

Midwest Region Alternative Fuels Project

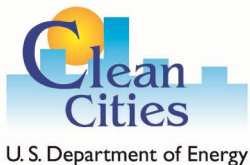


KS-Z66

Metropolitan Energy Center

www.metroenergy.org

Kansas City Regional Clean Cities



This material is based upon work supported by the Department of Energy under Award Number(s) DE-EE0002538. Reference herein to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise does not necessarily constitute or imply its endorsement, recommendation, or favoring by the United States Government or any agency thereof. The views and opinions of authors expressed herein do not necessarily state or reflect those of the United States Government or any agency thereof.

Project Profile: Zarco 66, Inc.

Zarco 66, Inc. is an independent retail fuel company operating 9 convenience stores in eastern Kansas. It is a leader among retail fuel suppliers in establishing American-produced alternative fuel stations. Headquartered in Lawrence, Kans., Zarco 66 makes biofuel blends available at 3 of its 9 Kansas locations. Biodiesel, or B20 (a blend of 20% biodiesel and 80% ultra low sulfur diesel), is available at one store, and ethanol, or E85 (a blend of 85% ethanol and 15% gasoline), is currently available at 2 stores.

Zarco 66's vision of a "green gas station" came to fruition in 2008, when it held a grand opening for its Earth Friendly Fuels store at 900 Iowa St, Lawrence, Kans. Today the site offers multiple blends of ethanol and biodiesel alongside conventional fuels. It also features a green roof over the convenience store, a wind turbine and cost-saving lighting. This summer and last it was host of Biodiesel Discount Days to educate the public about American-made biofuels. In addition, Zarco 66 earned the distinction this summer of being the first retail location in the United States to offer E15, which made it a feature story not only in the Lawrence and Kansas City news media but also in nationwide publications such as the *New York Times* and *Wall Street Journal*, as well as national radio.

This vision for green gas stations has always included upgrading all 9 of its retail locations (Lawrence, Ottawa, Paola, and Olathe, Kans.) whenever an opportunity arose. Zarco 66 seeks to achieve the upgrades by partnering on the Midwest Region Alternative Fuels Project. The goal is to provide E85 in all his stations by 2013 and install B20 in a second station.

Funding

Funding for Zarco 66's biofuels initiative is supported by the Midwest Region Alternative Fuels Project.

E85 stations: 7

B20 stations: 1

**Gallons of gasoline displaced:
100,000 / yr**

Total project cost: \$2.5 mil

Federal funds: \$1.6 mil