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## THE DRIVING FORCE BEHIND NEW GEELONG WHITE PAGES® DIRECTORY COVER

A unique diesel injection system that reduces the use of precious fossil fuels has been recognised as an outstanding Australian innovation and will appear on the cover of the 2004/05 Geelong White Pages® directory.

Geelong's Ron Kukler, an advanced diesel specialist, developed the Green Diesel Injector System that was named as the joint winner of the Triton Foundation's 2003 Invention of the Year. The system, hydraulically operated with super-high pressure, increases power by 30 percent and reduces fuel consumption by 30 percent.

A photograph of Mr Kukler, overlooking the busy Princes Highway in Corio, becomes one in a series of directory covers nationally reflecting the theme 'Our Innovators', in recognition of the innovation and entrepreneurship that characterises the Australian community.

According to Mr Thomas Arthur from Sensis® (publisher of the White Pages® directories), the covers provide a valuable avenue to promote the culture of innovation and entrepreneurship and the positive influence these qualities have on the broader community.

"Sensis® values and supports innovation - in our workplace, our communities and businesses around Australia," said Mr Arthur.

"Likewise, Australians have a reputation for being innovative, able to improvise and think in different ways.

"Through this series of directory covers we hope to provide a snapshot of unique inventions and ideas developed by people and groups within our community and to showcase how these innovations benefit so many," said Mr Arthur.

The invention has the potential to revolutionise diesel engines worldwide, reduce the use of fossil fuels and protect the ozone layer from further diesel inflicted damage.