

SUSTAIN⁹ NEWS

READ ALL ABOUT IT

VOLUME 01



**Hey everyone,
Suresh here.**

FOREWORD

We thought we'd put this together as a first stint at uncovering what's been happening in the world of SUSTAIN.

SUSTAIN is about so much more than just events & marketing. It's the vision of the future of our industry. Over the last couple of years, we've been focusing on raising awareness of sustainable fuel within the industry, and whilst we'll continue to do that, the next phase is all about getting the fuel actually used in as many different environments as we can.

Last year we had an aggressive external schedule intended at maximising our presence at key events in the automotive calendar.

We exhibited and had SUSTAIN fuel used, at legendary hill climb events like the Shere Hill Climb and Shelsley Walsh, the latter of which we did as part of a trio of events with Hagerty.



Our footprint continued at Goodwood for another year, where we supplied fuel to 5 cars including an Aston Martin DB4 Lightweight that won the Stirling Moss Trophy driven by ex-IndyCar champion and Scotsman, Dario Franchitti.



Other highlights of the year included supplying SUSTAIN for the Royal Automobile Club's pre-1905 fleet which completed the London to Brighton Veteran Car Run, as well as 6 cars including one of Mercedes-Benz Classic's 300SL Gullwing for the entire run of the infamous Mille Miglia rally in Italy.

Elsewhere in Italy we established a relationship with an organisation called the ASI, who used our fuel at a series of events all over the country called the Circuito Tricolore, several of which took place in the Italian 'Motor Valley', where we spent much time supporting them.



The Auerberg Klassik event in September saw the official launch of SUSTAIN in Germany, and the weekend prior we exhibited at Chris Evans' annual CarFest event. Through Aspen we also ran the SUSTAIN Racing 33 fuel in the Porsche Carrera Cup Scandinavia.

THE HISTORIC & CLASSIC VEHICLE ALLIANCE

The Historic & Classic Vehicle Alliance have been instrumental in driving awareness of sustainable fuel within the sector, operating from their base at Bicester Heritage where we have had the opportunity to meet and talk with policymakers such as Greg Smith MP and the former Secretary of State for Transport, Mark Harper. Bicester has been a great base for SUSTAIN too, and via HCVA founding member

Guy Lachlan's business, Motor Spirit (the first SUSTAIN stockist), we have had the world's first sustainable fuel pump installed, and put to regular use.



SUSTAINABLE BOAT RACE

The world's first sustainable boat race took place up at Lake Windermere at the beginning of the season, following the success of the trials at Coniston Water with Cox Marine back in 2023 – showcasing that sustainable fuel is not just for cars, but a wide range of market applications.



PARTNERS

Harry's Garage continued to be a great ambassador platform for us, as did the race calendar of ex-F1 driver David Brabham in his BT62 driving in the GT Cup. Motorsport legend Tony Jardine talked extensively for the brand as far as the Silver Fern Rally in New Zealand, and as close as his base at Bicester Heritage with his business HERO-ERA, the patron of the famous Peking to Paris rally.



BENTLEY & MAZDA

Bentley and Mazda were again very supportive of sustainable fuel, running the world underwater speed record in a Continental GT and one of each generation of MX-5s from Land's End to John o' Groats, respectively, on SUSTAIN.



BRITISH ENDURANCE

MacG Racing competed in the British Endurance Championship finishing Class Champions and 3rd overall running exclusively on SUSTAIN.



And that really bring us forward to where we are as we look ahead to the 2025 season.

With increasing support now and positive dialogue surrounding sustainable fuel, particularly with MSUK and the FIA, we have an exciting season ahead of us with SUSTAIN being used in the following race series across an array of disciplines & cars and including championship-contending teams/drivers...

- GT CUP
- DTM
- BRITCAR
- BRITISH SPRINT CHAMPIONSHIP
- FASTEST MINI IN THE WORLD
- EQUIPE
- HSCC 70S ROADSPORTS
- CSCC MORGAN CHALLENGE
- 750MC FORMULA VEE
- 750MC RADICAL CLUB CHALLENGE
- DONINGTON HISTORIC
- BRSCC CITYCAR CUP
- CATERHAM MOTORSPORT



We will see the return of partnerships with MacG Racing, David Brabham & Tony Jardine.

Follow Will Bibb Racing for exciting live on-track action in his Morgan Clubsport!

@will.bibb.racing

This year is going to be big for us in rally, where we have Tony Jardine returning to the gruelling Roger Albert Clarke rally, as well as the upcoming Woodpecker Rally Wales, Trackrod Rally Yorkshire, Donington Historic Festival and Goodwood Revival.

We'll also be working with the HCVA again, as well as the RAC, and Mazda have recently just completed a trip to the Arctic Circle running on SUSTAIN!



From Octane magazine to RaceCar Engineering, we've enjoyed a wealth of media coverage in support of our fuels, our achievements, and our mission to work towards more sustainable transportation.

Last year Hagerty launched the Hagerty Drivers' Club, and its brand ambassador and journalist Charlotte Vowden is looking to complete a 1,000-mile trip to Edinburgh and back on SUSTAIN in her grandad's MGA, on the week leading up to Goodwood Revival alongside the 'driven' podcast team.

We will be involved with Goodwood again, with supply at the recent Goodwood Members' Meeting, as well as representation at the upcoming Festival of Speed.

Some other new exciting partnerships are Petrol Headonism, opening up a wider audience for SUSTAIN, and Paddock Speedshop, a TV series going out on global distribution following a restoration garage and race team focused toward encouraging the younger generation to get into classic cars – in which we will feature, and who will run exclusively on our fuel.



We are expecting excellent media coverage also in Italy, where the ASI are running a 1963 Lancia Flaminia GT exclusively on SUSTAIN throughout the season, covering in excess of 10,000km across the country and Europe.

Whilst we are paring back on the big 'show' events in order to enable more focus, we are still aiming to be front and centre in the face of the industry.

We started the year attending Autosport International Show at the NEC, returning to the midlands in February for Race Retro.

We have since been present at Brooklands for the Veteran & Vintage Motorcycle Day Press Launch, as well as at two track days, alongside the 750 Motor Club at Donington Circuit and the Historic Racing Drivers' Club at Goodwood.

Last week we exhibited at the Motorsport Industry Association's EEMS event, and are lining up for Windermere's sustainable boat race day for the 2nd year running in a few week's time.



As the season kicks in, we will be in the paddocks at circuits like Silverstone and Snetterton for race days, and to support the Formula Student UK race once again for IMechE, as well as venturing this year into the Santa Pod raceway.



All before supplying the Vintage Sports Car Club's 'Vintage Prescott' summer event exclusively with sustainable fuel at the historic Prescott Hill Climb of the Bugatti Owners' Club.

Towards the end of the season we will be represented by Rali Engage at the Rali Ceredigion race event in Aberystwyth, Wales, which is part of the European Rally Championship, and to close out the season we will probably return to Italy's Motor Valley for one of the static exhibition events.



Outside of the limelight and motorsport.

We've also been working tirelessly behind the scenes to expand our stockist network in the UK (and beyond) to make SUSTAIN readily available for purchase to the public.

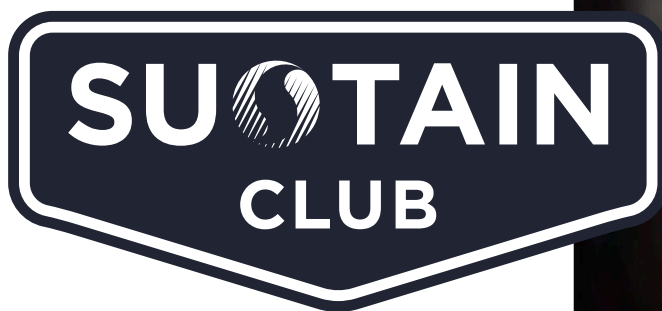
In addition to our pump at Bicester Heritage, we are replicating this model across the UK, with 5 more pumps to come live over the coming weeks/months as far as the west country and north to Leeds; as facilities at SUSTAIN stockist sites. In conjunction with this, there will be a growing number of SUSTAIN stockists (including those who have pumps) who will be retailing the SUSTAIN range in smaller drums and containers.



LIFESTYLE

As we gain traction throughout this year and as the target timeframe for adoption of sustainable fuel in Formula 1 approaches in 2026, brand identity will become increasingly important for us.

We will be working on defining, and launching, the SUSTAIN Club, as well as key partnerships to support carrying the brand through the motoring, and other market application, sectors.



SUSTAINFUELS

SUSTAIN-FUELS.COM