

FUELING CONSUMER UNDERSTANDING

For 40 years, the Renewable Fuels Association has endeavored to improve consumer understanding about the value and importance of renewable fuels like ethanol. This work continued through 2020 and into 2021, even as the COVID-19 pandemic altered plans, canceled some events and forced others to a virtual format.

Fortunately for RFA, major lockdowns didn't begin until after signature events like February's National Ethanol Conference and Commodity Classic, both of which shined a spotlight on RFA's custom Flex Fuel E85 Jeep Wrangler, designed and built by Kenny Hauk and featured in his Amazon Prime series, *Hauk Machines*. Sporting more than 1,100 horsepower when fueled on E85, the Jeep serves as an incredible "conversation starter" about the performance, economic, and environmental benefits of using ethanol.

During the pandemic, while we faced far fewer opportunities for in-person outreach, RFA and the Jeep made it to the 2020 Sturgis Motorcycle Rally, where we sponsored the 13th annual Legends Ride and hosted "Free Fuel Happy Hours," providing a free tank of 93 octane E10 for nearly 1,000 motorcycles. Things looked a little different in Sturgis this past year, with face masks and hand sanitizer in abundance.

In fact, the sanitizer distribution at Sturgis and elsewhere allowed RFA to discuss the merits of ethanol even more. Southwest Iowa Renewable Energy, an RFA-member ethanol plant in Council Bluffs, Iowa, donated 1,000 bottles of its branded "SIREtizer" hand sanitizer to RFA for free distribution at events like the Rally.

RFA and the National Corn Growers Association again served as co-title sponsors for the Crappie Masters Tournament Trail in 2020, providing an effective venue for communicating ethanol's advantages to recreational boaters and anglers. At every tournament, the winners used E10 in their boats to bring home the trophy. The series included state-level tournament trails in Oklahoma, Kentucky, Missouri, Kansas, Iowa, Florida, Arkansas, Alabama, Tennessee and Louisiana.

RFA also continued to sponsor off-road racer Derek Tidd, who uses his E85-powered Can-Am X3 to share information about the use of E85 in off-road and racing engines. This racing season, Tidd Racing enjoyed four first place wins and seven Top-Five finishes. And RFA's custom E85 American Chopper, built by Paul Teutul Jr., continued to serve as a valuable outreach tool to demonstrate ethanol's benefits to motorcycle enthusiasts.



"The UTV racing circuit continues to provide an excellent avenue for ethanol education and outreach. In fact, we are seeing the proof as more teams move to E85 each year."

- Derek Tidd, Tidd Racing

