



**MOTORCYCLE
INDUSTRY
COUNCIL®**



July 19, 2018

Members of the U.S. House and U.S. Senate:

On behalf of the recreational boating industry, motorcycle community, snowmobile industry, automotive performance industry, highway users, and outdoor and lawn equipment industry, we would like to respectfully ask for your support for the bi-partisan H.R. 5855, the Consumer Protection and Fuel Transparency Act of 2018. Our hope is that a companion bill will soon be introduced in the U.S. Senate.

All of our communities are negatively impacted by blends of ethanol in the fuel supply that are 15 percent (E15) and higher. E15 is federally prohibited for use in marine, motorcycle, and other types of small engines. However, there is a lack of consumer awareness around E15, and more needs to be done to protect consumers at the gas pump.

According to a Harris Poll commissioned by the Outdoor Power Equipment Institute (2017):

- 63 percent of consumers assume any gas sold at a retail gas station must be safe for their product.
- Only seven percent of consumers know that E15 is prohibited in all engines except late model automobiles.

H.R. 5855 is not an anti-ethanol bill, it is a pro-consumer bill. The legislation includes some small steps that go a long way to help ensure consumers are aware of the types of gasoline that are available at the pump and what is safe for their engine. Modern gas pumps can be covered in different types of advertisements, television screens, audio speakers, and a myriad of different labels. H.R. 5855 would help consumers with clearer labeling and safeguards at the pump. Specifically, the legislation would require the EPA Administrator to:

- Revise the labeling requirements for fuel pumps that dispense E15;

- Solicit input and requirements for these revised labels from industries that manufacture vehicles, engines, and equipment prohibited from using E15, including boats, lawnmowers, chainsaws, motorcycles, and snowmobiles;
- Include the word “WARNING” on the labels, which shall be no smaller than 5x7 inches;
- Include pictograms on the labels that depict specific products that are prohibited from using E15 including a boat, lawnmower, chainsaw, motorcycle, and snowmobile;
- Include other indicators on the labels developed by the Administrator in consultation with the American National Standards Institute;
- Focus group test these labels to ensure their effectiveness;
- Develop and commence a public education campaign, in consultation with the affected industries, that provides adequate awareness of the risks associated with E15 and the vehicles, engines, and equipment prohibited from using E15;
- Include outreach to consumers at the point of sale, prior to dispensing, in the public education campaign;
- Submit a report to Congress no later than one year after the date of enactment of this Act, regarding public education efforts and including data and metrics on consumer awareness of appropriate uses of E15.

In conclusion, we ask for your support for H.R. 5855. We believe that this legislation will help protect consumers from misfueling at the gas pump. Please don’t hesitate to contact any of our organizations if you have further questions or would like more information.

Sincerely,

American Highway Users Alliance
 American Motorcyclist Association
 BoatU.S.
 Briggs & Stratton
 International Snowmobile Manufacturers Association
 Marine Retailers Association of the Americas
 Motorcycle Industry Council
 Motorcycle Riders Foundation
 National Marine Manufacturers Association
 Specialty Equipment Market Association