

E-15

When, Where and How?

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Incentives To Market E-15

- RFS₂
- RINS
- Ample supply of ethanol
- Some motivated marketers
- Potential street price advantage
- State government incentives
- New blender pump option

Disincentives To Market E-15

- **Inadequate retail infrastructure**
 1. Two tank systems
 2. Choose between E-15 and Premium
 3. Retailers cannot turn away pre 2001 vehicle customers or landscape crews and cannot make them buy premium.
 4. Three tank systems converted to diesel.

Disincentives To Market E-15

- Infrastructure tax credits gone.
- Excise tax credits gone.
- Branded fuels slate restrictions
- Splashblending sole source
- Ethanol prices

Disincentives To Market E-15

- Liability
 1. Mis-fueling
 2. Automobile mfg warnings
 3. Improper labeling
 4. Confusing warning labels
 5. Class action worries

More On Liability

- Bigs and Smalls
- Iowa
- Minnesota
- Federal Renewable Fuels Facilitation Act

E 15 Launch Pad

IOWA