E15, E85 and other corn-based ethanol fuels are the clear choice at the pump. These give customers choices that are safe to use, good for the environment and good for your business.

Driving Forward
E15 and flex fuels are cleaner burning, higher-octane, lower-priced fuels. And when given the choice at the pump, 70% of drivers say they buy fuel based on price.

WHEN GIVEN THE CHOICE AT THE PUMP, WHICH WOULD YOU CHOOSE?

<table>
<thead>
<tr>
<th></th>
<th>REGULAR</th>
<th>UNLEADED E15</th>
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<tbody>
<tr>
<td>Price</td>
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<td>$2.99</td>
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<table>
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<th>PREMIUM</th>
<th>E85</th>
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<tbody>
<tr>
<td>Price</td>
<td>$2.64</td>
<td>$1.69</td>
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</tbody>
</table>

The Numbers
Think there’s not a market for ethanol fuels? Of the 250 million cars and light duty trucks on our roads today, 200 million are ready for E15 — that’s 80% of the fuel marketplace looking for choices at the pump.

Incentive Programs
There are a number of state and federal incentive programs available to fuel retailers looking to add or switch pumps to offer E15 and other flex fuels.

To learn more about these incentives, contact Ken Parrent, Director, Biofuels, Indiana Corn Marketing Council kparrent@indianacorn.org

Funded with Indiana corn checkoff dollars.