



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.

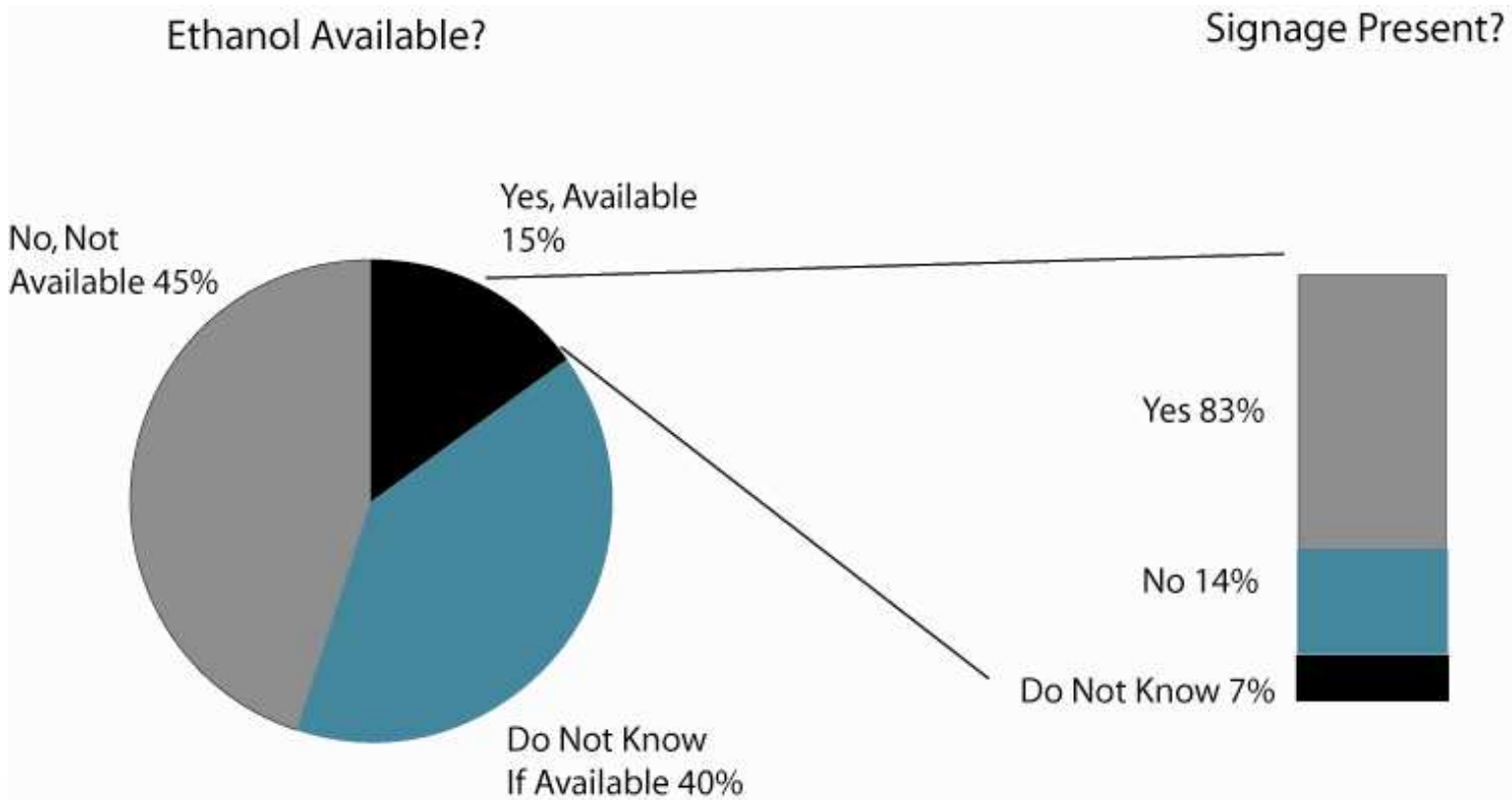


Where ethanol meets the road...





Positive labeling drives consumers.





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/tennesse

e

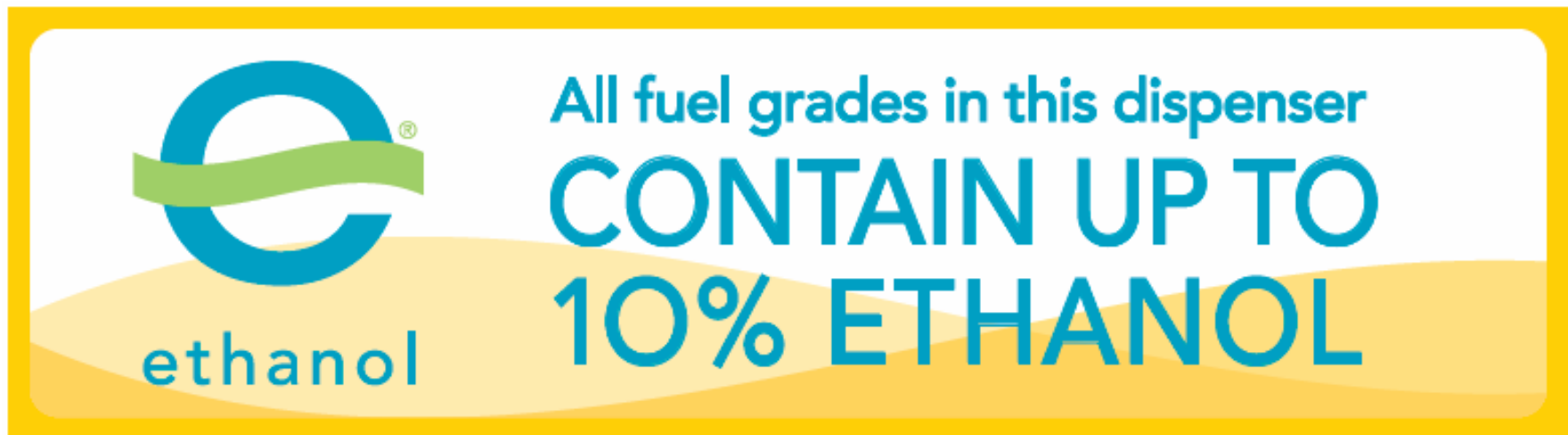
The screenshot shows the website for drivingethanol.org/tennesse. At the top is the ethanol logo and a navigation bar with links: ethanol FACTS, ethanol IN VEHICLES, MOTORSPORTS, TAKE ACTION, NEWS & EVENTS, and ABOUT EPIC. The main content area is titled 'tennessee' with a green outline of the state. Below the title is the heading 'BRAND LABELS FOR FUEL DISPENSERS'. The text explains that the Ethanol Promotion and Information Council (EPIC) has made a national branding program for ethanol-enriched fuel available in Tennessee. It states that the State of Tennessee requires pumps dispensing up to 10% ethanol-enriched fuel to be labeled according to state regulations. These labels have been approved by the Tennessee Department of Agriculture, Regulatory Services. When properly applied to your pumps, these labels will help you comply with labeling regulations. The text also mentions that these pump labels are provided at NO CHARGE, and shipping and handling are covered. To order on-line, users are directed to click on the link under the label. By using this brand label for ethanol-enriched fuel, stations can enjoy several benefits:

- You can provide a consistent brand image for ethanol-

On the right side of the page, there is a large yellow rectangular label with the ethanol logo and the text 'ethanol CONTAINS UP TO 10% ETHANOL'. Below this label is a green button that says 'ORDER ON-LINE AT NO CHARGE!'.



Multi-Product Label Option



2.5" x 9"



E85 Pump Branding

~1350 Stations Currently Nationwide



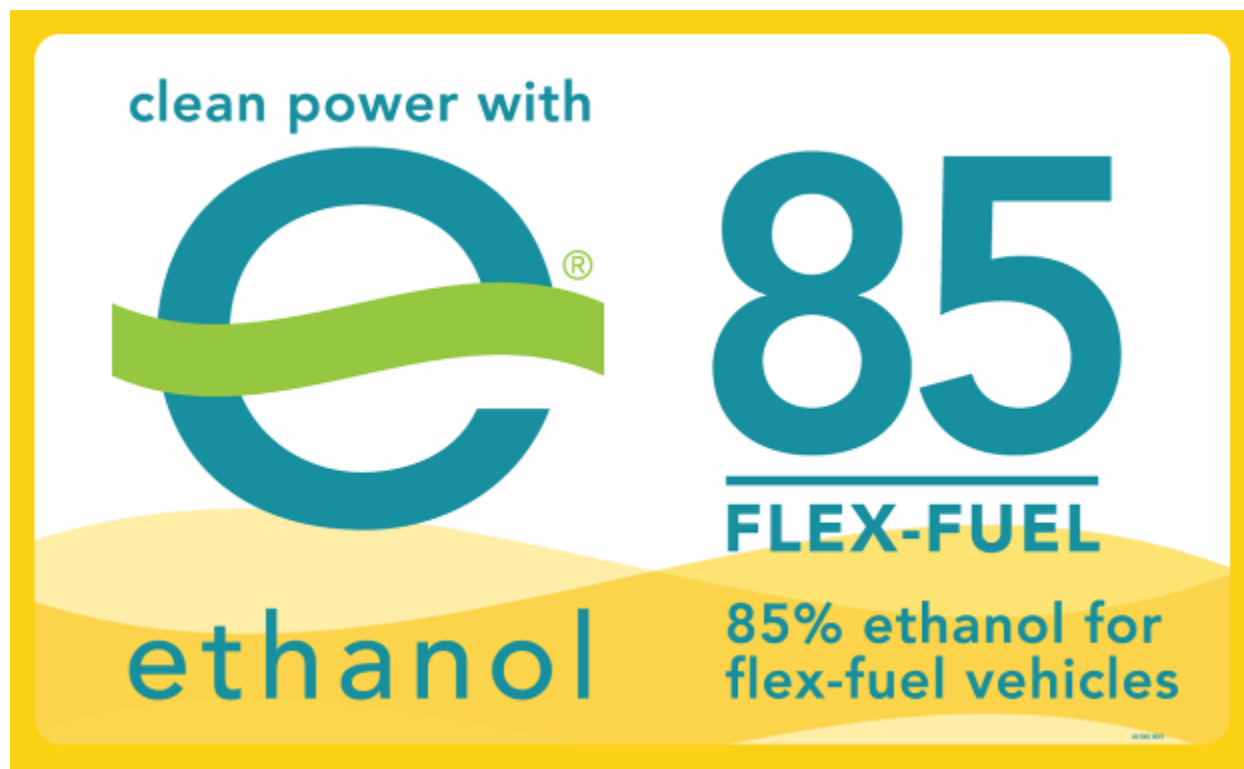
Goal: 50% of existing stations are planned to be co-branded or re-branded in the next year. All new stations will utilize new brand.

Example: Cingular Wireless to AT&T





E85 Pump Label





Thank you.

Robert White

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Ethanol Promotion and Information Council

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