



## **BEFORE YOU BEGIN SELLING E85**

- Put up street side signage that identifies that you have E85 for sale.
- Decal your dispenser with the appropriate E85 decals, be sure you are in compliance with local regulations.
- Put up an on-counter customer display of brochures about E85 fuel and flexible fuel vehicles (FFVs).
- Have a training session with your store employees so they can use the brochures to answer customer questions about E85 fuel and FFVs.
- Share some of your E85 brochures and 2005 Purchase Guides with local new car and truck dealers to give their employees some information about the flexible fuel vehicles they are selling.
- Plastic tags are available that hang on the shift lever or the rearview mirror and identify the vehicle as a flex fuel vehicle that will run on E85. Ask your local car and truck dealers if they will tag their vehicles. The tags are available from the NEVC.
- Contact the local newspaper, radio and TV stations and give them a press release announcing your store now has E85.
- Target your repeat customer that drives a flexible fuel vehicle – many do not know their car or truck can be fueled with E85.
- Competitive pricing is important to attract and maintain E85 sales.