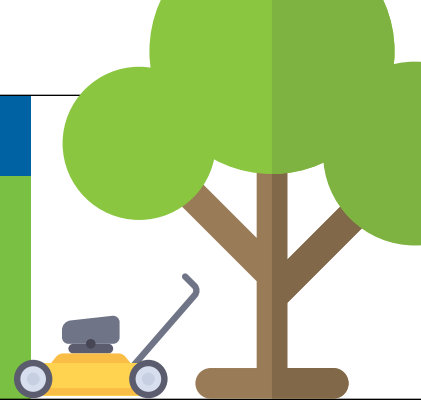


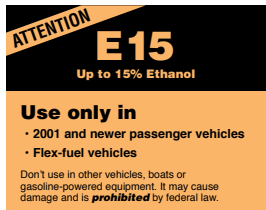
E10 is the Right Choice for Small Engines



QUICK READ

E10 is approved for use in small engines.

E15 is expressly illegal for small engines.



Fuel blended with 10 percent ethanol (E10) is the smart choice for engines, and it's safe for use in everything from outdoor equipment like lawnmowers to ATVs.

E10 is the right choice your small engine. Why? Ethanol is a lower-cost, high-performance, homegrown fuel that burns cleaner and cooler than gasoline.

THOSE WHO USE IT KNOW E10 IS GOOD FOR SMALL ENGINES

A new survey shows that U.S. small engine owners are pleased with the performance of their fuel and find it easy to pick the best option, including regular unleaded blends of E10.*

The survey of small-engine owners found that:

<p>95%</p> <p>find it easy to pick the right fuel</p>	<p>98%</p> <p>report satisfaction with their fuel's performance</p>	<p>90%</p> <p>consider it important to have options at the pump, including ethanol blends</p>
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E10 IS WARRANTIED

Many names consumers know and trust make small engines that are warrantied for E10.

"Small engines are designed to run on unleaded fuel with an E10 blend or less.

An E10 fuel is a blend of unleaded gasoline and up to 10 percent ethanol."

Source: https://www.briggsandstratton.com/na/en_us/campaigns/fuel-oil.html



IT SAVES CONSUMERS MONEY

Some small engine manufacturers appear to choose marketing their own fuel over being the best advocate for small engine consumers.



\$31.96

Small Engine Fuel
(cost / gallon) SOURCE: sears.com



\$2.33⁶

National Average Gas Price
(cost / gallon) SOURCE: AAA.com



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* Conducted by Quadrant Strategies, the random poll surveyed 500 owners of lawnmowers, snow blowers, leaf blowers, weed whackers and other small engines.