

*Proposed additions are underlined
Proposed deletions are ~~strikethrough~~*

Title 4. Business Regulations
**Division 9. Division of Measurement Standards, Department of Food and
Agriculture**

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, 13533, 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:

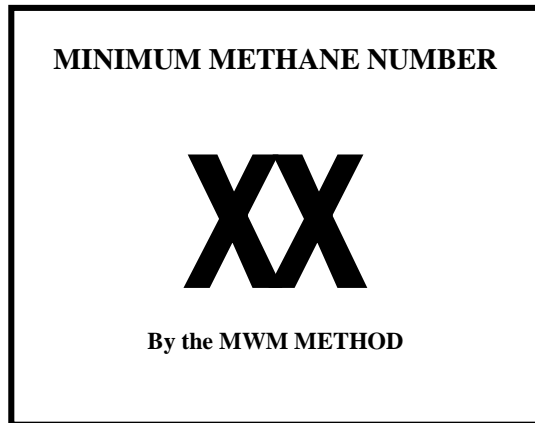
- (a) actual price per gallon, liter, kilogram, gasoline gallon equivalent (GGE), or diesel gallon equivalent (DGE), and
- (b) conversion chart information required for liter sales per Section 13470.5, Business and Professions Code
- (c) brand name and the name of the product may be displayed.

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

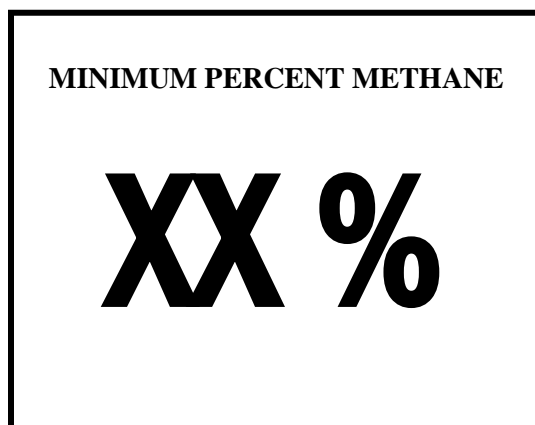
§ 4206. Labeling and Price Sign Advertising Requirements for Compressed Natural Gas and Liquefied Natural Gas.

- (a) The name of the product and grade designation shall be on each customer side of all natural gas dispensers. Name of product and grade designation shall also appear on all advertising signs and storage tank labels as required in Sections 13404.5 and 13480 of the Business and Professions Code.

(b) All dispensers of natural gas motor vehicle fuel shall display in a conspicuous place on each customer side a label similar to the example below which states “MINIMUM METHANE NUMBER XX by the MWM Method” where XX is the methane number of the dispensed natural gas fuel expressed in a number rounded down to a whole number. The lettering shall be in Helvetica or Arial Bold font type, in all capitals, centered, and no less than 3/16 inch (0.48 cm) height. The Methane Number shall be calculated using the MWM method as specified in the California Code of Regulations Title 4, Division 9, Chapter 6, Article 10, Section 4193.



(c) All dispensers of natural gas motor vehicle fuel shall be labeled in a conspicuous place on each customer side “MINIMUM PERCENT METHANE XX” where XX is the minimum volume percent methane of the fuel dispensed expressed in a number rounded down to the nearest whole number. The label shall be a minimum size of 2.5 x 3 inches. The lettering shall be in Helvetica or Arial Bold font type, centered, in all capitals, and no less than 1/8 inch (0.32 cm) height.



(d) All dispensers of compressed natural gas fuel shall be labeled in a conspicuous place on each customer side with the statement “1 Gasoline Gallon Equivalent (GGE) is equal to 5.66 lb of Natural Gas”.

(e) All dispensers of liquefied natural gas fuel shall be labeled in a conspicuous place on each customer side with the statement “1 Diesel Gallon Equivalent (DGE) is equal to 6.06 lb of Natural Gas”.

NOTE: Authority cited: Sections 12027, 13440, 13450, 13470, 13471, 13480, 13484, 13531 (a) (4) and 13532 Business and Professions Code. Reference: Sections 13400(b)(9), 13400(g), 13400(g), 13404, 13404.5, 13440, 13441, 13450, 13451, 13470, 13532, and 13536. Business and Professions Code.

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

The labeling of all natural gas dispensers shall meet one of the following requirements of the Federal Trade Commission (FTC) 16 CFR, if available:

(a) FTC 16 CFR Part 306 “Automotive Fuel Ratings, Certification and Posting” Rule for liquid automotive fuels and certain alternative liquid automotive fuels.

(b) FTC 16 CFR Part 309 for non-liquid alternative vehicle fuels, and for certain vehicles powered in whole or in part by alternative fuels.

NOTE: Authority cited: Sections 12027, and 13500 Business and Professions Code. Reference: Sections 13400(b)(1), 13400(b)(2), 13400(b)(5), 13400(b)(6), 13400(b)(7), 13400(b)(8), 13400(b)(9), 13400(b)(10), 13400(c), 13400(d), 13400(g), 13400(i), 13400(p), 13400(s) 13400, 13404, 13404.5, 13440, 13450,. Business and Professions Code.