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**FuelSure**  
The right fuel - every time™

## PRESS RELEASE

### **£8 Million Worth of Fuel is Wasted Every Year Yorkshire inventor creates a solution**



**Inventor and engineer Phil Cartwright has developed a new device that can prevent over 400 drivers a day making the expensive mistake of putting petrol into their diesel tanks.**

Over 150,000 motorists annually make the mistake of misfuelling that can cost thousands of pounds worth of damage. FuelSure cleverly prevents the insertion of the smaller diameter petrol pump nozzle and removes the need to screw and unscrew your current fuel cap.

Now carefully protected by international patents, Phil has taken three years to perfect his device that is manufactured in Yorkshire and now ready for worldwide sales. He comments, "We believe we have the best device on the market and after the technical experts at Halfords and the RAC gave their evaluation, they agreed Fuelsure performs better than all competitor products."

Phil currently works for a major breakdown organisation and witnesses daily the distress and cost of misfuelling. He adds, "I set out to design a solution that was tough, fool-proof, easy to use and replaced your normal fuel cap.

"Fuelsure is the only product that comes complete with a range of filler neck adaptors in the pack, fits over 90% of cars and light commercial vehicles on UK roads, and can easily be fitted by anyone in a matter of seconds."

FuelSure is now available for £29.95 in larger Halfords stores and online from Fuelsure at [www.fuelsure.com](http://www.fuelsure.com). Watch a demonstration video online at [www.fuelsure.com](http://www.fuelsure.com) and view photos and \*.pdf's on the enclosed USB memory stick.

For further information and interview requests contact:

**Jessica Wilkinson** Press Officer **07739 80 92 93** [jess.wilkinson@fuelsure.com](mailto:jess.wilkinson@fuelsure.com)

## Background

Fuelsure has potential sales to eight million diesel drivers in the UK, and has attracted considerable interest from major insurance companies who are keen to reduce the large cost of misfuelling insurance claims.

The number of motorists who put the wrong fuel in their car has doubled over the last 10 years.

It is estimated that at least 150,000 drivers misfuel each year – one every three and a half minutes – generating around 7.5 million litres of contaminated fuel, that is over £8m of waste.



- Fuelsure prevents the insertion of the petrol nozzle
- Eliminates the need for handling of the filler cap on removal
- Maintains the original features of the filler system
- Eliminates the need to 'stow' the filler cap
- Allows 'normal' insertion of the pump nozzle into the tank
- Protects paint work adjacent to the filler area from damage from cap
- Protects fingers from diesel contamination when refitting the cap
- Provides positive single action locking of cap illuminating rotary action
- Eliminates rotary action when removing the device
- Requires no tools or equipment for installation
- Fits a wide range of vehicles and is easily transferable
- Is highly resistant to damage or wear
- Requires no batteries, maintenance or adjustments during its life

## Statistics

Latest figures from RAC Rescue show that accidentally putting in the wrong fuel at the pumps or 'misfuelling' is on the increase with over 130 RAC members alone accidentally putting the wrong fuel in their cars on a daily basis during 2007.

RAC Rescue had nearly 50,000 call outs for misfuelling in 2007, an increase of more than 15% compared to 2006 and 385% higher than 1998. The peak time for misfuelling is between 8am and 11am on Mondays, Tuesdays, Fridays and Saturdays with 20% more instances occurring in the summer months of July, August and September.

<http://www.aviva.com/index.asp?pageid=991>

\*Source RAC.co.uk/Aviva May 2008

With the average callout costing around £40, the RAC spends over £2m rescuing misfueled cars each year, the total annual cost to the motoring organisations in the UK is over £6m.

### **Are you covered by your insurance and breakdown policy?**

The current position of insurance companies and breakdown services is varied and often confused. Some insurance policies include cover for misfuelling, others explicitly do not and a significant number do not give a definitive answer to policy holders.

It could be possible for breakdown policies in future to exclude the recovery of a misfueled car that was not fitted with a misfuelling device; this restriction is sometimes applied to vehicles without serviceable spare wheels.

### **Why FuelSure?**

There are now three other misfuelling devices on the market. Fuelsure is the best and most complete solution. Competitor devices either do not come complete with filler neck adapters for a wide range of vehicles, have small, fiddly caps to unscrew or are simply not tough enough to withstand repeated use.

**The technical experts at the RAC, Halfords and a major insurance company have recently selected Fuelsure as being the best device currently on the market.**

### **Manufacturer's OEM devices**

Ford, BMW and Land Rover have launched some new models with active misfueling devices fitted, this means for the first time motorists have proper protection, however these devices cannot be retro fitted.

**Fuelsure has attracted the interest of several motor manufacturers who are considering the Fuelsure device as an after-market fit with the purchase of every new car.**