

CASE STUDY

Toyota Trek to the Centre

Client: Australian Government

Challenge: Reassure Alice Springs that Opal fuel is safe, reliable and non-sniffable

Throughout the Central Desert Region, people were losing their lives to petrol sniffing. In May 2006 the Federal Government replaced all regular unleaded fuel in Alice Springs with Opal.

The Toyota Trek to the Centre was the centrepiece of this rollout.

The trek involved a sponsored vehicle driving 5700km from Darwin to Alice Springs using only Opal fuel. AFL football legend Dean Rioli led the journey, which focused on visiting remote Indigenous communities and demonstrating that Opal is a safe, reliable and non-sniffable fuel.

