## **Supplementary Information**

## Synthesis of coenzyme Q<sub>0</sub> through divanadium-catalyzed oxidation of 3,4,5trimethoxytoluene with hydrogen peroxide

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Figure S1. FTIR spectra of  $(Bu_4N)_{3.5}H_{1.5}[\gamma-PW_{10}V_2O_{40}]$ : initial and after catalytic reaction.



Figure S2.  ${}^{51}$ V NMR (400 MHz; 0.0015 M, 25 °C) spectrum of (Bu<sub>4</sub>N)<sub>3.3</sub>H<sub>1.7</sub>[ $\gamma$ -PW<sub>10</sub>V<sub>2</sub>O<sub>40</sub>] in dry CH<sub>3</sub>CN.



Figure S3. Potentiometric titration of  $(Bu_4N)_{3.5}H_{1.5}[\gamma$ -PW $_{10}V_2O_{40}]$  with TBAOH.



**Figure S4.** <sup>1</sup>H NMR (400 MHz; 25 °C) spectrum of isolated 2,3-dimethoxy-5-methyl-1,4benzoquinone in CDCl<sub>3</sub>.



**Figure S5.** <sup>1</sup>H NMR (400 MHz; 25 °C) spectrum of 2-methoxy-5-methyl-1,4-benzoquinone in reaction mixture (CD<sub>3</sub>CN) after complete conversion of substrate.



**Figure S6.** <sup>1</sup>H NMR (400 MHz; 25 °C) spectrum of 2-methoxy-6-methyl-1,4-benzoquinone in reaction mixture (CD<sub>3</sub>CN) after complete conversion of substrate.



Figure S7. <sup>1</sup>H NMR (400 MHz; 25 °C) spectrum of isolated 2,6-dimethoxy-3-methyl-1,4-benzoquinone in CDCl<sub>3</sub>.



**Figure S8.** <sup>1</sup>H NMR (400 MHz; 25 °C) spectrum of 2,3-dimethoxy-1,4-benzoquinone in reaction mixture (CH<sub>3</sub>CN) after complete conversion of substrate.



Figure S9. <sup>1</sup>H NMR (400 MHz; 25 °C) spectrum of isolated 2,6-dimethoxy-1,4-benzoquinone in  $CDCl_3$