

MAXIMIZE E15 SALES



growth energy®
America's Ethanol Supporters

E15 IS READY TO BE THE PRIMARY FUEL

E15 is approved for use in 2001 and newer vehicles which represents more than 95 percent of the vehicles on the road today. With more than 2,300 retail sites offering E15, the market is rapidly expanding to capture the incentive to blend.

Additionally, E15 is a low-carbon fuel that can help the U.S. reduce its carbon footprint. A recent study concluded that making E15 the standard fuel would reduce greenhouse gases by more than 17 million tons per year. This GHG reduction from E15 is equivalent to removing approximately 3.8 million vehicles from the road.

For more than seven years, large retail chains, like Sheetz, Kwik Trip, Casey's, and Thorntons, have been selling E15 to their customers because of its competitive incentive, proven engine performance and net benefit to the environment.



Furthermore, E15 is a proven fuel with nearly 20 billion miles driven, and zero reported issues.



KEYS TO MAXIMIZING E15

1. Presenting E15 to consumers similarly to other grades of fuel is key for success.
2. Offer E15 at the vast majority of gasoline dispensers.
3. The optimal pump configuration includes selling E15 on a shared hose with other gasoline grades.
4. Brand E15 as Unleaded or Regular fuel.



Configuration of shared hose

For more details and information, see our [branding guides here](#) and contact **Growth Energy:**

- Mike O'Brien at MO'Brien@growthenergy.org
- Will Beck at WBeck@growthenergy.org
- David Durling at DDurling@growthenergy.org

