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For Immediate Release

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## Ethanol Rally Draws Crowd 85 Cents Off for 85 Minutes

*Indy Grand Prix of Alabama runs on Sugarcane Ethanol*

**Birmingham, AL** – Scores of Birmingham flex-fuel vehicles drivers topped off their tanks for 85 cents less per gallon today, thanks to a promotion by the Brazilian Sugarcane Industry Association (UNICA) to increase U.S. awareness of sugarcane ethanol as an environmentally friendly fuel. UNICA provides 100 percent fuel-grade ethanol for the IZOD IndyCar Series. Barber Motorsports Park is hosting the inaugural Indy Grand Prix of Alabama this Sunday, April 11. The ethanol rally was held at the Dogwood Shell Station on Montgomery Highway in Vestavia Hills in conjunction with the Alabama Clean Fuels Coalition (ACFC) and McPherson Oil.

In addition to the 85 cents per gallon discount on E85, drivers could also enter to win one of five \$100 fuel cards, see an IndyCar up close and meet Firestone Indy Lights drivers James Hinchcliffe, Martin Plowman and Stefan Wilson. The first 20 participants each received two tickets to Sunday's race.

“UNICA is excited to be here in Alabama, celebrating the inaugural Indy Grand Prix of Alabama and ethanol. We're here with IndyCar to promote ethanol use in hopes that the more people are aware of the benefits of ethanol, the more people will use it,” said Leticia Phillips, UNICA spokesperson. She also commented on the use of ethanol in Brazil saying, “Flex Fuel Vehicles now make up 90 percent of new car sales in Brazil. Drivers have the option of using ethanol or gasoline, based on the pricing that particular day. Over the last 30 years, Brazil has replaced half of its gasoline needs.”

The benefits of ethanol are numerous. “Ethanol reduces greenhouse gas emissions by up to 52 percent, compared to gasoline. In an EPA designated non-attainment county like Jefferson County, reducing emissions through the use of tools like E85 is particularly important,” commented Alberto Zaragoza, Mayor of Vestavia Hills.

Terry Angstadt, President of the Commercial Division, Indy Racing League remarked, “We are thrilled to partner with UNICA to highlight the advantages of using a renewable fuel like ethanol. Not only as an ideal solution for high-performance IZOD IndyCar Series cars, but also demonstrate that consumers can expect improved performance and environmental benefits as well with ethanol-enriched fuel like the E85 available here today.”

“Diversifying our fuel sources is imperative for the United States. Ethanol is part of the solution to reducing our dependence on oil from the Middle East,” stated Charles McPherson. “Not to mention, it's cheaper than regular gasoline. Even without the 85 cents discount, E85 is \$0.20 - \$0.30 cents cheaper than regular gas at this station.” McPherson is the founder of McPherson Oil Companies, which owns the Dogwood Shell Station and a distributor of ethanol blended products.



“Agriculture is a big part of the energy independence solution,” said Glen Zorn, Assistant Commissioner, Alabama Department of Agriculture and Industries. “Renewable agricultural sources of ethanol include: corn, sugarcane, switchgrass, wheat, sugar beets, biomass, and sweet sorghum.”

The E85 discount event was made possible by UNICA’s partnership with Apex-Brasil. Apex-Brasil, the Brazilian Trade and Investment Promotion Agency, is the Official Energy and Trade Partner of the IZOD IndyCar Series as well as the Firestone Indy Lights.

Mark Bentley, Executive Director, ACFC, served as emcee of the event.

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### **ABOUT UNICA**

The Brazilian Sugarcane Industry Association (UNICA) represents the top producers of sugar and ethanol in the country’s South-Central region, especially the state of Sao Paulo, which accounts for about 50% of the country’s sugarcane harvest and 60% of total ethanol production. UNICA develops position papers, statistics and specific research in support of Brazil’s sugar, ethanol and bioelectricity sectors. In 2008, Brazil produced an estimated 565 million metric tons of sugarcane, which yielded 31.3 million tons of sugar and 25.7 billion liters (6.8 billion gallons) of ethanol.

### **ABOUT THE MCPHERSON OIL COMPANIES**

Founded in 1971, in Oneonta, Alabama, The McPherson Companies (TMC) is a full service petroleum products and services company. Privately owned and operated, TMC has a strong heritage of providing leadership in the petroleum distribution business and continues to provide quality products and services to its customers.

### **ABOUT ACFC**

The Alabama Clean Fuels Coalition, a non-profit membership based organization, is the state’s principal coordinating point for alternative fuels. The promotion of clean, renewable, domestic energy sources helps reduce our dependence on foreign oil, improves local air quality, and increases economic development opportunities in our local communities. For more information, please visit our website at [www.alabamacleanfuels.org](http://www.alabamacleanfuels.org) or call us directly at 205-402-2755.

### **ABOUT APEX-BRASIL**

The Brazilian Trade and Investment Promotion Agency’s (Apex-Brasil) mission comprehends a series of endeavors which include the promotion of exports of Brazilian products and services to foreign countries, the development of the internationalization of Brazilian companies and undertakings focused on attracting foreign investment into the country. At the moment, Apex-Brasil gives support to over 70 sectors of the Brazilian economy, ranging from agribusiness to machines, technology, architecture and civil construction, entertainment and services to fashion and industrial equipment. Every year, Apex-Brasil provides assistance to Brazilian companies’ participation in more than 800 events – both in Brazil and abroad. In order to strengthen the internationalization of Brazilian companies in the United States, the Agency has a Business Support Center in Miami that provides local assistance to Brazilian companies.