

ENOC Group launches 'ENOCBlue' diesel exhaust fluid

The new fuel will soon be rolled out across ENOC's retail network.

ENOC Group recently launched ENOCBlue, a diesel exhaust fluid that reduces harmful emissions, in the UAE. The product, mandated by ESMA and regulated by Euro 4 and above, is one of the highest international standards for exhaust emissions and available in small and bulk quantities for corporate customers.

ENOCBlue is a non-toxic, colorless, odorless, incombustible diesel exhaust fluid that breaks down toxic nitrogen oxides (NOx) in the fuel exhaust into nitrogen (N₂) and water vapor (H₂O) which are naturally occurring gases that are harmless to the environment. The exhaust fluid is injected into the exhaust system for diesel engines with Selective Catalytic Reduction (SCR) system to reduce the harmful emissions by 90%.

"With the government's plans to have public transport account for 30 per cent of all travel movement in Dubai by 2030, we see an opportunity for us to have a positive impact on the country's environmental fabric by introducing products that can contribute to lowering emission standards", said Group Chief Executive Officer of ENOC, Humaid Al Falasi.

Many countries across the world, especially those who use diesel vehicles heavily, have begun to adopt Euro 6 standards since September 2015 and all mass-produced vehicles are required to comply with these standards. SCR technology has been installed in all diesel vehicles by default to meet Euro 6 emission legislation which necessitates the use of diesel exhaust fluids such as ENOCBlue.