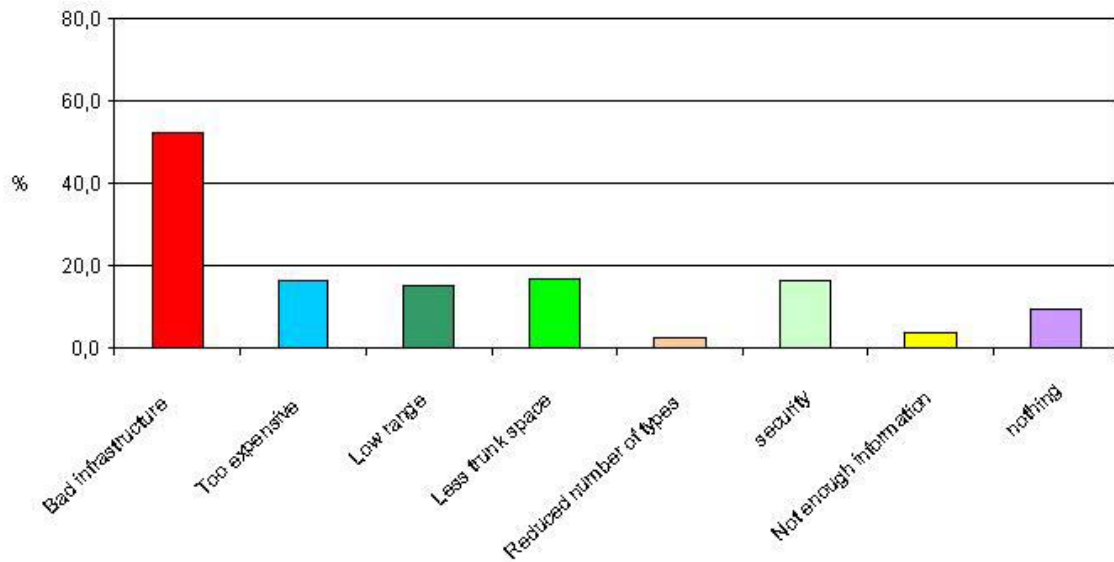
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Advantages of CNG-cars



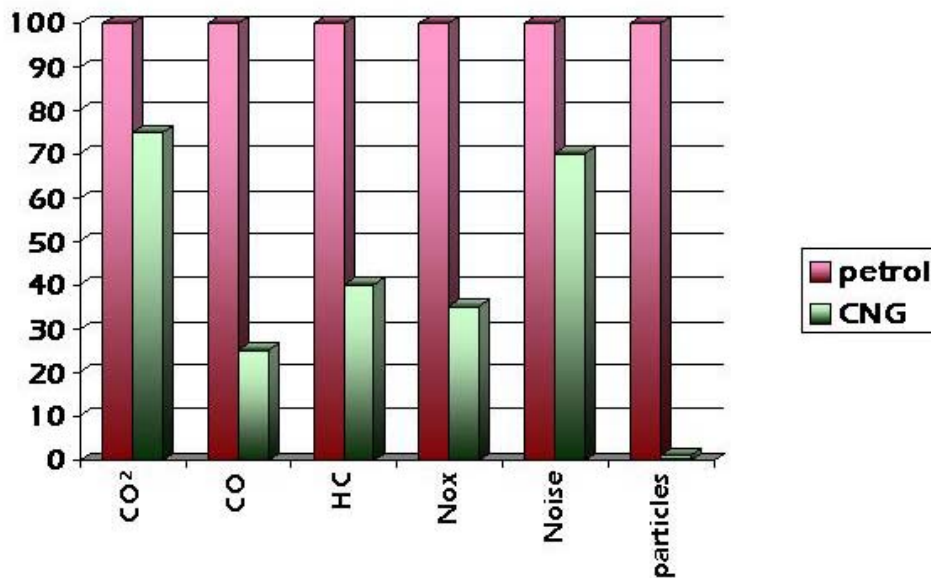
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Barriers



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Emission factors



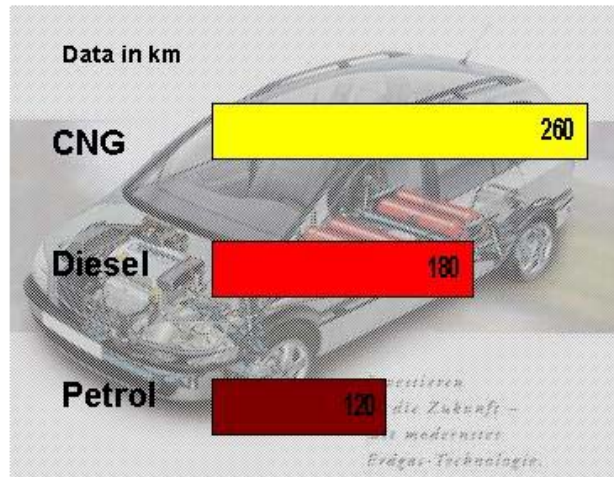
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Consumption

How far can I go with 10 €?

Example: Opel Zafira

Petrol: 1,08 € / l
 Diesel: 0,87 € / l
 CNG: 0,65 € / kg



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Security



Hannoversche Allgemeine Zeitung 10.10.01

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CNG-cars and infrastructure

CNG-cars worldwide	➡	1,5 Mio. / 3.000 ET
CNG-cars in Europe	➡	0,5 Mio. / 1.000 ET
CNG-cars in Italy	➡	0,35 Mio. / 500 ET
CNG-cars in Germany	➡	15.000 / > 350 ET



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Essentials as precondition

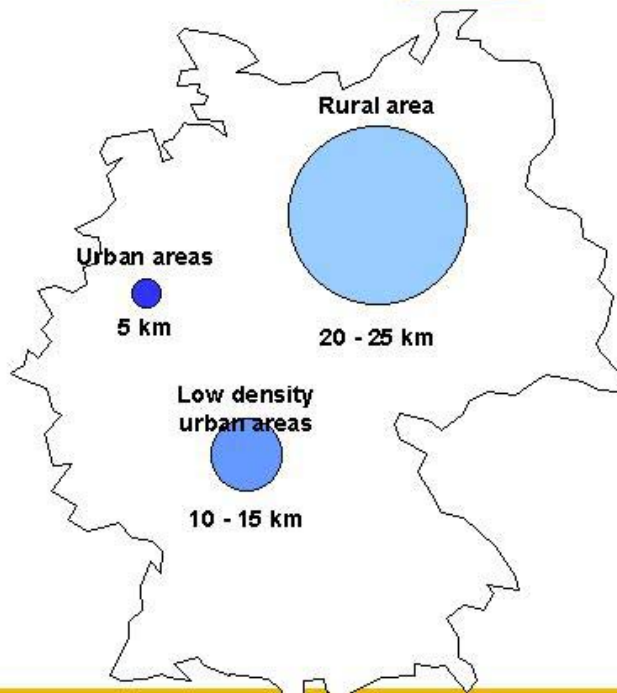
- Good and accepted infrastrucutre



+2 in 2003/2004
+6 bis 2006

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Aims of energy provider

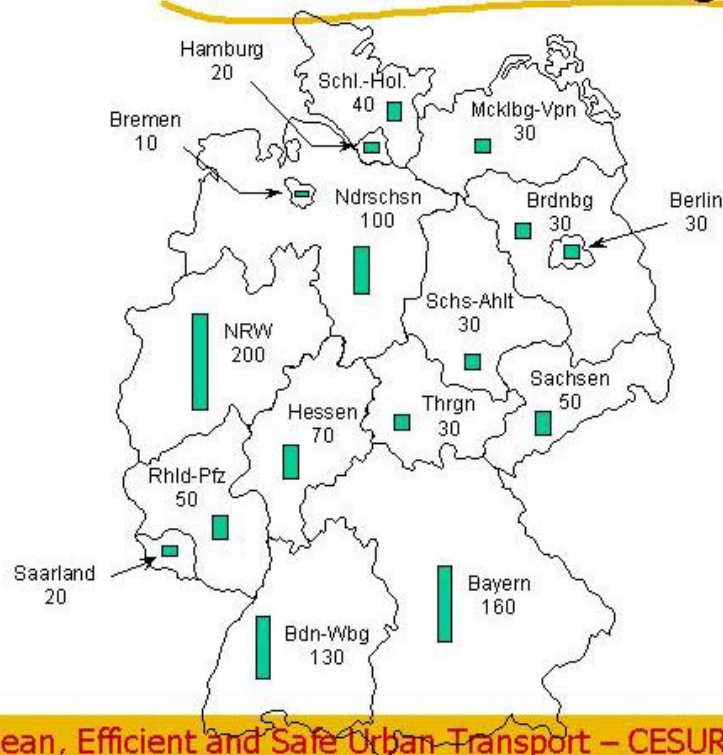


Until 2007 1'000 new stations are planned.

Invest of appr. 250 Mio. €

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Planned fueling stations



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Target groups

- Private use
 - Close to
 - User wit
 - comuter



Utbremer
35.000 inh.

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Target groups

- Business users
 - Close to fu
station
 - High milea
 - Driving sch
 - Supply ser
 - House care
 - Fleet mana



Neuenlander
45.000 EW

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Marketing-activities

- Press clips
- Direct approach private user
- Direct mailing business area
- Establishing a partners network
- Cooperation with car-dealers, driving schools
- Fairs and event activities
- Direct communication with fueling stations
- „Testing the CNG-cars“
- Information seminars
- Funding programme (1'000 to 2'500 €)

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Material

- Brochure
- Flyers
- Post cards
- Sticker
- Ballons
- Stands
- Website
- Electronic news
- Newsletter
- Advertising

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2003

- o 4 direct mailing private households
- o 2 direct mailing trade and industry
- o 3 meetings with car-dealers and driver school
- o 8 training seminars
- o 7 Press events
- o 6 Informations stands
- o Wanted „Pilot-driver“
- o 4 Bremen-Newsletters
- o 12 Insider Mails
- o 3 network meetings
- o 6 commercials

- 50 bids for funding since February
- 40 with positive feedback
- 31 from the corporate sector
- 9 from private households
- 6 cars on the road

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Dziękuję bardzo

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