

# CLEAN FUELS FOUNDATION



## PRESS RELEASE

**For Immediate Release**

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### **Alliance of Automobile Manufacturers and Clean Fuel Foundation Announce Joint Education Project**

Washington, D.C., October 26, 2011: A new public education project to reach drivers of FlexFuel Vehicles (FFV) by working with state Motor Vehicle Administrations (MVA) was announced today that supporters say could dramatically increase sales of high-level ethanol blends.

As a part of the national FFV Awareness Campaign, the "FlexFuel Vehicle/Motor Vehicle Administration" project will collaborate with MVAs in six states (MD, FL, GA, IA, KS, NE) to define opportunities to leverage their existing outreach capabilities to all drivers, and specifically owners of FFVs. Outreach opportunities can be in the form of developing the FFV owner database, vehicle registration and license renewals, safety inspection and emissions notices, and including information with the energy/emergency preparedness program, state websites, and at point of service.

FFV Awareness Campaign Manager Burl Haigwood said, "The MVAs communicate extensively with drivers and auto dealers on a regular basis. Working together with MVAs and automakers we want to reach drivers of FFVs to make sure they are aware that their vehicles have the capability of using high-level ethanol blends. In so doing we will also attract a new generation of FFV owners and increase public awareness of ethanol as a preferred alternative to oil imports. Educating drivers about fuel choice will result in proper refueling and protect ethanol's stellar 30-year marketplace reputation"

There are 68 FFV models available in showrooms today. The Alliance of Automobile Manufacturers represents twelve companies and according to Chief Executive Officer Mitch Bainwol the Alliance supports FlexFuel Vehicles and sees the need for consumer education. "We have always supported alternative fuels and FlexFuel Vehicles are a growing segment of the auto pool. We are pleased to help sponsor this project to increase the use of alternative fuels like E85 and in so doing, educate drivers to avoid the potential for misfueling."

FFV Awareness Campaign supporters noted that reaching drivers in cooperation with the DMVs is essentially a no-to-low cost means to help states meet their goals to reduce petroleum use, support new biofuel technologies, and improve air quality. The Alliance now joins EPA, USDA, several Clean Cities Coalitions, and over 30 Ag/Energy/Environmental organizations that support the FFV Awareness Campaign.

For more information on the project go to [www.FFV-Awareness.org](http://www.FFV-Awareness.org) or contact Burl Haigwood at [burl.haigwood@cleanfuelsdc.org](mailto:burl.haigwood@cleanfuelsdc.org).