Putting the "e" in action.

TN Ethanol Workshops

November 2007

Introduction

- The ethanol industry created a "brand" for ethanol - the brand will prove that ethanol-enriched fuels are consistent across the country, just like other name brand products.

- Consumers will know that when they see the brand, they are getting what they were educated on in the past.

- All blends of ethanol will use the "e", but adoption takes time.

Why should you promote Ethanol?

- You can provide a consistent brand image for ethanol-enriched fuel from pump to pump and city to city—allowing consumers to identify and find the fuel regardless of where they fill up.

- You have the opportunity to position your company as responsive to increased consumer interest in ethanol.

- You enjoy the support of a national marketing, education and publicity effort—including EPIC's high-visibility involvement with the IndyCar® Series.

Additional Support

- POP Materials
- National brand advertising in trade publications and consumer media
- Local pump tours and media coverage
- Consumer & technician education

On the move…

Currently 20,000+ pumps labeled nationwide.
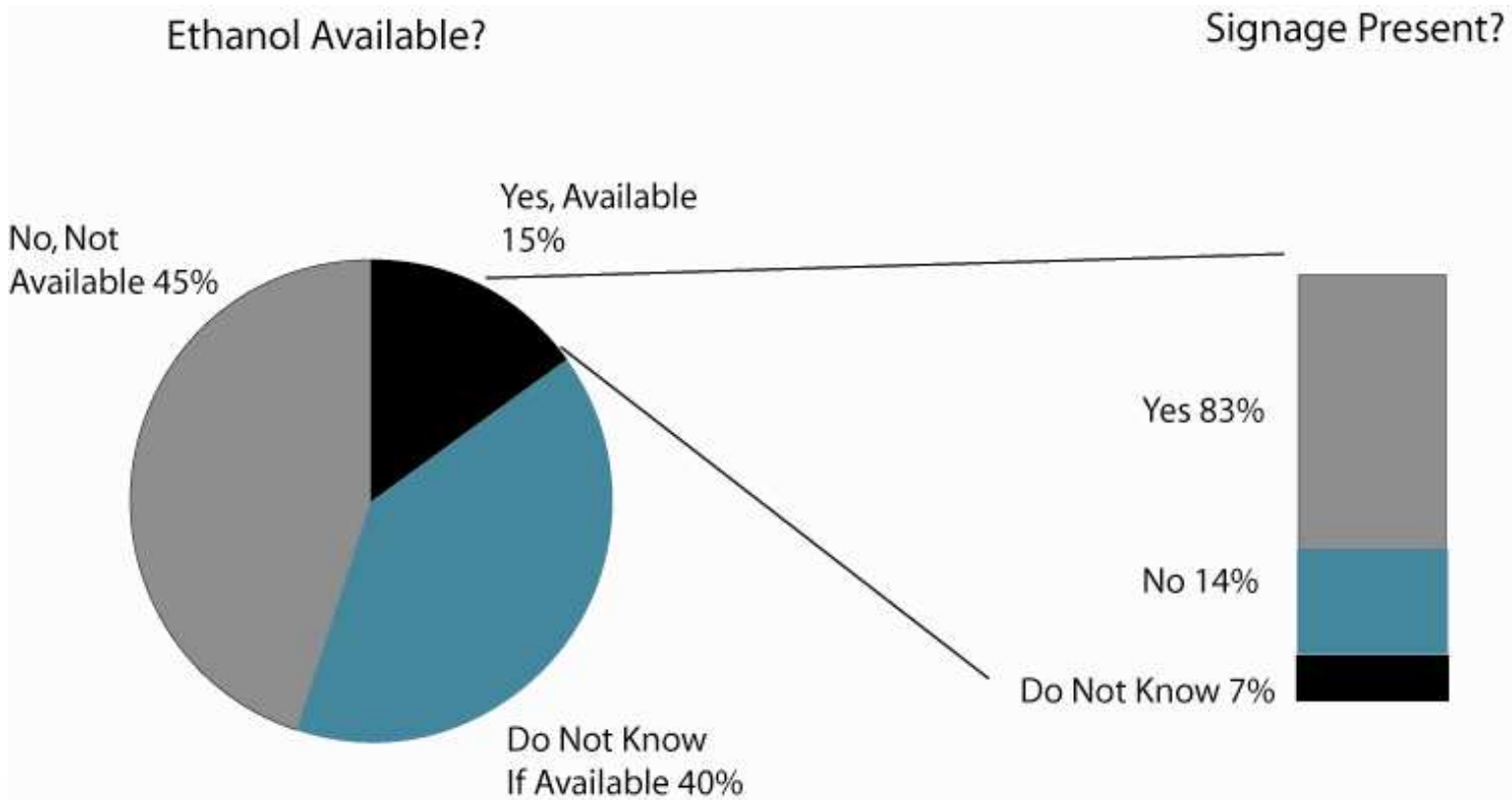

25 states have adopted.

Where ethanol meets the road…

Positive labeling drives consumers.

Ethanol Available?

No, Not Available 45%

Yes, Available 15%

Do Not Know If Available 40%

Signage Present?

Yes 83%

No 14%

Do Not Know 7%

Single Product Label

- Label is 2.875" x 4.5"

- Order as many labels as you need at no charge!

- High-quality vinyl label with fade-resistant inks.

www.drivingethanol.org/tennessee

Multi-Product Label Option

All fuel grades in this dispenser CONTAIN UP TO 10% ETHANOL
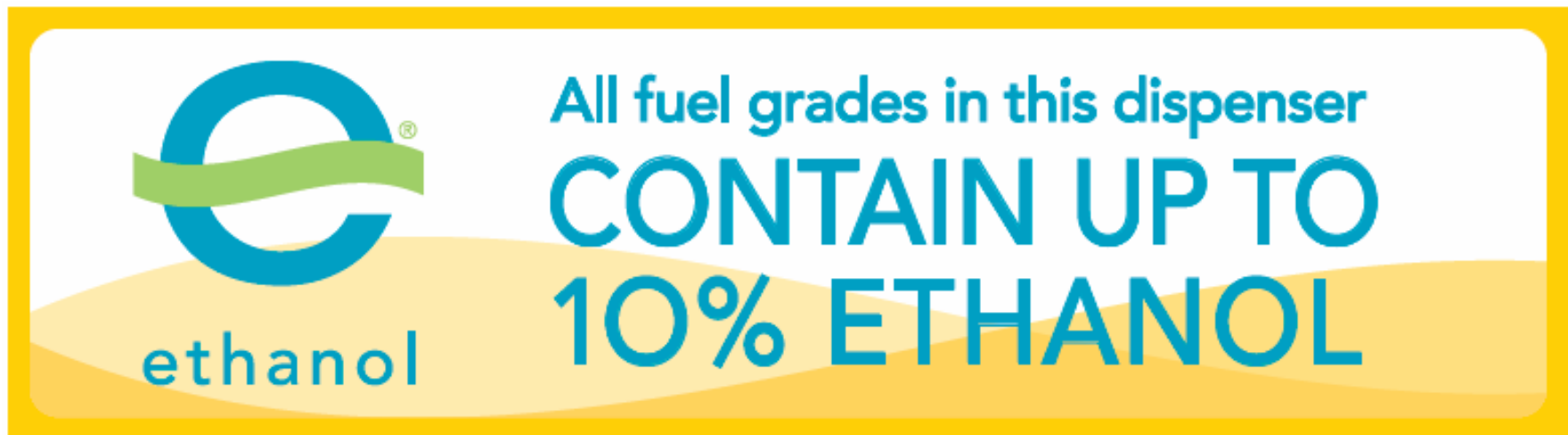
2.5" x 9"

E85 Pump Branding

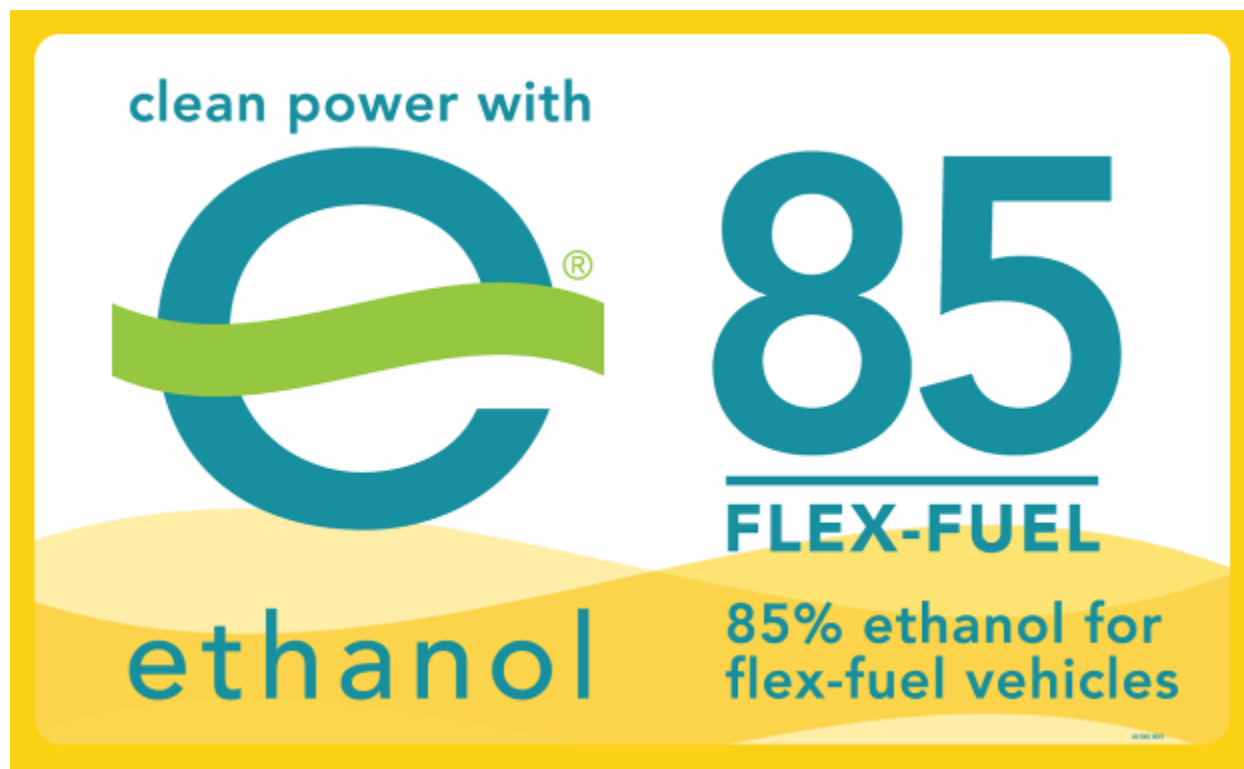## ~1350 Stations Currently Nationwide

Goal: 50% of existing stations are planned to be co-branded or re-branded in the next year. All new stations will utilize new brand.

Example: Cingular Wireless to AT&T

E85 Pump Label

Thank you.

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Ethanol Promotion and Information Council

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