

# Enoc goes green with waterless car wash

February 18, 2009

Emirates National Oil Company (Enoc) as part of its corporate social responsibility (CSR), is going green by offering a range of eco-friendly products at Enoc/Eppco service stations in Dubai and Northern Emirates.

Towards this, Enoc has unveiled a new concept in car washing process. Without using a drop of water cars can get cleaned at Enoc service stations, which Enoc says is a first for the region,.

The petroleum major has charted plans to bring more service stations under the new water conservation programme initiative, which kicked off four months ago and is being implemented at 12 service stations.

"This is as part of our CSR initiative to protect the environment. During the past four months, we have covered 12 service stations with the new equipment that supports waterless car washing system. Out of the total Enoc service stations of 170, about 45 centres have car wash facility and 12 have waterless car washing system.

"Enoc has won an award for sustainability and transparency from the RTA for its waterless car washing project," Khalid M Hadi, Manager (group brand and marketing), Enoc, told **Emirates Business**.

Waterless car washing costs consumers 25 per cent more when compared with the existing water washing available for Dh40 per car. Car owners can also use the waterless car wash system that allows them to have their cars cleaned and shined without using a single drop of water.

The recently introduced concept saves water and prevents detergents from polluting the environment with its new no-wet technique, an all-in-one eco-friendly car wash liquid.

Made from natural ingredients, the product does not contain petroleum distillates, silicone, abrasives, harmful chemicals or detergents to pollute the water.

Enoc's environmentally friendly products include the engine oils Protec Green for gasoline engines and Vulcan Green for diesel engines. Both are designed to ensure better health for the vehicle and lower levels of greenhouse gases for the environment.

Hadi said: "We are using low sulphur diesel, which is 10 times less sulphur than the normal one. We have adopted a chemical-free cleaning system at all our service stations. We have also undertaken planting trees at service stations to make them greener."

The green Very Low Sulfur Diesel (VLSD) is also available at Enoc/Eppco service stations.

This innovative diesel contains 10 times less sulfur than the standard one, which means a cleaner engine for cars and a cleaner environment for everyone.

Hadi said: "We also invite ideas from public on green initiatives. If any company approaches us for advise on green projects, we will provide them assistance. Innovative devices can save up to 20 per cent on fuel consumption and increase cars power by 10 per cent."

Hadi said: "As a socially responsible company, we take environmental issues seriously and we understand the positive changes we can make in the society. With sensible and thoughtful initiatives, we are happy that we can lessen environmental impact every time customers use our range of products.

"Corporate social responsibility is at the heart of decision-making process and the company aims to be a model for businesses."

{Emirates Business 24/7}