Environmental Protection Agency

§ 80.1500 Definitions.

The definitions in §80.2 apply to this subpart. For purposes of this subpart only:

**Blends**

- **Blendstock for oxygenate blending** means gasoline blendstock which could become gasoline solely upon the addition of an oxygenate.
- **Conventional blendstock for oxygenate blending** means gasoline blendstock which could become conventional gasoline solely upon the addition of an oxygenate.

**Carriers**

- **Carrier** has the same meaning as defined in §80.2(t).

**Ethanol blenders**

- **Ethanol blenders** have the same meaning as defined in §80.2(v).

**Ethanol importers**

- **Ethanol importers** means a person who brings ethanol into the United States (including from the Commonwealth of Puerto Rico, the Virgin Islands, Guam, American Samoa, and the Northern Mariana Islands) for use in motor vehicles and nonroad engines.

**Ethanol producers**

- **Ethanol producers** means any person who owns, leases, operates, controls, or supervises a facility that produces ethanol for use in motor vehicles or nonroad engines.

**Ethanol blenders** have the same meaning as defined in §80.2(v).

**Ethanol porucers** means any person who owns, leases, operates, controls, or supervises a facility that produces ethanol for use in motor vehicles or nonroad engines.

**Flex-fuel vehicle** has the same meaning as flexible-fuel vehicle as defined in §86.1803–01.

**Fuel dispenser** means the apparatus used to dispense fuel into motor vehicles or nonroad vehicles, engines or equipment, or into a portable fuel container as defined at §59.680.

**Gasoline** has the same meaning as defined in §80.2(c).

- **Gasoline** has the same meaning as defined in §80.2(c).
- **Gasoline importers** means an importer as defined in §80.2(r) that imports gasoline or gasoline blending stocks that
could become gasoline solely upon the addition of oxygenates.

Gasoline refiner means a refiner as defined in §80.2(i) that produces gasoline or gasoline blending stocks that could become gasoline solely upon the addition of oxygenates.

Oxygenate blender has the same meaning as defined in §80.2(mm).

Oxygenate blending facility has the same meaning as defined in §80.2(ll).

Regulatory control periods has the same meaning as defined in §80.27(a)(2)(ii) or in any State Implementation Plan (SIP) approved or promulgated under §§110 or 172 of the Clean Air Act.

Retail outlet has the same meaning as defined §80.2(j).

Retailer has the same meaning as defined in §80.2(k).

Survey series means the four quarterly surveys that comprise a survey program.

Sampling strata means the three types of areas sampled during a survey which include the following:

(1) Densely populated areas;
(2) Transportation corridors; and
(3) Rural areas.

Wholesale purchaser-consumer has the same meaning as defined in §80.2(o).

§ 80.1501 What are the labeling requirements that apply to retailers and wholesale purchaser-consumers of gasoline-ethanol blends that contain greater than 10.0 volume percent ethanol and not more than 15.0 volume percent ethanol?

(a) Any retailer or wholesale purchaser-consumer who sells, dispenses, or offers for sale or dispensing, gasoline-ethanol blends that contain greater than 10.0 volume percent ethanol and not more than 15.0 volume percent ethanol shall affix the following conspicuous and legible label to the fuel dispenser:

ATTENTION
E15
UP TO 15% ETHANOL
USE ONLY IN
• 2001 AND NEWER PASSENGER VEHICLES
• FLEX-FUEL VEHICLES

Don’t use in other vehicles, boats, or gasoline-powered equipment. It may cause damage and is prohibited by Federal law.

(b) Labels under this section shall meet the following requirements for appearance and placement:

(1) Dimensions. The label shall measure 3 and % inches wide by 3 and % inches high.

(2) Placement. The label shall be placed on the upper two-thirds of each fuel dispenser where the consumer will see the label when selecting a fuel to purchase. For dispensers with one nozzle, the label shall be placed above the button or other control used for selecting E15, or in any other manner which clearly indicates which control is used to select E15. For dispensers with multiple nozzles, the label shall be placed in the location that is most likely to be seen by the consumer at the time of selection of E15.

(3) Text. The text shall be justified and the fonts and backgrounds shall be as described in paragraphs (b)(3)(i) through (vi) and (b)(4)(i) through (iv) of this section.

(i) The word “Attention” shall be in 20-point, orange, Helvetica Neue LT 77 Bold Condensed font, and shall be placed in the top 1.25 inches of the label as further described in (b)(4)(iii) of this section.

(ii) The word “E15” shall be in 42-point, orange, Helvetica Black font, and shall be placed in the top 1.25 inches of the label.

(iii) The ethanol content: “Up to 15% ethanol” shall be in 14-point, centered, orange, Helvetica Black font in the top 1.25 inches of the label, below the word E15.

(iv) The words “Use only in” shall be in 20-point, left-justified, black, Helvetica Bold font in the top 1.25 inches of the label.

(v) The words, and symbols “•2001 and newer passenger vehicles • Flex-fuel vehicles” shall be in 14-point, left-justified, black, Helvetica Bold font.

(vi) The remaining two sentences shall be in 12-point, left-justified, Helvetica Bold font, except that the word “prohibited” in the second sentence shall be in 12-point, black, Helvetica Black Italic font.

(4) Color. (i) The background of the top 1.25 inches of the label shall be black.

(ii) The background of the bottom 1.75 inches of the label shall be orange.