

New FTC Ruling for Ethanol Labeling, OPEI Issues Statement



Source: www.TurfMagazine.com

ALEXANDRIA, Va. – The new rule issued by the Federal Trade Commission, on fuel pump labeling of ethanol content in gasoline, requires ethanol blended fuels be labeled at the gas pump as: “Use Only in Flex-Fuel Vehicles/May Harm Other Engines.”

According to most engine manufacturers, fuels containing greater than ten percent ethanol can damage or destroy outdoor power equipment, including lawn mowers, chain saws, generators, utility vehicles and other small engine equipment such as motorcycle, snow mobile and boat engines. Fuels containing more than 10 percent may void product warranties, and by Federal law, it is illegal to use higher ethanol fuel blends, specifically E15, in outdoor power equipment.

✖ Consumer surveys conducted in April and May 2015 by the OPEI, found that Americans do not pay much attention to labels at the pump. Less than one quarter (23 percent) stated that they notice the ethanol content on the fuel pump. Less than half (47 percent) of Americans admitted they [check the fuel pump for any warning labels](#) when fueling up their cars at gas stations.

Kris Kiser, president and CEO of the [Outdoor Power Equipment Institute](#) (OPEI) said, “We appreciate efforts by the Federal Trade Commission (FTC) to regulate and manage the rapidly-changing fuels marketplace, requiring that gas pumps be labeled with percentage of gasoline and percentage of ethanol added. However, the agency didn’t go far enough. We fear consumers will remain confused and inadvertently misfuel their small engine equipment, in particular.”

CONSUMERS ARE **CONFUSED** BY NEW CHOICES AT THE FUEL PUMP

Consumers are not paying attention to pump warning labels, according to two recent national surveys conducted online by Harris Poll on behalf of the Outdoor Power Equipment Institute (OPEI). Americans continue to choose gasoline based on price, without noticing other important variables – like the ethanol content.

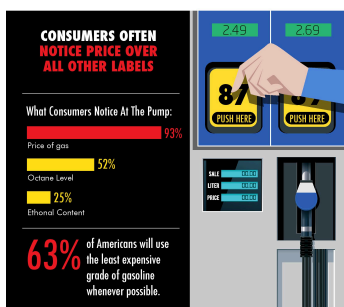


48% say they fill their portable gas can with the same fuel they use to fill their vehicle.



However, higher ethanol fuel blends entering the marketplace

MAY NOT WORK IN YOUR OUTDOOR POWER EQUIPMENT, SMALL ENGINE PRODUCTS AND UTVs.



DID YOU KNOW?

By Federal law, it is illegal to use ethanol fuel blends greater than 10% in outdoor power equipment.



74%

of Americans say they are not at all sure if it's legal or illegal to put high level ethanol gas (i.e., anything higher than 10 percent ethanol) into small engine products.

CONSUMERS ALSO CONFESSED THEY DO NOT PAY MUCH ATTENTION TO LABELS AT THE PUMP.



Less than half

of Americans admit they check the fuel pump for any warning labels when fueling up their cars at gas stations.

Less than one quarter

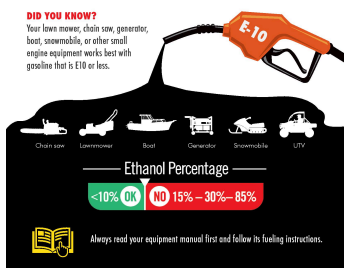
(23%) state that they notice the ethanol content on the fuel pump.



DON'T RISK ACCIDENTALLY USING THE WRONG GAS IN YOUR OUTDOOR POWER EQUIPMENT. LOOK BEFORE YOU PUMP.

DID YOU KNOW?

Your lawn mower, chain saw, generator, boat, snowmobile, or other small engine equipment works best with gasoline that is E10 or less.



Learn more by visiting:

www.LookBeforeYouPump.com



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