

European drivers call for greener driving choices without the extra price tag

- *PETRONAS Lubricants International finds 80% of consumers want to help make the automotive industry greener*
- *Europeans are most likely to pay 11-20% more for more sustainable products*

PETRONAS Lubricants International (PLI) has released findings of a new European report* that reveals gaps between knowledge and taking action amongst consumers when it comes to making vehicles more sustainable. As many as 80% say they want to help contribute to a greener automotive industry but over a third (38%) wouldn't be willing to pay any more for alternative products.

Rising energy prices and cost of living are causing consumers everywhere to tighten their purse strings, making it harder to choose more sustainable solutions. PETRONAS Lubricant International's regional research of 7000 consumers in six countries has found that countries such as Italy, Spain, Poland and France are willing to pay a small percentage more for products that support greener driving – 11-20% - Britain is the country least willing to pay more.

Further differences are seen generationally as 46% of Generation Z are also willing to pay 11-20% more but the majority of over 55s say prices shouldn't change (62%). This reflects income and outgoing pressures at different stages of life, such as mortgage payments, pensions, and vehicle ownership. It also reinforces the generational divide when it comes to a broader outlook on sustainability.

There is a level of understanding of the key factors that can impact a vehicle's carbon footprint, however, some of these are at risk of being overlooked in order to save cash in the short term. The top five factors understood to impact include:

1. Using the right fuel (77%)
2. The age of the car (75%)
3. Driving habits (73%)
4. Car maintenance (72%)
5. Oil (71%)

Beyond these factors, there is a gap in understanding of what more can be done between countries and between ages. On average, 12% percent of Europeans don't know what could be done to reduce their car's carbon footprint. This highlights the opportunity for industry leaders to pave a clear roadmap for drivers to make more informed choices. It's not just about the fuel we put in our cars. There are more elements to be considered, such as the choice of fluid lubricants used – the best fluids can achieve a fuel saving of 3% and optimise thermal efficiency, leading to overall savings and better vehicle performance. Even the packaging of products, such as opting for bag-in-box or recycled plastic can make a difference.

Furthermore, 40% believe the automotive industry could do more to make vehicles more

sustainable. This is a target area for many countries

to help bring carbon emissions down but 83% want companies to do more to help this roll out too.

Cost is a significant barrier to reaching sustainability goals again as 42% call for prices to be brought down and better choices to be given for those with differing vehicle needs (31%).

Domenico Ciaglia, Managing Director EMEA at PETRONAS Lubricants International said, “The cost of living is something we are facing across all corners of the globe. We’re at a time where the industry is pushing harder and innovating even more to transition to solutions that enhance our planet. It’s up to businesses like ours to show motorists that there are affordable solutions and steps we can still take, like regular vehicle maintenance, choosing lubricant fluids that save fuel and improve performance for EVs, Hybrids and ‘traditional’ cars, or choosing packaging made from recycled plastic.

“PLI is dedicated to helping its customers understand that taking care of your vehicle doesn’t need to be a difficult or daunting task. We want to change consumer’s mindsets to help them make the best choice for the car and show that it is possible to make positive changes in the automotive industry.”

For more information on how lubricants can optimise vehicle performance and efficiency, visit www.explore-cool.com. For further information on PETRONAS Lubricants International’s roadmap to a greener automotive industry, visit www.pli-petronas.com/sustainability.

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Notes to editors

**Research of 7,000 consumers in the UK, France, Germany, Italy, Spain, Poland, conducted by Censuswide, November 2022. Full research results available on request*

Downloadable high-res infographic available [here](#).

Images and interviews available on request.

ABOUT PETRONAS LUBRICANTS INTERNATIONAL

PETRONAS Lubricants International Sdn Bhd (PLI) is the global lubricants manufacturing and marketing arm of PETRONAS, the national oil corporation of Malaysia. Established in 2008, PETRONAS Lubricants International manufactures and markets a full range of high-quality automotive and industrial lubricants products in over 100 markets globally. Headquartered in Kuala Lumpur, PLI has over 30 marketing offices in 28 countries, managed through regional offices in Kuala Lumpur, Beijing, Turin, Belo Horizonte, Chicago, and Durban.

Currently ranked among the top 10, PLI is driving an aggressive business growth agenda to secure its position as a leading global lubricants company at the forefront of the industry. For more information, please visit www.pli-petronas.com.

PR Contact

petronas@teamlewis.com