Forward looking fuel solutions are made in Canada.

Fuel Forward

Fuel Forward is a national initiative from the Canadian Fuels Association (CFA) to inform Canadians about the progress, innovations and significant investments the transportation fuels industry is making to develop low-carbon fuels and other emission-reduction technologies.

We've shared dozens of ads with millions of Canadians on the industry's commitment and progress since 2023.

We've also been listening and this is what we heard:

78% of Canadians **own a vehicle that runs exclusively on gasoline**, while only **3%** own a **fully electric vehicle**.

Support for changing driving habits, taking public transit or **adopting more fuel-efficient behaviours progressively dropped** from **25% in 2017** to **15% in 2024**.

Similarly, likelihood of **buying an electric vehicle continues to decline** year over year.

The top issue impacting Canadians is: **inflation/cost of living**

While electrification is offering significant promise for cleaner personal and public transport, it's clear electric vehicles (EVs) can't be the only answer.

When Canadians are exposed to examples of innovations and technologies that provide low-carbon fuel options for their vehicles:

50% **have a more positive view of the industry**

Half of Canadians surveyed say they have a more positive view of the industry after learning of the lower carbon fuel developments.

46% **think hydrogen innovation is important**

Innovations related to hydrogen (46%) and sustainable aviation fuel (44%) were the most likely to be deemed interesting and important.

CFA members are working on lower carbon solutions that will stimulate the agriculture sector, boost the Canadian economy and increase our energy security, while reducing environmental impacts.

Four-in-five (83%) respondents say that they think it is very (41%) or somewhat important (42%) to **support investments in Canada** so that fuels are made domestically instead of being imported.

Over two thirds of Canadians (69%) say it is somewhat or very likely that these investments would have a **meaningful impact on bolstering Canada's economy** and energy security.

Canada's transportation fuels sector is delivering solutions that make a difference today with minimal impact to Canadians' lifestyle.

We have the potential to be a global leader in low-carbon fuels and emissions-reduction technology markets. We see this as critical - and from what we're hearing, most Canadians agree.

Canadian Fuels Association

The Canadian Fuels Association (CFA) conducted a nation-wide online survey of 1,209 respondents in October 2024.

fuelforward.ca