Creatively Reaching Unique Audiences

Reaching audiences that often hear contrary ethanol messaging is important to the Renewable Fuels Association, and we do this in several powerful and creative ways, especially when it comes to boating and motorcycle enthusiasts who often are wary about ethanol blends. RFA’s goal is to change consumer perceptions before they reach the fuel dispenser and note that it is more than just the gallons that run through those engines, they all own other vehicles and engines at home.

For the past few years, for example, RFA and the National Corn Growers Association have served as co-title sponsors for the Crappie Masters Tournament Trail, a group of tournaments spread across the country throughout the year, as a way to reach professional and recreational boaters. In June 2019, Crappie Masters President Mike Vallentine and Crappie Masters TV host Brian Sowers were featured in a national podcast and showcased the role ethanol plays in the tournament trail and how they educate participants on using E10 on the water and higher blends of ethanol on the road. At every tournament, each weekend, the winners have used E10 in their boats to bring home the trophy. RFA was featured at the first tournament of the year, along with the National Championship, which was host to over 150 fishing teams.

The RFA E85 Chopper remains a key element in several promotions since its creation in 2018, and Builder Paul Teutul, Jr. and was featured at the 2019 National Ethanol Conference. It was also featured at numerous consumer and member events throughout the year and found its way back to the annual Sturgis Motorcycle Rally. RFA has maintained a presence there for more than a decade.

At the 2019 Sturgis event, RFA sponsored the 12th annual Legends Ride with Twisted Sister’s Dee Snider as the ride captain. RFA also hosted Free Fuel Happy Hours at the rally, providing a free tank of 93 octane E10 for nearly 1,000 motorcycles along with a ceremonial t-shirt. RFA enjoyed a clear presence throughout the 600+ acre campground with daily promotions, banners, videos on the jumbotrons, and addressing the concert crowd each night.

In 2019, RFA partnered with Kenny Hauk to build a powerful E85 Jeep Wrangler with more than 1,100 horses under the hood and featured on television via Amazon Prime.

2019 Crappie Masters National Champions Robert Carlile and Craig Nichols found ethanol a clear and powerful winner for their tournament boat for that tournament and throughout the year.
Finally, RFA kicked off a bold new project with legendary Jeep designer Kenny Hauk of Hauk Designs to bring ethanol back to global television, who built a custom Flex Fuel E85 Jeep Wrangler sporting more than 1,100 horsepower on E85. This build was featured at the 2019 SEMA show in Las Vegas and on the second season of “Hauk Machines,” featured on Amazon Prime Video. The Jeep will be taken on tour by Hauk Designs throughout 2020 to consumer events across the country.

From their fishing boats to motorcycles to off-road vehicles, American consumers spend a lot of time and money on their recreational vehicles. When they see the value of putting ethanol into these prized possessions, they can be expected to seek it out for their everyday vehicles as well—and to promote its value to others. RFA is making a clear difference when it comes to ethanol and these high-profile consumers.

Strong Endorsements for RFA and Ethanol

“When we are filling up our boat before coming to the tournaments, we never think twice about filling up with E10. We will continue to put ethanol in our boat.”
- 2019 Crappie Masters National Champion Robert Carlile

“We are proud to use E10 in our boat and be a part of the group of winning teams who use ethanol. Our engine runs great when using ethanol-blended fuel. We see the benefits of running ethanol in our engine first-hand.”
- 2019 Crappie Masters National Champion Craig Nichols

“I usually run ethanol in my bike. It runs better on ethanol and we get much better mileage. Yesterday, we filled up here in the morning and went 130 miles; she still had a quarter tank. The bikes run better on it.”
- Buddy Merk, Biker at Sturgis

“Our goal was to build the most powerful JL Wrangler ever built that not only functions on road and off, but looks good while doing it. We have found E85 to be an outstanding fuel option that gives us the power and performance we have been looking for in an economical package and a fuel that can be bought at the local fuel station.”
- Legendary Jeep Designer Kenny Hauk

Clockwise, from top:
Onstage at Sturgis, RFA enjoyed an audience of thousands and the opportunity to share important messages daily.

RFA’s 2018 E85 Chopper remains a show-stopper wherever it’s parked.

At the 2019 Sturgis Motorcycle Rally in South Dakota, RFA’s Free Fuel Happy Hours led not just to happy bikers, but conversations about ethanol’s suitability for their treasured motorcycles.