



Press Release

For Immediate Release

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National FFV Awareness Project To Mobilize Support for Increased Ethanol Usage

Washington, DC April 22, 2009. As part of a series of events across the country celebrating Earth Day, the **Ethanol Across America** education campaign announced today its support of the National Flexible Fuel Vehicle (FFV) Awareness Project in cooperation with the FlexFuel Vehicle Club of America. The FlexFuel Vehicle Club was founded to build a national support base of FFV owners and other related stakeholders. The goal of the project is to accelerate and support existing consumer education efforts to increase ethanol demand through the sale of high level blends of ethanol to meet the nation's renewable fuel standard.

"Consumers are becoming more aware of the impact of their energy usage on the environment. Consumers have the choice to turn off a light, change a bulb, or even buy green energy (e.g., wind, solar, hydro) from their local utility. However, the vast majority of consumers still do not have the choice of what fuel to put in their cars unless they are one of the 7 million owners of FFVs. We are launching this national FFV awareness campaign so more consumers will begin to use their power of choice and purchase higher than 10% blends of ethanol," said Burl Haigwood, President of the FlexFuel Vehicle Club.

By teaming with the Clean Fuels Foundation and the **Ethanol Across America** program, project coordinators say they will be able to reach a wide audience through announcements about the project on the **Ethanol Across America's Ethanol Minute** radio show. "The **Ethanol Minute** reaches over 50 million listeners, most of them in their cars. We hope they take a minute to understand more about the role biofuels can play in their search for economic, environmental and energy security," said Douglas A. Durante, Director of the **Ethanol Across America** campaign.

The first phase of the Flexible Fuel Vehicle Club's efforts will concentrate on reaching out to Governors and Energy Offices in states with biofuel programs and/or E85 stations. They have the opportunity to identify and contact the FFV owners in cooperation with their state department of motor vehicles and state inspection stations. "Similar to campaigns for seat belts and driver safety, energy usage deserves the same level of attention and personal responsibility," said Mr. Haigwood. As part of the program, the FlexFuel Vehicle Club will work with the Clean Fuels Development Coalition, Veteran groups, and other biofuel stakeholders to organize and rally local FFV owners to drive their vehicles in the National Memorial Day parade in Washington, DC.

The FlexFuel Vehicle Club's awareness program will try to decal all makes and models of FFVs. FFV decal branding will compliment similar efforts to brand fuel ethanol and E85 at the retail gasoline dispenser. Currently, ethanol and E85 branding and education/outreach efforts are targeted to the gasoline retailer to build infrastructure, with the marketing effort often ending at the point of station opening. The national FFV awareness project will focus on increasing the utilization of E85 after the retail station has opened. The program will expand the stakeholder community from just fuel providers to include the automobile dealership network and other community stakeholders (e.g., civic, faith, and environmental organizations) to increase FFV and E85 awareness to the public.

While several regional programs have had some success in this area, such as the American Lung Association of the Upper Midwest, the FlexFuel Vehicle Club program offers the only national residual consumer education campaign available to FFV and E85 stakeholders after E85 stations are opened. The FlexFuel Vehicle Club website serves as the only first-person-voice designed specifically for use by DOE Clean Cities Coordinators, FFV retailers, E85 marketers and others that want to present the importance of using E85 and higher blends of ethanol to the consumer.

"True energy independence is about the freedom of consumer choice. FFVs, ethanol, E85 and the nation's renewable fuel standard have put consumers back in the driver's seat, and we plan to mobilize this American asset," said Haigwood.

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Ethanol Across America is a non-profit, non-partisan education campaign of the Clean Fuels Foundation and is sponsored by industry, government, and private interests. For more information, log on to www.ethanolacrossamerica.net