



NEBRASKA ETHANOL BOARD

STATE OF NEBRASKA

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GOVERNOR

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ADMINISTRATOR

PRESS RELEASE

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FFV Awareness Campaign Comes to Nebraska

Earth Day marks launch of FFV education program

Lincoln, Nebraska. The National Flexible Fuel Vehicle (FFV) Awareness Campaign announced a state-wide education effort beginning on Earth Day to alert drivers to new E85 road signs being installed across Nebraska. The program is designed to encourage FFV owners to use higher ethanol blends, such as E85, which have been proven to be easier on the environment than conventional gasoline.

The National FFV Awareness Campaign is a joint project of the Clean Fuels Foundation, the Governors' Biofuels Coalition, the Nebraska Ethanol Board, and a wide range of industry and private interests dedicated to utilizing the 8 million flexible fuel vehicles on the road today. FFVs can operate on blends of ethanol up to 85% and represent a significant opportunity for the U.S. to reduce its dependence on imported oil, create domestic jobs, and reduce greenhouse gas emissions.

Todd Sneller, Administrator of the Nebraska Ethanol Board, said "We are pleased to combine our ongoing efforts here in Nebraska with the nationwide program of the FFV Awareness Campaign. High ethanol blends like E85 can open up new markets for ethanol but we need to make sure drivers know they can use these fuels and where they can purchase them."

Sneller said several national surveys indicate that as many as 90% of the owners of FFVs either are not aware their vehicles have this capability or have never used ethanol blends. "The FFV campaign is about consumer awareness and driver education. We are going to begin with the drivers of the 87,000 FFVs on the roads of Nebraska immediately. There is no better time to start this campaign than on Earth Day."

Find the fuel
for your FFV.

E85

If you drive a Flexible Fuel Vehicle (FFV), look for the blue road signs that identify a nearby E85 station.

Not sure if your vehicle is an FFV? Check your owner's manual.

Find E85 stations nationwide at:
www.ne-ethanol.org

A service of the Nebraska Ethanol Board

Sneller said the new state road signs will create brand recognition that will allow drivers to identify gas stations that have E85 available, including blender pumps that can dispense different levels of gasoline-ethanol blends. In addition to the signs, the Nebraska program will include distribution of FFV and E85 information at Rest Areas along Interstate 80 in Nebraska, including cards with the E85 sign branding, directing FFV owners to [a list of E85 locations on the Nebraska Ethanol Board's website](#). The campaign will include an ongoing series of projects and events designed to support refueling infrastructure and ethanol demand. Nebraska is one of several states working with the Governors' Biofuels Coalition and the Clean Fuels Foundation to increase awareness of flexible fuel vehicles. The campaign can be adopted by other states where FFV owners may not be aware of the ethanol fuel choices available.

The National FFV Awareness Campaign is also promoting the use of higher ethanol blends in Florida and other states. The campaign is

coordinating with ethanol producers, retail fuel providers, automobile dealers, agriculture and environmental groups, and others to take advantage of the opportunity that FFVs can play in helping to reduce petroleum use.

Douglas A. Durante, Director of the Clean Fuels Foundation, said the campaign is critical if the US is to achieve the benefits of the Renewable Fuels Standard (RFS) that is current law. "The U.S. Environmental Protection Agency (EPA) has stated the RFS can reduce pollution, increase farm income, lower fuel costs to consumers, and provide a host of other benefits, but only if we can actually use the fuel the program requires. Once we maximize the use of low level blends in conventional vehicles we must turn to FFVs."

Durante also noted that the Departments of Energy and Agriculture have invested hundreds of millions of taxpayer dollars in cellulosic ethanol technologies that will soon be coming on line. The significant volumes of ethanol they produce will need to be used in FFVs. According to Department of Energy estimates, these and other biofuels provide the opportunity to displace 40-60% of our oil imports over time.

For further information, please visit the FFV Club; www.flexfuelvehicleclub.org
Clean Fuels Development Foundation www.cleanfuelsdc.org
Nebraska Ethanol Board www.ne-ethanol.org

Established in 1971, the Ethanol Board assists ethanol producers with programs and strategies for marketing ethanol and related co-products. The Board supports organizations and policies that advocate the increased use of ethanol fuels – and administers public information, education and ethanol research projects. The Board also assists companies and organizations in the development of ethanol production facilities in Nebraska. For more information, please visit www.ne-ethanol.org.