Nemesis Ltd. becomes the official UK importer and distributor of fossil-free synthetic fuel brand P1 Fuels

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Nemesis Ltd. is announced as the UK official importer and distributor of P1 Fuels...

They tell us:

The established Worcester-based distributor will provide a bespoke solution for the synthetic fuel brand to promote and sell to a diverse range of markets, including OEMs, race teams, the classic car market and ultimately as a pump fuel.

As we move towards the net-zero target of 2050, P1 Fuels offers an alternative solution to fit into the picture of future mobility along with battery electric and fuel cell vehicles. Nemesis recognises the importance of sustainable mobility and reduction in carbon emissions whilst also preserving the excitement and tradition of the internal combustion engine- which aligns with the P1 Fuels ethos.

Nemesis supported P1 Fuels at Goodwood Festival of Speed and managed the logistical operation of delivering the synthetic fuel used by Sebastian Vettel at the event for his 'Race Without Trace' campaign. The legendary cars Vettel raced to the top of the hill were his 1992 Williams and 1993 McLaren F1 cars that took Nigel Mansell to the world championship and Ayrton Senna to his final Monaco race win.

The distributor also supported the synthetic fuel brand at The Gumball 3000 rally that started in Edinburgh this year and as they strive to reduce the carbon footprint by using P1 Fuels.

As P1 Fuels have been announced as the fossil-free fuel partner of Silverstone Festival, Nemesis will also be supporting the logistical and marketing operations for the brand at the event over the August Bank Holiday weekend.

The plethora of cars from pre-WW1 to F1 that have already run on P1 demonstrate the viability of the 100% fossil-free fuel and Nemesis wants the UK market to have access to this alternative solution.

As the synthetic fuel from P1 Fuels acts in the same way as pump petrol without the ethanol content, which can be damaging to older cars, it makes it simple and practical as well as sustainable.

Founded in 1997 with well-established links to the automotive and motorsport world, Nemesis is a business focused on driving distribution and empowering brands by implementing specialised brand-growth plans.

The company has evolved over 25 years and has developed a network in multiple markets across the UK and beyond. Starting as a family run business it has scaled to become a multi-brand distributor and continues to grow. On-boarding P1 Fuels is another step in the growth and future-focus of the Nemesis team.

Chris Chance, CEO Nemesis Ltd said, “We are proud to be the official UK distributor for P1 Fuels. Sustainable and renewable fuels are a vital part of our evolution, and commitment to fuel the future. It makes perfect and practical sense to use a carbon neutral fuel that can be dropped into an existing infrastructure of pumps, tanks and combustion engines”.

Martin Popilka, CEO and Founder, P1 Fuels, “We are excited to join forces with Nemesis UK and are proud of having such a strong partner alongside us in making 100% fossil free fuels available to customers in the UK. Together, we are committed to accelerating the decarbonization of both road cars and the world of motorsports.”

P1 Fuels is the global fossil-free fuel leader in both quality and sustainability. Its aim is to provide a replacement for fossil fuels to decarbonise the 1.6 billion combustion engine road cars.

As a direct replacement for fossil fuels, P1’s synthetic petrol alternative can be used in cars and trucks with combustion engines with no modifications necessary.

The fossil-free fuel brand supplies all the runners in the FIA World Rally Championship and the FIA Karting Championship with sustainable fuel. In addition to this, the Mercedes Benz Museum cars on the Mille Miglia and supercars on the 2023 Gumball Rally are supplied by P1 Fuels too.

As the fossil-free fuel partner of Silverstone Festival, Nemesis will be supporting the P1

Fuels presence at the 2023 event over the Bank Holiday weekend.

Further information:

www.p1fuels.com