

LETTER OF THE MONTH



Dubious Advertising

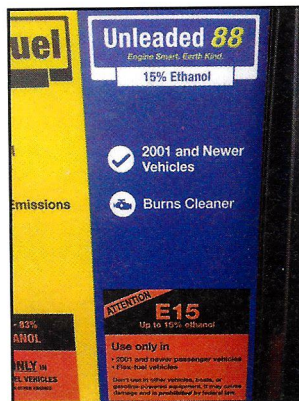
I live in Texas and was on a ride last weekend through Arkansas. We stopped at a Casey's General Store in Fort Smith for gasoline and found at the pump they had E-85 for \$1.86, Unleaded 88 for \$2.11, Unleaded 87 octane (labeled 10% ethanol) for \$2.16, and Unleaded 87 octane (labeled ethanol free) for \$2.51.

I was surprised by the poor signage at the pump, which did not list any ethanol content on the Unleaded 88.

A separate sticker was off to the side of the pump that showed Unleaded 88 to contain 15 percent ethanol. This was my first encounter with Unleaded 88. I have read about E-15 becoming available but was a little confused about the way it was presented at the pump.

I know the AMA has been fighting against E-15 and hope you are successful in bringing about better labeling at the pump.

Johnny Jones | Flower Mound, Texas



Thanks, Johnny. Growth Energy's misleading Unleaded 88 marketing campaign has been called out by the AMA for emphasizing octane rating over ethanol content. So far, Sheetz, Kwik Trip, Protec Fuels, Kum & Go, Minnoco and Family Express have signed on to sell this potentially damaging fuel.