



## New ethanol labeling “not enough” to avoid misfuelling, warns agency

**“Look before you pump” is the recommendation the Outdoor Power Equipment Institute (OPEI) has issued after the announcement of the new fuel pump labeling for ethanol content in gasoline.**

According to OPEI, an international trade association representing more than 100 power equipment, less than a quarter (23%) of Americans stated they notice the ethanol content at the fuel pump, leading to many cases of misfuelling and harming medium and smaller engines.

The statement comes in light of the new labeling rule issued by the Federal Trade Commission (FTC) which requires ethanol blended fuels be labeled at the gas pump as: "Use Only in Flex-Fuel Vehicles/May Harm Other Engines."

"We appreciate efforts by the 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," said Kris Kiser, president and CEO of OPEI.

Consumer surveys made in April and May 2015 revealed most U.S. motorists do not pay much attention to labels at the pump. Only half (47%) of Americans admitted they check the fuel pump for any warning labels when fueling up their cars at gas stations.

"You must put the right fuel, in the right product. We would like for labels to get more attention from consumers and for EPA or the FTC to commit funding to educate consumers about proper fuel usage," added Kiser.