

Forecourts of Tomorrow: Inver's vision for the future



John O'Leary
Managing Director at Inver Energy



As the transportation landscape shifts towards decarbonisation, the role of forecourts continues to change, accommodating the needs and expectations of their customers.

In a moment of energy transition, the service stations that stand out are those that reflect the evolutions of the market and succeed in attracting customers with a diverse selection of products and services.

While it takes time to adjust technology and infrastructure to operate with zero carbon emissions, the fuels on the forecourt have already been transitioning to lowering emissions to existing vehicles on the road. *“Motorists might not realise that they are already using biofuels every time they fill their tanks”,* says John O'Leary, Managing Director at Inver Energy.

According to current regulation, the standard for diesel (B7) is a blend with 7% biofuel, and the standard for petrol (E10) contains up to 10% renewable ethanol. Mandated by the Renewable Transport Fuel Obligation

(RTFO), requiring that a percentage of road transport fuels must be derived from renewable sources assures that vehicles that use traditional fuels have reduced carbon emissions.

“Biofuels are key to reducing transport emissions given internal



combustion engines will remain on-road for the next decade”, explains John. The introduction of Hydrotreated Vegetable Oil (HVO) on selected forecourts, represents a significant milestone in the journey towards reducing carbon emissions and meeting the changing needs of our customers. This renewable fuel is a drop-in replacement for regular diesel and can achieve up to a 90% reduction in carbon emissions compared to conventional diesel.

In addition to expanding their biofuels offering, Inver is also embracing the electric vehicle (EV) transformation, working closely with the Electric Supply Board (ESB) to map strategic sites where EV charging stations can be implemented.

“Traditional fuel vehicles will continue to dominate until adequate EV charging infrastructure is in place. That is why we are investing in rolling out EV charging points and offering biofuels at the pump, reflecting the needs of the market, and offering options to customers looking to lower their carbon emissions seamlessly into our retail experience”, says John.

Inver's vision for the forecourts of tomorrow goes beyond flexible fuel offering, expanding to service stations that serve as hubs of convenience, sustainability and community



engagement. The traditional convenience store in forecourts is held in a much higher standard, compared to years ago. Customers are looking for a variety of on-the-go essentials and high-quality food options. *“We keep up with market trends and focus on sourcing the best partners to cater to the diverse needs of our customers. By investing in recruiting and training, our teams provide exceptional customer service and overall experience to our customers”,* says John.

The success of this approach is evident at Inver Castlecomer Road,

built from the ground up and opened in January 2024. *“We are currently serving almost 1,000 people within our community daily. Our partners did a wonderful job delivering a convenient and appealing site, and our team continues to deliver excellent service, building loyalty in our community every day”,* says John

