



# ethanol guide

FOR KANSAS FUEL RETAILERS

## kansas among first in nation to introduce ethanol branding campaign

### Voluntary Labeling Program Helps Retailers Capitalize on Increased Consumer Awareness

You may have caught the blue and green “e” ethanol logo on the #17 IndyCar® Series entry during the Indianapolis 500. Or maybe you’ve seen it during one of the “pump tours” during which hundreds of drivers line up to purchase ethanol-enriched fuel at a discounted price for 90 minutes.

Now that “e” has come to Kansas.

The Kansas Corn Growers and Grain Sorghum Producers Associations, along with the Kansas Department of Agriculture, are working with the Ethanol Promotion & Information Council (EPIC) to offer a voluntary statewide branding initiative for ethanol-enriched fuel. Kansas is one of the first states to adopt this nationwide brand imaging program.

Kansas eliminated mandatory labeling of ethanol blends in 2005. However, according to EPIC’s director of operations Robert White, significant developments such as the Renewable Fuels Standard in the energy bill, the recent spike in fuel prices and positive media coverage of ethanol have created a high level of consumer interest—and the opportunity for retailers to position themselves as responsive to consumer demand.

“This is a voluntary branding program that enables fuel retailers to capitalize on growing consumer awareness and the national brand-building activities that are being spearheaded by EPIC,” said White. “More and more consumers are seeking out ethanol-enriched fuel—and this voluntary branding program in Kansas will help them know where to find it simply by looking for the brand image that will be consistent from pump to pump and from city to city across Kansas—and, eventually, across the entire United States.”

Formed in 2005, EPIC has quickly gained traction in its quest to create a national brand for ethanol including consumer promotion, auto technician training, educational workshops—even convincing the IndyCar® Series to run on 100% ethanol. “Ethanol is about performance—for engines, for our environment, for our economy and for our energy security,” White said. “This is a powerful brand message that is all wrapped up in that single and memorable “e” logo.”

White added that a voluntary branding program also gives retailers considerable flexibility. “A retailer can brand specific dispensers with the “e” logo to ensure that consumers looking for that brand can always find it at their location,” White said. “Other non-branded pumps can include ethanol as market conditions dictate.”

Labels are available at no cost to retailers.

**PUMP LABELS  
AVAILABLE AT  
NO CHARGE!**



**Order On-Line at:**

[www.drivingethanol.org/kansas](http://www.drivingethanol.org/kansas)

- Label is 2.625" x 4.125"
- Six labels per pack
- Order as many packs as you need at no charge
- High-quality vinyl label with fade-resistant inks

## there are plenty of good reasons to put the "e" on your pumps



Labeling ethanol-enriched fuel can be a great sales tool for your retail locations. Here's how to make the ethanol "e" work for you:

- More and more consumers are seeking out ethanol-enriched fuel. You can position your locations to take advantage of this increased consumer awareness and interest.
- You can help consumers identify and purchase ethanol-enriched fuel by always branding specific dispensers—offering consumers the assurance that they can always find ethanol at your location.
- You have the flexibility to offer ethanol blends as you see fit—including the opportunity to always have a 10% ethanol blend available for consumers who have decided to make this their fuel of choice.
- You enjoy the benefits of a national marketing, education and publicity campaign that is making great strides in promoting ethanol-enriched fuel.

When you put the "e" label on your pumps, you're helping your customers—and your bottom line!



## why more consumers are seeking out ethanol-enriched fuel

Some significant events have occurred recently that have led to increased consumer interest in and awareness of ethanol:

- The Renewable Fuels Standard included in the 2005 energy bill passed by Congress is making ethanol-enriched fuel available in places it has never been before—and consumers want to know more about its performance and its benefits.
- Recent spikes in gasoline prices have helped position ethanol as a way for America to reduce its dependence on foreign oil and build its domestically-produced fuel supply.
- National news media has been covering the ethanol industry with positive stories about ethanol's benefits to the environment, economy, and energy security.
- Automakers have been talking about ethanol—promoting flexible fuel vehicles through national advertising and promotion campaigns.
- More consumers are aware of ethanol—and many are looking for it and asking about it in their hometowns.

Consumers are looking for ethanol-enriched fuel.

can they find it at your location?

They can if you have your pumps labeled with the "e" brand!

## ethanol's benefits resonate with consumers

A national survey conducted in late 2006 found that a strong majority of American consumers are more inclined to throw their economic clout behind a cleaner, greener, renewable fuel when it comes to issues of energy independence, American jobs and the environment.

### THE RESULTS:

- 57 percent of respondents believed that adding ethanol to gasoline lessens U.S. dependence on imported oil.
- 61 percent of respondents indicated they believe the American economy benefits from ethanol production.
- 58 percent of respondents believe that ethanol-enriched gasoline is better for the environment than ordinary gasoline.
- Respondents also indicated that the most important benefit of ethanol is that it is "better for the environment."

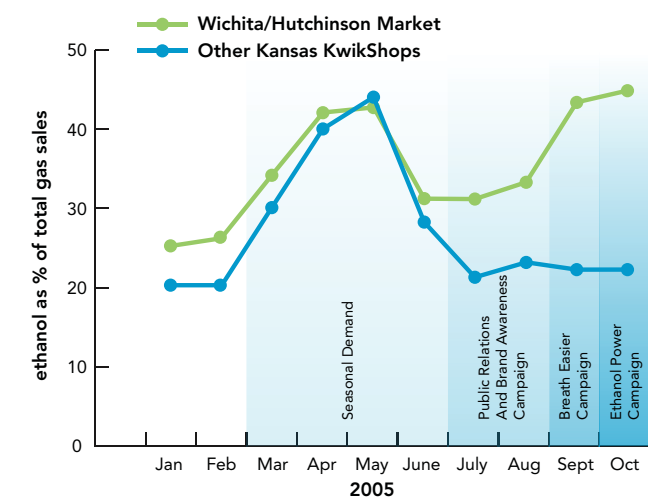
The survey also found that, when consumers are provided with relevant information about ethanol, their interest in purchasing it **increased by nearly 20 percent!**

What does this mean to you as a retailer? When you promote the availability of ethanol-enriched fuel at your locations, you can tap into this growing awareness and demand. Informed consumers have indicated that they will exercise their freedom of choice and purchase ethanol blends. And if they don't know you carry ethanol-enriched fuel, they won't know they can buy it from you!

## sales of ethanol-enriched fuel jump with branding/education program

In this 2005 market test, KwikShop locations in the Wichita/Hutchinson, Kansas marketplace were supported with brand imaging (labels) at the pump, consumer education programs and public relations/news outreach. Other KwikShop locations in Kansas received no such support. Price at the pump for both ethanol blends and ordinary unleaded for both groups was consistent throughout the period. During this period, the price for ethanol-enriched fuel climbed above that of ordinary unleaded for a time. Still, sales of ethanol blends outpaced those of ordinary gasoline in the Wichita/Hutchinson market. At the end of the test period, sales of ethanol blends in the market supported with consistent brand imaging and consumer awareness support were more than twice those in the rest of Kansas. The conclusion: Informed consumers are more likely to purchase ethanol-enriched fuel—and having brand imaging on the pumps helps them find it—and buy it!

KwikShop Ethanol Sales in promotional market vs. all other markets



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# IndyCar® Series racing on 100% ethanol

You want proof that ethanol performs?  
Then look no further than the IndyCar Series.

Beginning with the 2007 IndyCar Series racing season, all teams are racing with 100% ethanol. The IndyCar Series introduced ethanol as a racing fuel in 2006 with all of its cars utilizing a fuel mixture of 10 percent ethanol and 90 percent methanol. In 2007, all of the cars' 3.5-liter Honda V-8 engines will run on 100% fuel-grade ethanol.

According to Series officials, the new 3.5-liter Honda V-8 engine configuration also will extend the reliability to 1500 miles before an engine rebuild during the 2007 season.

There are many reasons that the Series is making the switch. Chief among them is the fact that methanol is extremely poisonous; spills must be cleaned up quickly and carefully to avoid contaminating groundwater. Ethanol, on the other hand, is exclusively made from renewable plant material, plus it's nontoxic and biodegradable—big advantages that will go a long way toward advancing the IndyCar Series' image as a responsible corporate citizen.

Ethanol's partnership history with the Series dates back as far as 1927, when a car vying for victory in the famed Indianapolis 500 successfully competed using fuel-grade ethanol.

Bottom line: The IndyCar Series' high visibility will help spread the good word about ethanol's benefits as a motor fuel, not only in high-dollar open-wheel cars, but also in everyday sedans, minivans and SUVs. And ethanol's positive impact on the good old U.S.A. is definitely in keeping with the IndyCar Series' philosophy.

"We are proud to partner with the ethanol industry to showcase a great American fuel source," said IndyCar Series President Brian Barnhart. "We feel commitment to the environment and our country's energy security is consistent with our sport's legacy of race-bred innovation and leadership." For the 2007 IndyCar Series schedule, visit [www.drivingethanol.org](http://www.drivingethanol.org).

Watch for the #17 entry in the IndyCar Series. That's the ethanol industry-sponsored car driven by Jeff Simmons of the Rahal-Letterman Team. The distinctive blue and green car with the large "e" logo will be competing this season as further proof that ethanol performs!



Photo courtesy of Nebraska Historical Society

## ETHANOL HAS LONG HISTORY IN U.S.

A Lincoln, Nebraska gas station promotes 10% ethanol blends in 1933. Nebraska Governor Charles Bryan and the Merrick County sheriff look on as the sheriff's car is filled up with "corn ethanol gasoline." Ethanol has long been considered a viable fuel source for the nation's automobiles. In fact, Henry Ford designed his 1908 Model T to operate on alcohol. Imagine where our environment, economy and energy security might be today had ethanol become the fuel of choice decades ago!

# how to add 10% ethanol-enriched fuel to your station

You don't need to modify your tanks to add up to 10% ethanol blends. However, you should follow these common-sense guidelines.

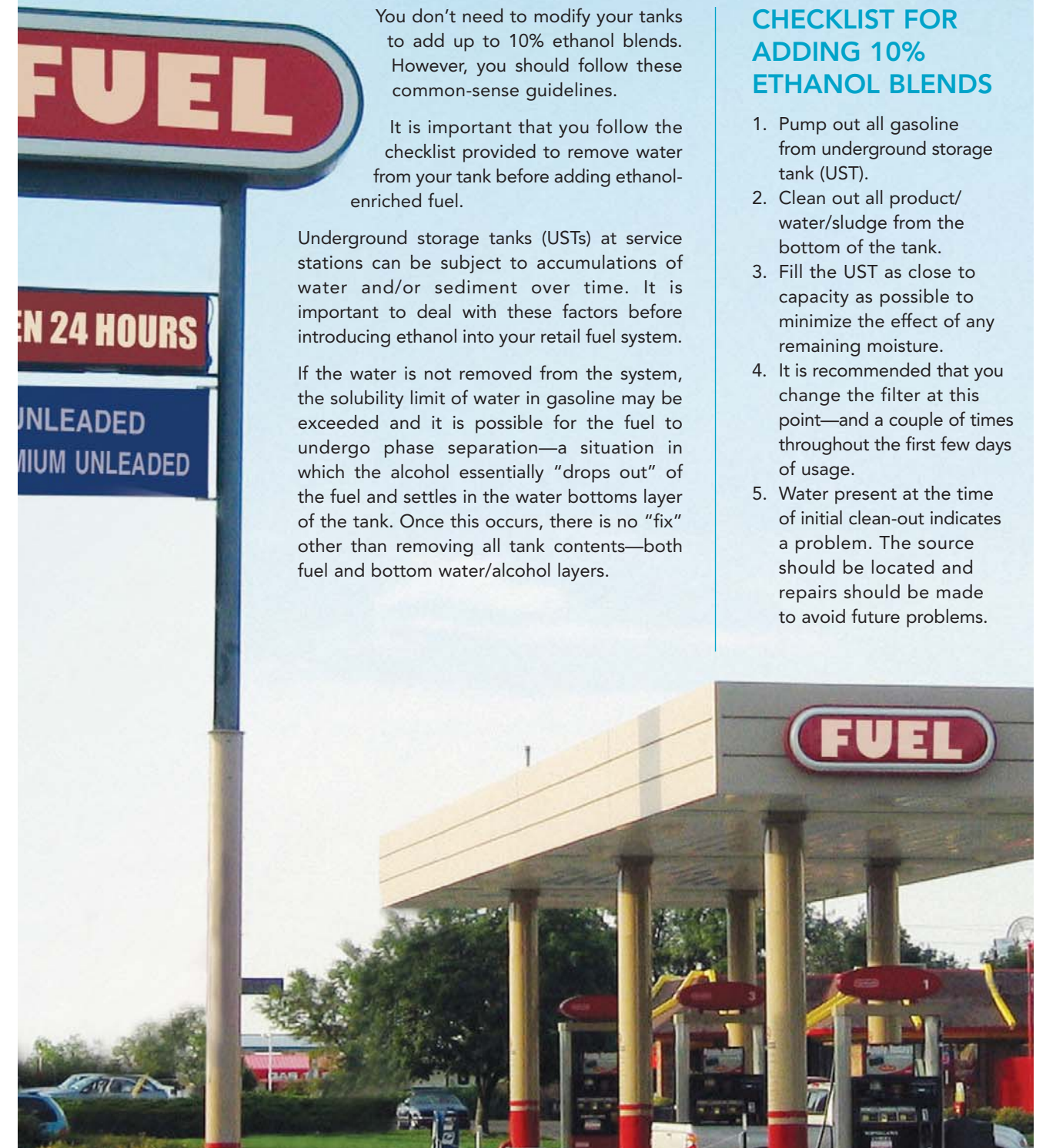
It is important that you follow the checklist provided to remove water from your tank before adding ethanol-enriched fuel.

Underground storage tanks (USTs) at service stations can be subject to accumulations of water and/or sediment over time. It is important to deal with these factors before introducing ethanol into your retail fuel system.

If the water is not removed from the system, the solubility limit of water in gasoline may be exceeded and it is possible for the fuel to undergo phase separation—a situation in which the alcohol essentially "drops out" of the fuel and settles in the water bottoms layer of the tank. Once this occurs, there is no "fix" other than removing all tank contents—both fuel and bottom water/alcohol layers.

## CHECKLIST FOR ADDING 10% ETHANOL BLENDS

1. Pump out all gasoline from underground storage tank (UST).
2. Clean out all product/water/sludge from the bottom of the tank.
3. Fill the UST as close to capacity as possible to minimize the effect of any remaining moisture.
4. It is recommended that you change the filter at this point—and a couple of times throughout the first few days of usage.
5. Water present at the time of initial clean-out indicates a problem. The source should be located and repairs should be made to avoid future problems.



## ethanol FAQs

Answers to the questions consumers ask most about ethanol-enriched fuel.

### Q: can all cars run on ethanol enriched gasoline?

**A:** Today's cars are built to run on fuel enriched with up to 10% ethanol—and are warranted for its use. Every major auto manufacturer in the world approves the use of 10% ethanol blends in their gasoline-powered engines. In fact, many car manufacturers actually recommend the use of oxygenated fuels such as ethanol due to its clean air and environmental benefits.



### Q: what about older cars?

**A:** Gasoline formulation has changed dramatically over the past few years—and older cars have performed well throughout all of these changes. Many older cars were designed to run on leaded gasoline, with the lead providing the necessary octane for performance—and the lead oxides that were formed during combustion provided a “cushion” that reduced wear on non-case-hardened valve seats. When lead was phased out of gasoline, oil companies added chemicals to raise the octane rating as well as other additives to replace the “lubrication” value of lead. Many of these chemicals, such as benzene and toluene, are proven carcinogens. When blended at a 10% rate, ethanol raises octane in gasoline by three points—and it does so using a natural, renewable additive that works well in older engines.

### Q: does ethanol plug fuel lines?

**A:** No. The cleansing nature of ethanol can actually help keep your fuel system cleaner and leads to better performance. If a fuel system has dirt, residue or contamination present, the first few fill-ups of ethanol-

enriched fuel can loosen this residue, which can get caught in the fuel filter. In older cars (especially those made prior to 1975), simply replacing the filter solves the problem. Once the fuel system is clean, the car's performance should improve as well.

### Q: does ethanol cause vapor lock?

**A:** Vapor pressure specifications of gasoline continue to be lowered by state and federal statutes, virtually eliminating the vapor lock problems that were reported in the past. Vapor pressure of gasoline is set by state law—and is lower in the spring and summer than in the fall and winter. Remember, in a 10% ethanol blend, the remaining 90% of the fuel is gasoline—so the formulation of the base gasoline has a dramatic effect on performance. Vapor lock usually occurs when a winter grade of gasoline formulated for cold weather is used under summer-like conditions. Additionally, all major automakers now use in-tank fuel pumps, which are not subject to vapor lock like the older in-line fuel pumps.

### Q: do 10% ethanol blends reduce gas mileage?

**A:** No. Most drivers using 10% ethanol blends see no difference in fuel economy. On the other hand, many other variables can affect gas mileage including the time of year, weather conditions, road grade, tire pressure, the use of one's air conditioner and other factors.

### Q: why do some mechanics tell people not to use ethanol-enriched fuels?

**A:** A mechanic who says not to use a 10% ethanol blend simply does not have correct information—particularly since every major automaker in the world approves the use of 10% ethanol-enriched fuel. On-line training on ethanol for auto technicians is now available at [www.drivingethanol.org](http://www.drivingethanol.org).

### Q: how does ethanol affect fuel injectors?

**A:** Ethanol in gasoline helps keep fuel injectors cleaner—thus improving engine performance. Ethanol does not increase corrosion, nor does it harm any seals or valves. Because ethanol burns 100% and leaves no residue, it cannot contribute to the formation of deposits. Some components in gasoline, such as olefins, have been identified as contributing to fouled injectors.

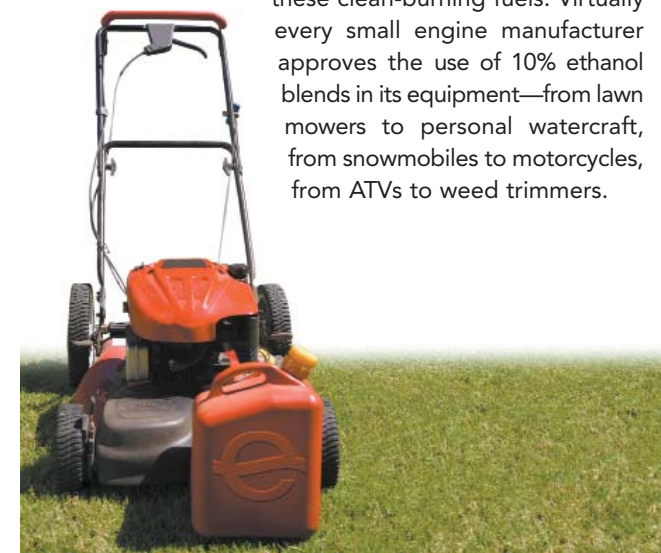


### Q: does ethanol increase the risk of freezing in the fuel line?

**A:** Actually, the exact opposite is true. Ethanol absorbs moisture in the fuel line and helps prevent fuel line freeze-ups. Using ethanol-enriched gasoline eliminates the need to use gas tank additives designed to prevent freezing.

### Q: can 10% ethanol blends be used in small engines?

**A:** Some 40% of the gasoline sold in the U.S. contains oxygenates such as ethanol, so engine manufacturers have made certain that their engines perform on these clean-burning fuels. Virtually every small engine manufacturer approves the use of 10% ethanol blends in its equipment—from lawn mowers to personal watercraft, from snowmobiles to motorcycles, from ATVs to weed trimmers.



### Q: What is E85?

**A:** E85 is a blend of 85% ethanol and 15% ordinary unleaded gasoline—and it is designed for use in flexible fuel vehicles (FFVs). There are over five million FFVs on America's highways—and there are over 1000 E85 fueling stations across the U.S., with more being established every week. FFVs have specially-designed engines that automatically adjust to run on 100% gasoline, 10% ethanol blends, E85 or any combination of these. (That's why they call them “flexible.”) A computer in the engine automatically adjusts for the amount of ethanol in the gasoline. In other words, just because you drive an E85-compatible vehicle, you don't have to fill up with E85 all the time. This allows FFV owners to choose E85 when it is priced competitively and choose other ethanol blends as price or availability dictate. For a current list of E85-compatible vehicles and E85 fueling station locations, visit [www.drivingethanol.org](http://www.drivingethanol.org).

### Q: how does ethanol help the environment?

**A:** Ethanol adds oxygen to fuel, helping it combust more completely and greatly reducing the level of harmful tailpipe emissions. Ethanol in gasoline has helped dozens of U.S. cities meet Clean Air standards.

Furthermore, adding ethanol to gasoline reduces the levels of toxic chemicals in gasoline and from the tailpipe. Ethanol reduces carbon monoxide emissions by as much as 30%—and reduces particulate matter emissions by 50%. Ethanol-enriched fuel reduces greenhouse gas emissions by 35-46%, which is comparable to removing 100 million cars from the nation's highways each year. The production of ethanol results in 67% more energy than it takes to produce—including the energy required to plant, grow and harvest the corn that is used to make ethanol.





# drive consumers to your pumps.

## Capitalize on the growing interest in ethanol.

More and more consumers are seeking out ethanol-enriched fuel. You can help them find it at your station—by joining a new voluntary branding program in Kansas.

By promoting the availability of ethanol-enriched fuel at your station, you position your station as a preferred source for a fuel that improves engine performance, our environment, our nation's energy security—and Kansas' economy. And you benefit from the powerful nationwide consumer education and promotion effort behind ethanol.

Discover more about the new voluntary ethanol branding program in Kansas. And show your customers that you have what they're looking for.



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[www.drivingethanol.org/kansas](http://www.drivingethanol.org/kansas)

Pump labels provided **at no charge!**

Order free labels at:  
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 pump up your sales of ethanol-enriched fuel with this new voluntary labeling program!



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