



# CONSIDER SELLING HIGHER ETHANOL BLENDS

Interested in selling cleaner, high octane fuels that differentiate you from the crowd and cost less than the fuel everybody else is selling now? Try E15!

## The Market

- 70% of drivers say they buy fuel based on price, E15 typically provides a \$0.05 price advantage.
- According to EPA all cars 2001 and newer can use E15. That's 90% of cars on the road today!
- Did you know? There are more flex fuel vehicles (FFVs) on the road today that can run on any blend up to E85 than there are of cars and light trucks that require diesel or premium fuel combined?
- Thanks to new regulations, E15 can be sold year-round with no changes in labeling.

## The Math

- Current E15 and flex fuel retailers have seen increased customer counts and inside sales into their stores.
- Besides new customers, ethanol blends often provide more profits to retailers.

Disclaimer: Examples provided should be considered a prediction based off state averages and composites of ethanol retailers. Station owners and retailers understand their customer base and market conditions well enough to make their own assessment.

### E15/Flex Fuel Profit Estimate

Kansas

AVG STATION (91,000 GPM)

#### Average Retailer:

New gallons/\$\$/Mo E15 & Flex:	16,800	\$2,800
New Customer/Mo:	+1,867	
Additional Merch. margin from above:		\$5,400
RINs not applied to reduce price:		\$810

**TOTAL NEW PROFIT/MO: \$9,010**

#### Top Performing Retailer:

New gallons/\$\$/Mo E15 & Flex:	39,900	\$6,600
New Customers/Mo:	+4,427	
Additional MerchMargin from above:		\$12,900
RINs not applied to reduce price:		\$2,300

**TOTAL NEW PROFIT/MO: \$21,800**

## The Misconceptions

### Misconception 1: There is too much liability when offering ethanol blends.

- E15 liability is the same liability a station has for selling any other fuel.
- U.S. American drivers have logged approximately 6 billion miles on the E15 without a single reported case of engine damage, misfuelling or inferior performance.

### Misconception 2: The cost of installing ethanol is too high.

- Most stations can add E15 for as little as \$1,000 and the cost of an E25 compatibility option for new dispensers is only a couple hundred dollars.
- A large percentage of underground storage tanks and lines are currently compatible with ethanol blends higher than 10%.

# How To Make It Happen For You

## Considerations For Moving To Higher Ethanol Blends:

- Ensure Underground Storage Tank (UST) and fueling equipment compatibility.
- If branded, confirm your brand allows higher ethanol blends to be sold.
- Have knowledge of labeling requirements.
- Register with EPA and adopt a misfuelling mitigation plan.
- Find a fuel supplier. E15 is now offered at more than 170 terminal locations across the country. Purchasing directly from a nearby ethanol plant can be a great economical option as well.

### Curious about further resources?

*Find out more about offering higher ethanol blends at [flexfuelforward.com](http://flexfuelforward.com).*

## Kansas Ethanol Plants & Terminals Offering E15



## Statewide Funding Opportunities

### Kansas Corn Flex Fuel Pump Grant Program

- Offering \$25,000 per pump for up to \$75,000 per station
- Must offer at least two higher ethanol blends
- Blends must be offered for a minimum of two years following installation
- Required to follow all state and federal laws

*Find more details and the application online at [kscorn.com/ethanol](http://kscorn.com/ethanol)*

### Kansas Corn Promotional Grants

- Continued support for stations selling higher ethanol blends with Fueled by Kansas Campaign
- Station promotion materials available for use at your station
- Financial assistance available for local promotion
- Features in statewide campaign advertisements

For more details contact:  
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