



*Extracts from the*  
**CALIFORNIA CODE OF REGULATIONS**  
**TITLE 4, DIVISION 9**

**WEIGHTS AND MEASURES FIELD REFERENCE MANUAL (2023)**

**Chapter 7**

**Advertising of Gasoline and Other Motor Vehicle Fuels**  
**Sections 4200. through 4207.**



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

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## **Chapter 7. Advertising and Labeling of Gasoline and Other Motor Vehicle Fuels §§ 4200. – 4207.**

### **§ 4200. Advertising Medium.**

“Advertising medium,” as used in this chapter, 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, liter, gasoline gallon equivalent (GGE), or diesel gallon equivalent (DGE), 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:

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“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.

**§ 4206. Dispenser Labeling Requirements for Compressed Natural Gas and Liquefied Natural Gas.**

(a) Definitions Used in This Section:

- (1) “Consumer” means, with respect to any item, the first person who purchases such item for purposes other than resale.
- (2) “Fuel dispenser” means the dispenser through which a retailer sells the fuel to a consumer.
- (3) “Methane Number” means the antiknock index of compressed natural gas or liquefied natural gas motor vehicle fuel. The Methane Number of compressed natural gas or liquefied natural gas is a calculated value determined by the chemical composition of the fuel, including inert components.
- (4) “MWM Method” means the algorithm for the calculation of the Methane Number of a natural gas fuel from its composition. The MWM Method algorithm is available in the European Committee for Standardization (CEN) standard EN 16726 “Gas infrastructure - Quality of gas - Group H” (EN16726), Annex A, pages 9 through 30, published December 2015, which is herein incorporated by reference.

A spreadsheet calculator implementing the MWM Method algorithm and a pdf file of instructions for its use (“readme.pdf”) are available for download at no cost at: [http://euromot.org/media\\_and\\_events/publications/mn](http://euromot.org/media_and_events/publications/mn).

- (5) “Minimum MWM Methane Number” means the lowest MWM Methane Number of natural gas fuel offered for retail sale.
  - (6) “Producer” means any person who purchases component elements and combines them to produce and market natural gas motor vehicle fuels.
  - (7) “Retailer” means any person who markets natural gas motor vehicle fuels to the general public for ultimate consumption.
- (b) The name of the product and grade designation, if any, shall be conspicuously displayed on each customer side of all natural gas fuel dispensers. For all natural gas fuels, the name of the product and grade designation, if any, shall also appear on all advertising signs and storage tank labels as required in Sections 13480 and 13532 of the Business and Professions Code.
- (c) (1) A person shall not sell at retail to the general public any compressed or liquefied natural gas for use as a motor vehicle fuel from any place of business in this state unless there is displayed and labeled on the fuel dispenser in a conspicuous place on the customer side the following statement: “MINIMUM METHANE NUMBER XX BY THE MWM METHOD (4 CCR 4206),” where XX is the MWM Methane Number of the dispensed natural gas fuel expressed in a number rounded down to a whole number. This statement shall be displayed in

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Helvetica Black or equivalent font type with characters not less than 1/2 inch in height.

- (2) Natural gas motor vehicle fuel producers shall be responsible for determining the minimum MWM Methane Number to be displayed for the fuel they produce for retail sale to the general public. In making this determination, they may rely on information received from the utility supplying the pipeline gas used to produce their fuel, independent laboratory testing of the composition of the pipeline gas, or any other reliable information available to them. The minimum MWM Methane Number shall be accurate at all times.
- (d)
  - (1) A person shall not sell at retail to the general public any compressed natural gas for use as a motor vehicle fuel from any place of business in this state unless there is displayed and labeled on the fuel dispenser in a conspicuous place on each customer side the following statement: “1 Gasoline Gallon Equivalent (GGE) equals 5.66 lb of Compressed Natural Gas”.
  - (2) The statement “1 Gasoline Gallon Equivalent (GGE) equals 5.66 lbs. of Compressed Natural Gas” shall be in characters of Helvetica Black or equivalent font type, no less than 3/4 inch in height and on a contrasting background. All lines or marks used in the making or forming of all the characters which are a part of the label shall be at least one-eighth of an inch in width.
- (e)
  - (1) A person shall not sell at retail to the general public any liquefied natural gas for use as a motor vehicle fuel from any place of business in this state unless there is displayed and labeled on the fuel dispenser in a conspicuous place on each customer side the following statement: “1 Diesel Gallon Equivalent (DGE) equals 6.06 lb of Liquefied Natural Gas”.
  - (2) The statement “1 Diesel Gallon Equivalent (DGE) equals 6.06 lbs. of Liquefied Natural Gas” shall be in characters of Helvetica Black or equivalent font type, no less than 3/4 inch in height and on a contrasting background. All lines or marks used in the making or forming of all the characters that are a part of the label shall be at least one-eighth of an inch in width.

NOTE: Authority cited: Sections 12027 and 13480, Business and Professions Code.  
Reference: Sections 13400, 13404, 13440, 13451, 13470, 13471, 13473, 13474, 13480, 13484, 13531, 13532 and 13536, Business and Professions Code.

**§ 4207. Additional Dispenser Labeling Requirements for Liquefied Natural Gas and Compressed Natural Gas.**

The labeling of all natural gas dispensers shall meet the following retail sale requirements of the Federal Trade Commission for the natural gas fuel rating:

- (a) 16 CFR Part 306 “Automotive Fuel Ratings, Certification and Posting,” for liquefied natural gas.
- (b) 16 CFR Part 309 “Labeling Requirements for Alternative Fuels and Alternative Fueled Vehicles,” for compressed natural gas.



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NOTE: Authority cited: Sections 12027 and 13480, Business and Professions Code.  
Reference: Sections 12026, 13400, 13480, 13590 and 13591, Business and Professions Code.