

**Division of Measurement Standards
Department of Food and Agriculture**

**FIELD REFERENCE MANUAL
2014**

**California Code of Regulation
Title 4, Division 9**

**Chapter 7
Advertising of Gasoline and Other Motor Vehicle Fuels**

**Sections 4200. Advertising Medium
through 4205. Illumination**



**CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE
DIVISION OF MEASUREMENT STANDARDS**

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NOTE: Language in Handbook 44 that is not adopted is annotated “[NOT ADOPTED]” in this document.

NOTE: Requirements are different than, or in addition to, the requirements of Handbook 44 are included in the appropriate section this document. They are shaded, bordered, and numbered in the 4002 series to differentiate them from the Handbook 44 requirements.

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Chapter 7. Advertising of Gasoline and Other Motor Vehicle Fuels

4200. Advertising Medium. - “Advertising medium,” as used in this subchapter, includes banner, sign, placard, poster, streamer and card, whether or not mounted, whether appearing on the same or different standards, or whether or not physically connected with each other, provided, the advertised statements can reasonably be read as one advertising message.

NOTE: Authority cited: Sections 12027 and 12609, Business and Professions Code. Reference: Sections 13531, 13532, 13534, 13535, 13536, 13537, 13538, 13539, and 13540 Business and Professions Code.

4201. Price Sign Display on Dispensing Apparatus. - In addition to the requirements of Sections 13470 and 13480, Business and Professions Code, any sign referring to the price of gasoline or other motor vehicle fuel displayed on any dispensing apparatus from which gasoline or other motor vehicle fuel is being offered for sale or sold, shall be limited to the following:

- (a) actual price per gallon or liter, and
- (b) conversion chart information required for liter sales per Section 13470.5, Business and Professions Code
- (c) brand name and the name of the product may be displayed.

NOTE: Authority cited: Sections 12027 and 12609, Business and Professions Code. Reference: Sections 13470, 13470.5 and 13480, Business and Professions Code.

4202. Labeling and Price Sign Advertising Requirements for Biodiesel and Biodiesel Blends.

- (a) The labeling on biodiesel and biodiesel blend dispensers shall meet the requirements of the Federal Trade Commission (FTC) 16 CFR Part 306 “Automotive Fuel Ratings, Certification and Posting” Rule, as published in the Federal Register Volume 75, Number 50, dated March 16, 2010, which are hereby incorporated.
- (b) The name of the product and grade designation shall be on all dispensers, advertising signs, and storage tank labels as required in Section 13480 and 13532 of the Business and Professions Code.
- (c) Every biodiesel dispenser dispensing blends greater than 5. volume percent shall display on each customer side, as required by Section 13484 of the Business and Professions Code, a sign clearly visible which reads as follows:

“THIS FUEL CONTAINS BIODIESEL. CHECK THE OWNER’S MANUAL OR WITH YOUR ENGINE MANUFACTURER BEFORE USING.”

NOTE: Authority cited: Sections 12027 and 13450, Business and Professions Code. Reference: Sections 13480 and 13484, Business and Professions Code.

4203. Labeling and Price Sign Advertising Requirements for Biomass-Based Diesel and Biomass-Based Diesel Blends.

- (a) The labeling on biomass-based diesel and biomass-based diesel blend dispensers shall meet the requirements found in the Federal Trade Commission (FTC) 16 CFR Part 306 “Automotive Fuel Ratings, Certification and Posting” Rule, as published in the Federal Register Volume 75, Number 50, dated March 16, 2010, which are hereby incorporated.
- (b) The name of the product and grade designation shall be on all dispensers, advertising signs, and storage tank labels as required in Section 13480 and 13532 of the Business and Professions Code.

NOTE: Authority cited: Sections 12027 and 13450, Business and Professions Code. Reference: Sections 13480 and 13484, Business and Professions Code.

4204. Labeling and Price Sign Advertising Requirements for E85 Fuel Ethanol and M85 Fuel Methanol.

- (a) The labeling on E85 Fuel Ethanol and M85 Fuel Methanol dispensers shall meet the requirements found in FTC 16 CFR Part 306 “Automotive Fuel Ratings, Certification and Posting” Rule, as published in the Federal Register Volume 75, Number 50, dated March 16, 2010, which are hereby incorporated.
- (b) All dispensers, advertising signs and storage tank labels shall comply with the requirements of Section 13480 and 13532 of the Business and Professions Code. E85 Fuel Ethanol and M85 Fuel Methanol shall use, at a minimum, the words “E85” “Ethanol”, or “M85” “Methanol” in close proximity to describe the name of the product.
- (c) E85 Fuel Ethanol and M85 Fuel Methanol are defined as alternative fuels by the Federal Trade Commission (FTC) and therefore no grade designation is required.

NOTE: Authority cited: Sections 12027, 13480 and 13484, Business and Professions Code. Reference: Sections 13401(m), 13440 and 13441, Business and Professions Code.

4205. Illumination. - In addition to the requirements of Section 13536, Business and Professions Code, when any advertising message is illuminated, the entire message shall be uniformly illuminated.

NOTE: Authority cited: Section 12027, Business and Professions Code. Reference: Section 13536, Business and Professions Code.