

PRESS RELEASE

eFuel Alliance broadens membership by adding maritime sector

Berlin, 25 January 2024: The National Marine Manufacturers Association (NMMA), the leading recreational marine trade association in North America, is the newest member of the eFuel Alliance. Recreational boating generates more than \$230 billion in economic activity across the United States and supports more than 812,000 jobs and 36,000 businesses in the U.S. Approximately 95 percent of boats sold in the U.S. are made in the U.S., and roughly 93% of U.S. boat manufacturers are small businesses. The international interest group of the eFuel industry is thus diversifying its membership structures, underlining its cross-industry approach and strengthening its presence in North America.

"The eFuels Alliance brings much-needed focus to one of the most pragmatic and meaningful ways to continue to reduce emissions from the existing recreational boat fleet, and we're excited to collaborate with other industries and participate in important discussions on bringing myriad sustainable fuel options to the market," said Jeff Wasil, Senior Director of Environmental Health and Safety at the National Marine Manufacturers Association (NMMA). "Recreational boats operate very differently from land-based vehicles and require multiple technology solutions to decarbonize. With approximately 30-million recreational boats in operation globally, sustainable marine fuels, including the development of e-fuels, are essential to further reduce emissions from our sector. As we chart the course for continued decarbonization in the marine industry, we are looking forward to bringing our industry's research and experience to the eFuels Alliance and are thrilled about the opportunity to learn from the accomplishments achieved thus far within Europe by the alliance and how they may apply in United States."

As part of the transport sector, while recreational boats are used for leisure, similar to other sectors, they are faced with the challenge of becoming carbon neutral in the coming decades. Different ecosystems, boat types and applications require a diverse technology portfolio to reduce CO2 emissions sustainably. "As a drop-in solution, climate-friendly liquid marine fuels will make a valuable contribution to reducing CO2 emissions from sports and leisure boats in the coming years. The relatively small market offers optimal conditions for acting as a first mover," says Ralf Diemer, CEO of the eFuel Alliance.

"The exchange between the eFuel Alliance and the NMMA therefore offers great added value for the respective members. Together with the NMMA, we will align the interests of European and North American companies, network producers and customers, intensify dialogue and think about sustainability in a broader context," explains Diemer. "With numerous countries focused on sustainability, including the U.S., the use and availability of competitive solutions are therefore becoming increasingly relevant."

Around 30 million recreational boats with an average lifespan of 40 to 50 years are in use worldwide. The NMMA represents North American boat, engines and accessories manufacturers. Since the merger of the Boating Industry Association of Chicago (BIA) and the National Association of Engine & Boat Manufacturers of New York (NAEBM) in 1979, the NMMA has been the voice and representative for around 85% of the recreational marine products manufactured in North America.

>>>The eFuel Alliance e.V.<<<

The eFuel Alliance is an interest group committed to promoting political and social acceptance of eFuels and to securing their regulatory approval. We represent more than 170 companies, associations and consumer organizations along the eFuel production value chain. We stand for fair competition and equal competitive condition for all relevant emission reduction solutions. We are firmly committed to further climate change mitigation and seek recognition for the significant part eFuels can play in sustainability and climate protection. Our aim is to create the conditions for the industrial production and widespread use of CO2-neutral fuels from renewable sources of energy.

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