

A photograph of an astronaut in a white spacesuit riding a motorcycle out of the open hatch of a spacecraft. The astronaut's helmet and suit are prominently displayed with the Red Bull logo. The background shows the Earth's horizon and a vast, blue sky. The spacecraft's structure is visible on the right side of the frame.

RED BULL & HC REFRIGERANTS



Red Bull

FACTS AND FIGURES



Annual Sales of +5 billion cans



Sold in 166 countries worldwide



Global Cooler Fleet: 985,000 units



100% HC Procurement for all countries where possible



Phase down of HFC refrigerant usage in partnership with Refrigerants, Naturally!





Red Bull North America


US HYDROCARBON HIGHLIGHT



EPA approval for R600a use

ECO COOLER.

NATURAL REFRIGERANT
 HYDROCARBON REFRIGERANT
 LED LIGHTING
 LOW ENERGY CONSUMPTION






APPROVAL PROCESS.

● Dec. 2011

- Hydrocarbons approved by the EPA under the SNAP Program for use in the US.
- ⌘ R600a was not approved for commercial stand alone coolers: **this was a significant missing piece for Red Bull**

● June 2012- May 2013

- Red Bull and a key supplier submitted request to EPA for R600a use in coolers. Continued discussions with SNAP Team

● July 2013

- Approval granted by SNAP team





A CRITICAL REVIEW.

- Significance of Approval
 - Red Bull has placed coolers with R600a for commercial end use
 - Using HC has immediately reduced the energy consumption of our Red Bull Cooler fleet on average by 10%.
- R600a should have been approved as a valid commercial end use substitute in the initial ruling.
 - It was not initially approved because it was not specifically requested.
- Due to stringent regulations and significant bureaucracy, multiple meetings and documents were submitted over the course of one year.

As of May 2014, we have ordered 12560 Hydrocarbon coolers



THANK YOU