

CLEAN FUELS FOUNDATION

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**Flexible Fuel Vehicle (FFV) Awareness Campaign Gains International Support**

*-Florida Takes Next Steps to Mobilize Millions of FFV Owners*

Washington, DC, September 30, 2009: A national and state level consumer awareness campaign aimed at owners of [flexible fuel vehicles \(FFVs\)](#) reached another milestone today as it was announced it will receive support from sponsors of IndyCar Racing. [The Brazilian Sugarcane Industry Association \(UNICA\)](#) said it will work with the Clean Fuels Foundation and FlexFuel Vehicle Club to support the Florida FFV Awareness & Driver Education campaign.

“We are looking at every possible opportunity to locate, educate and motivate FFV owners to use higher blends of ethanol so the U.S. can avoid the economic impacts of hitting the E10 blend wall. UNICA’s offer to incorporate the sizzle of IndyCar into the [Florida FFV Awareness campaign](#) is very exciting. UNICA’s support will help us reach millions of consumers and FFV owners in the south Florida market,” said Douglas A. Durante, Executive Director of the [Clean Fuels Foundation](#).

UNICA has been working with the Brazilian Trade & Investment Promotion Agency (APEX), a major sponsor of the Indy Racing League (IRL), and other organizations to promote the use of biofuels in the United States. As part of this initiative, UNICA is providing all the ethanol – from both corn and sugarcane – that fuel the IndyCars which burn 100% ethanol. “Brazil has been supporting the development of the fuel ethanol industry in the United States since 1976. We will continue to find ways to support the U.S. renewable fuel standard of 36 billion gallons of ethanol and [President Obama’s Biofuels Directive](#) to increase the production of FFVs and consumer education activities. A strong ethanol market will raise the tide for all stakeholders interested in advancing alternative fuels and reducing the world’s oil addiction. Since we first started supporting the development of the U.S. ethanol market Brazil has turned gasoline into the alternative fuel and ethanol into the consumer’s fuel of choice,” said Joel Velasco, UNICA, Chief Representative, North America.

Florida currently has over 500,000 FFV owners. The number of owners is expected to surpass 1 million in the next three years. Florida has [thirty E85 stations in the state](#), 12 are in the south Florida market, and several more are in the planning stages. The next phase of the Florida FFV Awareness project will include three driver education outreach activities. “We have planned an FFV rally at an E85 station in Miami to give away tickets to FFV owners for the IndyCar Race in Homestead, a Florida FFV Awareness stakeholder meeting, and a special “FFV Corral” in the parking lot of the IndyCar Race – reserved for [FFV Parking Only](#). These events and cooperation from IndyCar provide a tremendous opportunity to support our mission to reach FFV owners,” said Burl Haigwood, President, FlexFuel Vehicle Club of America. [Stay tuned for updates](#)

The announcement today comes on the heels of the recent launch of the campaign in July at [the Florida Farm-to-Fuel Summit](#) by [Charles Bronson](#), Florida Commissioner of [Agriculture and Consumer](#)

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[Services](#), and Florida [Governor Charlie Crist](#).

“[Our state has developed a comprehensive strategy to become more energy independent with clean](#), sustainable, and affordable fuel sources. Today’s announcement is one more step that our state can take in the effort to become better stewards of our natural resources. We can stimulate the state economy and create new biotech jobs simply by using more ethanol. Several advanced biofuel projects in our state will use our abundant renewable biomass resources, waste from our agriculture processing plants, and trash from our cities. There are hundreds of millions of dollars that are being invested in Florida for these 2<sup>nd</sup> generation ethanol plants and we need to develop the market by educating consumers now,” Commissioner Bronson, *Orlando, Florida, July 30, 2009*.

The [Clean Fuels Foundation](#) and the [FlexFuel Vehicle Club of America](#) are the organizers of the Florida FFV awareness campaign. UNICA is sponsoring the upcoming series of IndyCar Race related events which are the next phase of the driver education campaign.

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