

## Major fuel retailers gather in London to prepare for expected growth in AdBlue® sales for cars

**FindAdBlue (Europe's leading AdBlue® locator website and app) held a Fuel Retailers Seminar on 14th November at The Royal Society, Central London. Attendees discussed the future of diesel cars and the expected increase in AdBlue demand as new diesel vehicles comply with far stricter emissions testing on the road.**



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The central London event was attended by heavyweights in the fuel retail market such as Shell, BP, Asda, Tesco and Moto, and was sponsored by leaders in the AdBlue® field: Brenntag, Yara, GreenChem, and Storage Partners.

As a consequence of Euro 6 Real Driving Emissions legislation, Integer Research expects there will be an increase of more than three million more AdBlue® passenger car customers per year in the coming years. This will generate a new opportunity for fuel retailers in terms of AdBlue® sales.

Adam Panayi, Research Manager at Integer Research said: "Millions more AdBlue® customers will be searching for a way to refill their AdBlue tanks regularly, and will rely on the fuel retail market to serve them. AdBlue will need to be widely available in convenient packaging or directly from pump dispensers. It won't be long before AdBlue is household name."

The seminar was well received by delegates and sponsors alike and planning is under way for further seminars in Spain, France, Poland, Italy and other parts of Europe in 2018.

The FindAdBlue partners are Audi, Bosch, Mercedes-Benz, Shell, Vauxhall/Opel, Volkswagen.

For more information about Integer Research or to join the FindAdBlue group, visit [www.integer-research.com](http://www.integer-research.com), and [www.findadblue.com](http://www.findadblue.com).