

Objective: To educate automotive dealerships on ethanol and dispel the misinformation circulating about the ethanol industry.

DOCUMENTS INCLUDED

- Training guide
- Frequently Asked Questions
- Sign-in sheet
- Survey (prior to presentation)
- Thank you letter

SETTING UP YOUR MEETINGS

- Who to contact
 - Reach out to general manager and/or owner of the dealership.
 - "We are with ____ ethanol plant and are working on a project to connect with dealerships to help service people and salespeople better understand the value of flex-fuel vehicles and selling those vehicles on your lots. It's free of charge to you, and we'd want an hour to speak with as many people from your team as possible."
 - We recommend both salespeople and service people attend the sessions.
- Ways to connect
 - Call dealerships in your area, and be sure to follow up.
- Events to attend
 - Chamber of Commerce functions
 - Local Auto Dealer Association (ADA) meetings
- Questions to ask on the phone call
 - What audio/visual equipment do they have?
 - How many people will be attending?
 - Do they have a meeting area, break room or conference area that will be available?

WHAT YOU NEED TO TAKE WITH YOU

- Research ahead of time where ethanol is sold in the area. Know which stations sell it and which blends they offer.
- Projection – audio/visual
- Dealer video
- Surveys
- Pens/ pencils
- Clipboards
- Information sheets/ packets for sales team (leave behind)
- Information booklets
- Optional:
 - Ethanol jars

- Gift card for giveaway

THE MEETING

- Greet and welcome everyone as they arrive
- Have everyone sign in (sign-in sheet included)
- Hand out surveys for people to complete as you are waiting to start (surveys included)
- Opening
 - Introduce yourself
 - Tell them why you are here
 - Because you believe in the importance and value of ethanol
 - So we can help you better communicate to your buyers coming into the dealership
 - Provide them with accurate information about blended fuels and the capabilities of flex-fuel vehicles

THE VIDEO

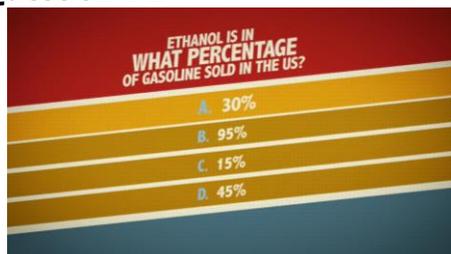
- Introduce the video:
 - It's a fun video we put together to help dispel some misinformation about ethanol
 - It's meant to be interactive, so play along as we go.

- **Play Question #1**



- **Pause** the video before giving the answer. Ask attendees to answer the question.
- **Continue playing** the video to show the answer. Let the video play through the segment with Richard Childress Racing.
- Fast facts for this question:
 - Ethanol is a clean burning, high performance fuel.
 - NASCAR runs on 15 percent ethanol.

- **Play Question #2**



- **Pause** the video before giving the answer. Ask attendees to answer the question.

- **Continue playing** the video to show the answer. Let the video play through the segment with the Hefty brothers.
- Fast facts for this video:
 - Importance of helping out the local economy.
 - The oil refineries use ethanol to increase their octane because ethanol is more cost effective.
 - Ethanol replaced MTBE when it was shown to pollute ground water.
 - Ethanol reduces the price of gas at the pump.

- **Play Question #3**



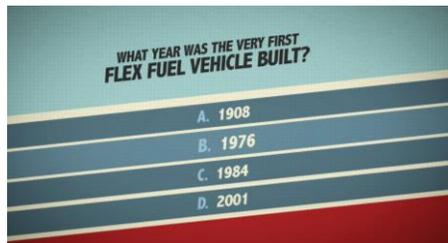
- **Pause** the video before giving the answer. Ask attendees to answer the question.
- **Continue playing** the video to show the answer. Let the video play through the segment with General Wesley Clark.
- Fast facts for this video:
 - General Wesley Clark was Supreme Allied Commander of NATO, so he knows foreign policy extremely well.
 - When you buy ethanol, it is coming from the United States and reduces our dependency on foreign oil.
 - Without a competitive product to gasoline/oil, the U.S. will always be vulnerable to OPEC. Today ethanol is the only competitive, economically viable replacement.

- **Play Question #4**



- **Pause** the video before giving the answer. Ask attendees to answer the question.
- **Continue playing** the video to show the answer. Let the video play through the segment with Jeff Broin.
- Fast facts for this video:
 - The ethanol industry receives \$0 in government subsidies. All ethanol tax credits expired at the end of 2011.
 - Grain based ethanol is the lowest cost, highest octane fuel in use today.

- **Play Question #5**



- **Pause** the video before giving the answer. Ask attendees to answer the question.
- **Continue playing** the video to show the answer. Let the video play through the segment with Robert Gordon.
- Fast facts for this video:
 - The Model T ran on 100% ethanol.
 - Henry Ford believed ethanol was the fuel of the future.
 - Prohibition hurt ethanol because of the tax on all alcohol – not just drinking alcohol.
 - Today, ethanol blends offer consumers a choice and savings at the pump.

CLOSING DISCUSSION

- Ask for any feedback
 - Did anything surprise them about the video?
 - Ask if they have any questions.
 - If you know the correct answer, tell them.
 - If you don't know the correct answer, write it down and tell them you'll follow up with the correct answer. There is nothing wrong with saying that you'll get back to them!
- E15 is approved for all vehicles MY 2001 and newer.
- Thank them for their time.
- Tell them you'll follow up with another survey in a couple of weeks.

FOLLOW-UP AFTER THE MEETING

- Follow-up survey
- Thank you letter/email (included below)
- Social media
- If they had any questions you didn't have the answer to, get them the correct answer.

FREQUENTLY ASKED QUESTIONS

Below is a list of questions that have been asked by the service people and salespeople in previous training meetings. These are also posted on Growth Energy's website.

Will a vehicle fueled by ethanol have issues starting in cold weather?

- A modern car will have no cold start issues with E10 or E15 based on the rigorous testing and drivability studies done for these fuels.
- Extremely cold weather can make the start process slower regardless of the fuel in it.
- Only at the highest ethanol levels, such as E85, are there concerns about the lack of vaporization that can potentially cause starting issues in cold weather; however, the ASTM specification for E85 allows for ethanol content to range between 51 percent and 83 percent, so fuel producers generally adjust their E85 accordingly to avoid these wintertime problems.

Can ethanol be used in small engine equipment, such as lawnmowers, chainsaws and snowmobiles?

- E10 has been the predominant fuel in the U.S. for over a decade and most engines are warranted for use with E10 including brands such as Homelite, Honda, Echo and many others.
- Even the Outdoor Power Equipment Institute has gone on the record and said, "We pump E10 without a second thought."
- E15 is expressly prohibited from being used in small engines and is only approved for passenger vehicles MY 2001 and newer. There are always other fuel options for consumers to use in their small engines when E15 is present.

What makes a flex-fuel vehicle a flex-fuel vehicle?

- Flex-fuel vehicles are authorized to run on any blend of ethanol from 0-85 percent, whereas all other MY 2001 and newer light-duty vehicles are only approved to run on ethanol blends up to 15 percent ethanol. Vehicles older than 2001 are approved to run on E10.
- Since 2006, there has been very little difference in the engine parts between flex-fuel vehicles and other light-duty vehicles. There is generally some slightly modified emissions equipment, software and a different certification process.

Does ethanol lose its octane level?

- No. Since ethanol is a constant molecule, it will not lose its octane value.

Is ethanol approved for all vehicles?

- Yes. All cars in the U.S. are approved for 10 percent ethanol.
- E15 is approved for all vehicles MY 2001 and newer, which accounts for more than 80 percent of all vehicles on the road.

- Nearly 20 million vehicles are approved for any blend of ethanol up to 85 percent ethanol.
- In Brazil, the only fuels available for cars and small engines are 27.5 percent ethanol or 100 percent ethanol.

Will a vehicle running on E15 or E85 see a decrease in average miles per gallon?

- A vehicle running on E85 may get lower mileage than a vehicle running on pure gasoline or E10. However, the lower price of E85 and its high octane typically makes it an economically viable, high-performing choice at the pump. Blends such as E15, however, will not reduce gas mileage and are also higher in octane than regular gasoline.

Where can I find flex-fuel pumps?

- You can download the Flex Finder app in the iTunes [Store](#) or [Google Play](#).

I don't see a lot of E15 or E85. Are more stations adding them?

- Several large convenience store chains have started to add E15 and E85 to their fuel offerings. Major players like Sheetz, Kum & Go, MAPCO, Minnoco, Murphy USA, Protec, Zarco USA, Petro Serve USA and Cenex all sell E15. The fuels will become more prevalent in the coming years.

What is the difference between Eco Boost and flex-fuel vehicles?

- Eco Boost engines are not certified to use ethanol blends higher than E15, whereas flex-fuel vehicles can use any blend of ethanol up to E85. Given the higher compression of engines with turbo chargers like Eco Boost, higher blends of ethanol like E15 are an ideal fuel to maximize engine performance.

Is gasoline lower quality today?

- Yes. Oil refineries are producing lower octane fuel (84 octane) and blending ethanol to bring octane levels to standard (87 octane).
- Ethanol is the lowest cost, highest octane fuel available today.

Which blends can you safely use in a flex-fuel vehicle?

- Any blend up to E85 can be used, including E30, E15, E10 and even E0. If consumers already have E10 in their tank, it is okay for them to use E15 or E85 to fill up the rest of the way.

I've heard the food vs. fuel debate. Does ethanol actually increase food costs?

- No. The largest contributor to food prices is the cost of oil.
- Ethanol is made from the starch portion of #2 yellow corn (livestock feed corn). All of the protein, oil and fiber are returned into the livestock feed market as co-products of ethanol production.
- Ethanol has not reduced the world's supply of food or feed grains. In fact, global stocks of grain are at the highest level in more than a decade.
- The growth of the ethanol industry, particularly in the U.S., has stimulated greater grain production by encouraging research and development that has led to increased productivity.

What are the mid-level ethanol blends? Where are they sold?

- E15, E20, E30 and E50 are high performing mid-level blended fuels. You can find pump locations using the Flex Finder app.

What ethanol blend does NASCAR use?

- NASCAR runs on E15 in all three of its top national series.

Is ethanol mandatory in all 50 states?

- No. It is not mandatory, but ethanol's octane value, competitive pricing and the goals of the federal Renewable Fuel Standard (RFS) make its use prevalent across the nation.

Does the U.S. export ethanol?

- Yes. Although ethanol is produced domestically and primarily used here in the United States, last year the industry exported over 800 million gallons to nearly 80 countries around the world. Additionally, other countries in South and Central America export some of their own ethanol to the United States.

Does ethanol cause phase separation?

- No. In fact, ethanol actually prevents phase separation by absorbing and holding unwanted water in suspension in the fuel tank. Without ethanol, the water in the fuel tank will separate from the gasoline and settle at the bottom of the tank, potentially causing significant engine performance.

Does an ethanol plant use a large water supply?

- Ethanol production is not a large water consuming industrial process, especially when compared to oil production. Only 2.7 gallons of water are used to produce one gallon of ethanol. In comparison, it takes 97 gallons of water to produce one gallon of gasoline. But unlike the water used to extract oil or refine gasoline, the water used for ethanol production is returned to the environment as steam.

SIGN-IN SHEET

Sign in for a chance to win a door prize!

NAME **EMAIL ADDRESS**

1.

2.

3.

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9.

10.

11.

12.

SURVEY TO TAKE BEFORE PRESENTATION

Please circle. 1 = Completely disagree, 5 = Completely agree

1. The use of ethanol-blended fuel will have a negative effect on my vehicle over time.

1 2 3 4 5

2. The engines in flex-fuel vehicles are significantly different from those in non-flex fuel vehicles.

1 2 3 4 5

3. The cost to produce/repair flex-fuel vehicles is much greater than non-flex-fuel vehicles.

1 2 3 4 5

4. The ability to use ethanol-blended fuels creates higher value to my customers.

1 2 3 4 5

5. The cost of ethanol-blended fuels for my customer is typically less than non-ethanol blended fuels.

1 2 3 4 5

6. I currently promote the use of ethanol-blended fuels to my customers.

1 2 3 4 5

7. There is adequate information available in the dealership for me to confidently present the value of owning a flex-fuel vehicle to my customers.

1 2 3 4 5

8. The general opinion of my customers is that they will use ethanol-blended fuel in their flex-fuel vehicle on a regular basis.

1 2 3 4 5

FOLLOW-UP LETTER/EMAIL:

(DEALERSHIP NAME):

Thank you for taking time to visit with us about ethanol and flex-fuel vehicles. I hope our session was informative and will help you answer any questions your customers might have about the many benefits renewable fuels provide, such as expanded consumer choice, lower greenhouse gas emissions, lower costs at the pump and increased national security.

We appreciate your responses on the survey and value your input. We will be sending you a short follow-up survey in a few weeks and hope that all of you can participate. Also, please see Doug's follow-up email below regarding some of the topics that we addressed last week.

If you ever have any questions, please reply to any one of us on this email, and we would be happy to help you. You can also find more information on our partner websites:

[Growth Energy](#)

[American Lung Association of the Upper Midwest](#)

[SD Ethanol Producers Association](#)

[American Ethanol](#)

[SD Auto Dealers Association](#)

Thanks again!