

E15 – The New Consumer Choice

**6th Annual Iowa Biofuels Summit
Des Moines, Iowa - January 24, 2012**

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What Consumers Know . . .

1/24/12 Expiring Ethanol Tax Credit Could Mean Higher Gas Prices CBS Chicago

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NEWS

Expiring Ethanol Tax Credit Could Mean Higher Gas Prices

December 29, 2011 9:21 AM

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SPRINGFIELD, Ill. (CBS) — An expiring ethanol tax credit could lead to higher gas prices come 2012.

As WBBM Newsradio's Alex Degman reports, the federal Volumetric Ethanol Excise Tax Credit, or VEETC, expires Jan. 1.

LISTEN: WBBM Newsradio's Alex Degman reports

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Gasoline pump. (Credit: Miguel Gutierrez/Getty Images)

What Consumers “Need to Know”

- Most tested fuel in history.
- APPROVED (not required) for use in 2001 and newer cars and light trucks.
- No station has to sell it.
- Nobody has to buy it.
- If someone tells you E15 damaged their _____, they’re lying.
- When they CAN buy it, it will be higher octane, cleaner burning, and it will probably cost LESS

Federal Ethanol Incentives

- Volumetric Ethanol Excise Tax Credit
 - EXPIRED - 12/31/11
- Alternative Fuels Infrastructure Credit
 - EXPIRED - 12/31/11
- Secondary Tariff on Imported Ethanol
 - EXPIRED - 12/31/11
- USDA Rural Development REAP Program
 - Funding REDUCED by 80% for 2012

E15 Implementation Update

- Health effects testing/fuel registration
- Fuel detergent certification
- RFG recertification
- EPA's Misfueling Mitigation requirements
- OSHA requirement
- EPA UST equivalency program



Common Retailer Concerns

- What blends will be available?
 - 1 lb waiver?
 - ASTM changes - Flex Fuel
 - New blend specs (E15/E20?/E30?)
- What blends will be viable post VEETC?
- How will customers know what fuel to use?
- Liability /Insurance coverage
- Available Equipment Funding - Incentives



What is available?

- Sales Kits
- Dispenser Labels
- Expert Advice

ATTENTION
E15
Up to 15% ethanol

Use only in

- 2001 and newer passenger vehicles
- Flex-fuel vehicles

Don't use other vehicles, boats or gasoline-powered equipment. It may cause damage and is **prohibited** by Federal law.

E20
FLEX-FUEL

www.ChooseEthanol.com

E30
FLEX-FUEL

www.ChooseEthanol.com

E85
FLEX-FUEL

www.ChooseEthanol.com

Attention:
Before selecting this fuel, please check your vehicle's owner's manual for fuel compatibility or see station attendant.

Atención:
Antes de comprar este combustible lea el manual de su vehículo para determinar compatibilidad de combustible o habla con un empleado cajero de esta estación.

E85

**MINIMUM
70%
ETHANOL**

STOP!
NOT GASOLINE!

This fuel is designed to operate in Flex-Fuel Vehicles (FFVs) only. Please consult your owner's manual before fueling if you are unsure if you are operating an FFV.


STOP!

blendingfuels
Blend Your Own Ethanol Fall 2010

A Petroleum Marketer's Guide to Blender Pumps, E85 & Mid-Level Ethanol Blends

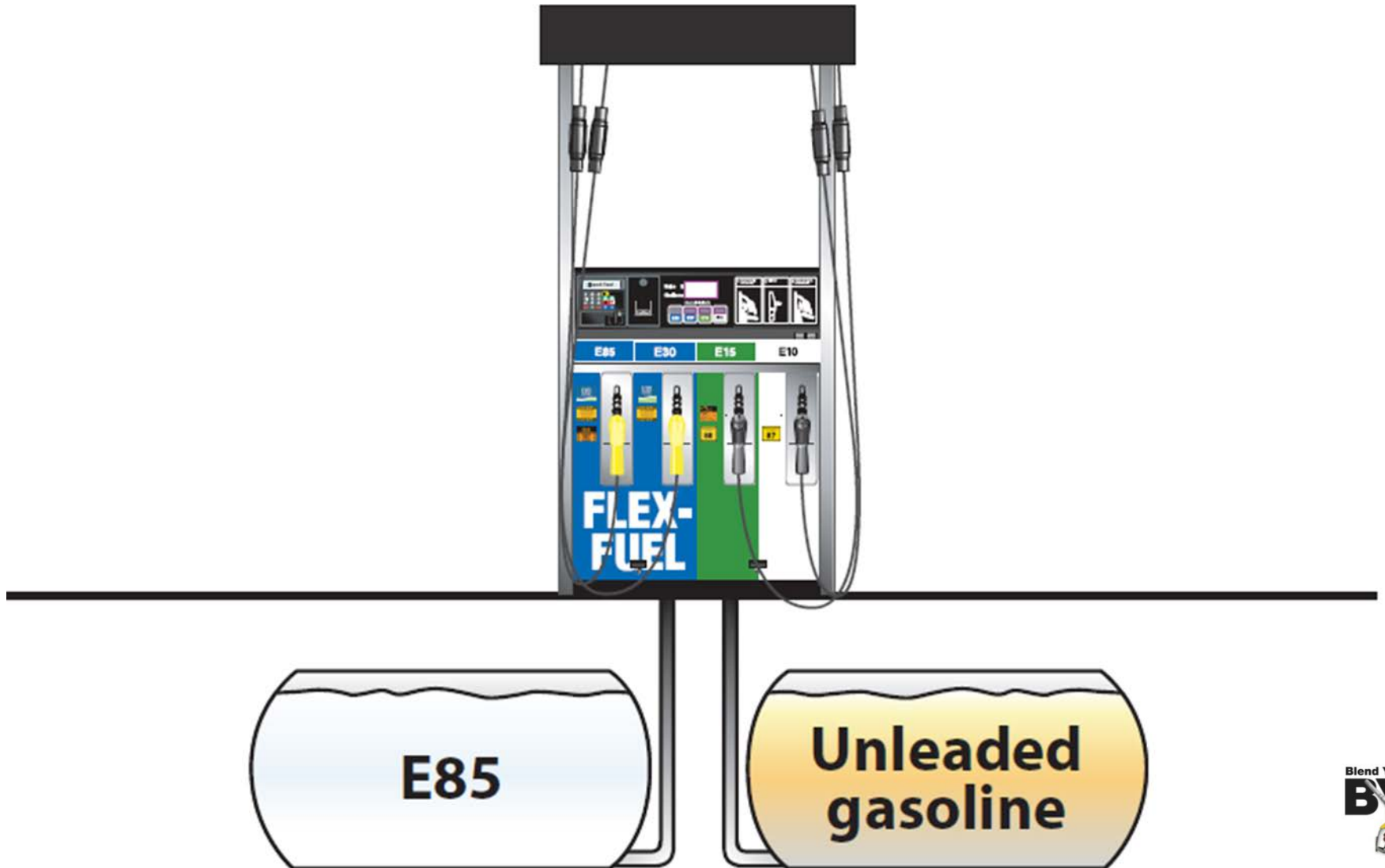
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How does a blender pump work?



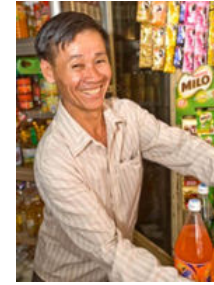
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What's in it for you?

- More product choices for consumers on same footprint.
- Typically uses existing tanks and pipes – huge cost savings.
- Ethanol plants can sell direct – bypass terminal markup.
- Flexibility for future approval of mid-level ethanol blends.
- Pump paid for by sale of all products, not just E85.
- Faster inventory turnover, protection against market swings.
- Ready for E15



What's in it for you?

	Prices	NL	E85	E10	E15	E30
Gasoline	\$2.6313	\$2.6313	\$0.7894	\$2.3682	\$2.2366	\$1.8419
Ethanol	\$2.1100		\$1.4770	\$0.2110	\$0.3165	\$0.6330
Product Cost		\$2.6313	\$2.2664	\$2.5792	\$2.5531	\$2.4749
Fed Tax - Gas	\$0.1840	\$0.1840	\$0.1840	\$0.1840	\$0.1840	\$0.1840
VEETC - Ethanol	\$0.0000		\$0.0000	\$0.0000	\$0.0000	\$0.0000
State Tax	\$0.2800	\$0.2800	\$0.2800	\$0.2800	\$0.2800	\$0.2800
TOTAL COST		\$3.0953	\$2.7304	\$3.0432	\$3.0171	\$2.9389

OPIS 1/12/12 Chicago Spot Price

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