



Q8 becomes AS Roma Proud Partner

- **Respecting the environment, creating social value, and performance enhancement form backbone of agreement**
- **Partnership includes supply of Q8 HVO+1 biofuel for AS Roma team coaches, reducing associated CO₂ by up to 90%**
- **Local community to benefit from suite of engagement initiatives focused on sustainability**

Rome, 25th September 2023 – Q8 is pleased to announce its collaboration with AS Roma, which will see the company become a **Proud Partner** of the Giallorossi.

This partnership further reinforces the two brands' commitment to driving sustainability progress, demonstrating respect for the environment through the development and use of bio-fuels and the creation of social value through a dedicated programme of community-based joint initiatives.

In the name of pursuing sustainability objectives, Q8 will supply the team's coaches with the innovative Q8 HVO+¹ biofuel. **This results in a significant reduction in CO₂ – by up to 90%, calculated over the entire life cycle of the product - if compared with the use of traditional fuel.**

As part of the partnership, Q8 and AS Roma will also carry out a programme of initiatives for **the benefit of the region, focusing on the environment and the community**, alongside promotional and engagement activities for Giallorossi fans.

"We're proud to team up with a legendary club in Roma and their fans to support them in their quest to achieve sustainable mobility through our provision of Q8 HVO+. It guarantees a reduced environmental impact and is the product of our continuous innovation which has always set us apart us in the energy sector," stated **Fabio Curtacci Global Cards Fleet and Marketing Director**. "Thanks to the belief we share with AS Roma on the role of

¹ The base product for the formulation of Q8 HVO+ is HVO (Hydrotreated Vegetable Oil), a biogenic, renewable, high-quality biofuel that enhances the principle of the circular economy as it is produced through the hydrogenation of fats of vegetable or animal origin, and/or waste, residues and refuse. Q8's unique formulation combines HVO with the latest generation of specific detergent products specifically designed for this biofuel, further enhancing the reduction of emissions inherent in the base product and keeping the engine and fuel systems clean by removing unburned hydrocarbon deposits from the injectors, thus preserving their proper functioning over time. The new formulation of Q8 HVO+ also enables better combustion, reducing smoke and noise and facilitating cold starts.



companies in the community, we're proud to have jointly planned social initiatives to support the region in which we operate."

"We are delighted to join forces with market leader Q8, with whom AS Roma shares the ambitious vision to prioritize and showcase sustainable innovation," said **Michael Wandell, Chief Commercial & Brand Officer of the Giallorossi**. "Roma has a long history of carrying out activities that benefit the Roman community and region. This partnership advances our sustainability strategy while supporting our broader decarbonization efforts to steward our incredible community for generations to come."