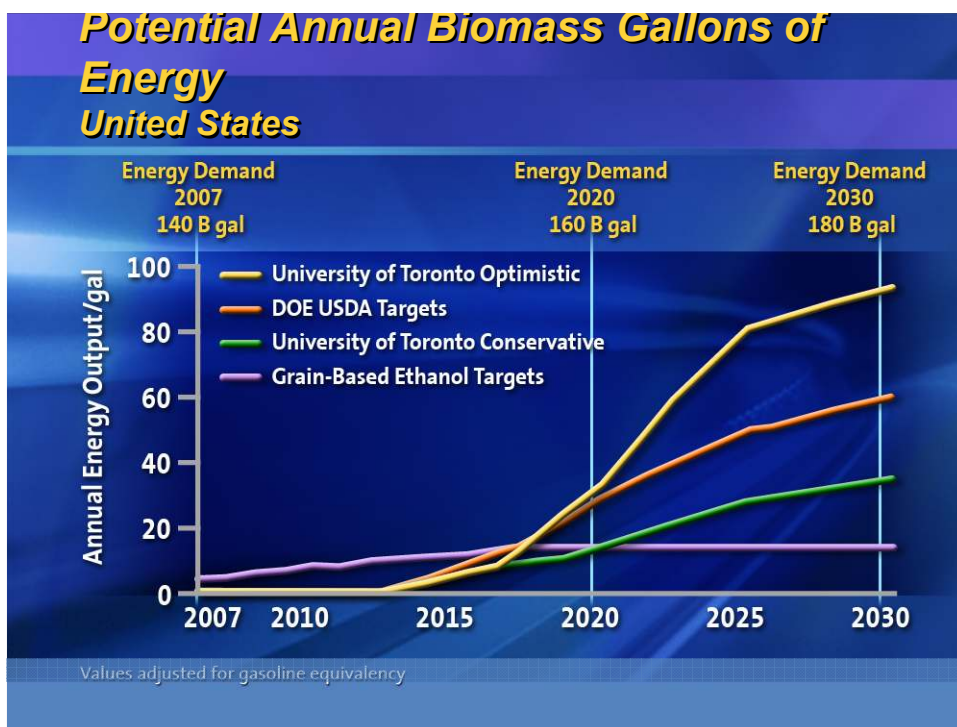
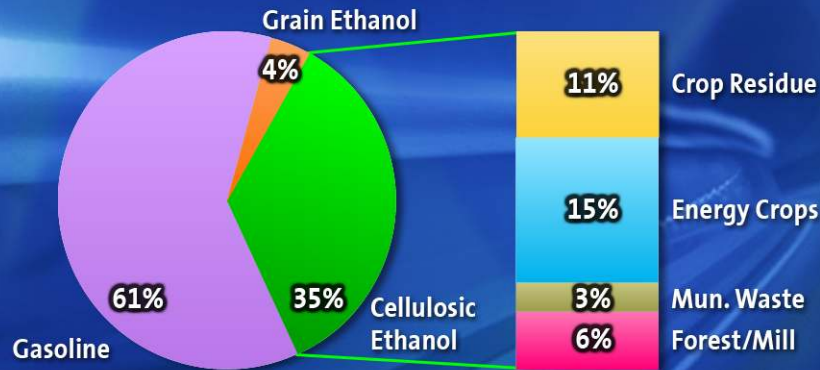


**Ethanol Infrastructure,  
Partnering and Marketing  
Initiatives**

**Mary Beth Stanek**  
Director, Environment, Energy and Safety  
Policy



## GMR Practical Estimate of Potential U.S. Ethanol (Portion of U.S. Light-Duty Fuels – Year 2020)



All percentages are on an energy equivalent basis. Based on University of Toronto data.

## GM Marketing

**FLEXFUEL**  
E85 ETHANOL



- Yellow cap
- Flex Fuel badging
- “Live Green Go Yellow” campaign
- Dealer training and point-of-sale materials
- Celebrity endorsement
- Direct mail E85 campaign
- In school (grades 5-8) education program
- E85 Days of Summer
- National radio tours

# Focused promotional efforts



**E85 ET-IAMOL**  
New campaign



Television with partners in key cities



Fuel Promotion with key retail partners



Experts on site to answer questions



Highlighting facility efforts



Street teams

# Print Advertising



E85 is proud to work with the State of Texas to supply E85 FuelPart FuelCell. The state budget and savings programs for their efforts to provide E85 ethanol fuel.



These vehicles can run on E85 ethanol, an alternative fuel derived from corn made from a blend of E85 ethanol and 15% gasoline. The transportation fuel source may reduce greenhouse gas emissions and thereby energy supply. GM already has 1.5 million FuelPart vehicles on the road nationwide, with an additional 1.5 million on the way. For more information, visit [www.gm.com](http://www.gm.com) or call 1-800-4-A-GM. For more information, visit [www.gm.com](http://www.gm.com) or call 1-800-4-A-GM.



E85 is proud to work with the State of Michigan to supply E85 FuelPart FuelCell. The state budget and savings programs for their efforts to provide E85 ethanol fuel.



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E85 is proud to work with the State of Indiana to supply E85 FuelPart FuelCell. The state budget and savings programs for their efforts to provide E85 ethanol fuel.



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### Partnerships: 14 states, 270 stations

■ GM & VeraSun	May 2005	SD
■ GM, Chevron & State of CA	Jan 2006	CA
■ GM & VeraSun, GM & Shell	Feb 2006	IL
■ GM & VeraSun	Mar 2006	MN
■ GM, Kroger, Abengoa & State of TX	Mar 2006	TX
■ GM, Meijer, CleanFuelUSA & State of MI	Apr 2006	MI
■ GM, Meijer & State of Indiana	May 2006	IN
■ GM, Kroger & State of Ohio	July 2006	OH
■ GM, VeraSun & State of PA	July 2006	PA
■ GM, Inland Food & State of Florida	Aug 2006	FL
■ GM, Western Convenience, Pester & State of CO	Feb 2007	CO
■ GM, NYSERDA & KNC LLC	May 2007	NY
■ GM, VeraSun, Mid Atlantic Petroleum & Enterprise	June 2007	Wash, D.C.
■ GM, Kum and Go and the State of Iowa	Aug 2007	IA



## Next steps

- Continue to focus efforts on responsible and sustainable ethanol growth
  - Focus on benefits
  - Rapid response
- Development of a 10,000 station plan for e85
  - Terminals, stations, incentives, etc.
- Continue of state-by-state partnership plan



9/8/2007

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