

## UPEI Unveils New Identity Reflecting Broader Vision for Sustainable Energy and Mobility

UPEI, formerly known as the voice of Europe's independent fuel suppliers, is proud to announce a refreshed identity that reflects its members' evolving role in Europe's rapidly transforming energy landscape. From now on, UPEI will be recognised as:

### UPEI - the Voice of Europe's Independent Energy and Mobility Suppliers.

This change marks a significant step embracing a **broader, more inclusive scope** that aligns with Europe's goals for **energy resilience, consumer empowerment, and carbon neutrality**, as well as the UPEI's engagement with Europe's **green and digital transition**, highlighting its members' expanding activities across **renewable energies, alternative and low-carbon mobility and heating solutions, and innovative energy services**.

"Our new identity is more than a name adjustment – it is a reflection of our sector's reality and ambition," said **Johan Deleu**, President of UPEI. "Independent suppliers across Europe are committed to further diversifying beyond traditional fuels, investing in carbon-neutral technologies, and offering integrated energy and mobility solutions to consumers."

With this broader scope, UPEI reaffirms its commitment to:

- **Representing independent energy and mobility suppliers** across all energy and mobility technologies;
- **Supporting a pragmatic, inclusive energy transition** that delivers for consumers and businesses;
- **Promoting technology neutrality, innovation, competition, and resilience** in Europe's evolving energy ecosystem.

The update is accompanied by a refreshed messaging framework that better communicates UPEI's **forward-looking strategy**, while maintaining the trust, recognition, and image earned over decades of work in the energy policy landscape.

## A Stronger Voice for Independent Energy Players

UPEI Members are small and medium-sized enterprises, family-owned businesses, and independent operators who ensure:

- **Energy accessibility and diversity** across urban and rural Europe,
- **Local investment** in infrastructure and innovation,
- **Competition and consumer choice** in the energy and mobility markets.

UPEI Members are agile, responsive, and crucial to achieving the EU's 2040 and 2050 targets, especially in reaching communities often overlooked by large-scale providers.

Visit the updated website and learn more about UPEI's mission at [www.upei.org](http://www.upei.org)

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*UPEI represents nearly 2,000 European importers and wholesale/retail distributors of energy for the transport and heating sectors, supplying Europe's customers independently of the major energy producers. They are the interface between producers and consumers, using their own infrastructure and flexibility to supply existing demand for conventional and renewable liquid fuels, as well as non-liquid alternatives as part of the energy transition. They cover more than a third of Europe's current demand. The organisation brings together national associations and suppliers across Europe. Independent fuel suppliers bring competition to Europe's energy market and are able to respond rapidly to changes affecting supply, contributing to security on a local, national and regional level. They have developed and maintain a comprehensive infrastructure for the sourcing, storage and distribution of transport and heating fuels, with a commitment to delivering a high-quality service to all consumers, including those in remote areas.*