

ETHANOL EDUCATION & CONSUMER PROTECTION PROGRAM

LOOK BEFORE YOU PUMP

Today, there are more gasoline choices for consumers than ever before.

No longer can anyone pull into a gasoline filling station and assume the fuel from the pump is safe and legal for their specific automobile, outdoor power equipment, utility vehicle, or other small engine equipment.

Currently, most fuel sold today at gas stations for automobiles and outdoor power equipment contains up to 10 percent ethanol (E10). However, in the past year, more gas stations are selling ethanol gasoline blends greater than 10 percent — such as 15, 30, 50 and 85 percent ethanol — often from a gasoline blender pump. And, higher ethanol blends are likely cheaper.

But price is no longer the way to choose gas for small engines, utility vehicles and outdoor power equipment such as mowers, garden tractors, chainsaws, snow throwers, trimmers, generators, power washers, blowers and more. Consumers need to choose the right fuel.

As an equipment dealer, you know that most outdoor power equipment was not made for ethanol gas blends higher than 10 percent ethanol, or E10. OPEI asks all dealers to encourage their customers to reference their owner's manuals and "look before you pump."

The OPEI Campaign

To help the equipment dealer and manufacturing community with this critical issue, OPEI has launched a "Look Before You Pump" campaign to educate and protect consumers from inadvertently misfueling their equipment investments. We encourage all dealers and manufacturers to join OPEI in this campaign by:

- *Distributing key information using a variety of marketing and point-of-sale materials, now available on <http://tinyurl.com/EthanolEducation>*
- *Sharing OPEI's video public service announcements on their Web sites and, if possible, in their storefronts.*
- *Spreading the message to #LookB4UPump through your social media channels and other materials, as appropriate.*

#LOOKB4UPUMP
LOOKBEFOREYOUNUMP.COM



The Outdoor Power Equipment Institute (OPEI) is an international trade association representing small engine, utility vehicle and outdoor power equipment manufacturers.

