

A Guide to Fuel Dispenser Labeling in Arizona



**Arizona Department of Agriculture
Weights and Measures Services Division**

September 2023

LABEL PLACEMENT & REQUIREMENTS

Unless otherwise stated, fuel dispenser labels must meet the following requirements. All labels must be placed on the upper 50% of the front panel of each motor fuel dispenser. Labels shall be clean, legible, and visible at all times. Dispenser labeling must meet the requirements in Arizona Administrative Code ("A.A.C.") R3-7-705 and the automotive fuel rating posting requirements in 16 CFR Part 306. Examples of compliant labels are provided below. Roadside and other price signs are optional, and if present must meet the requirements in A.A.C. R3-7-704.

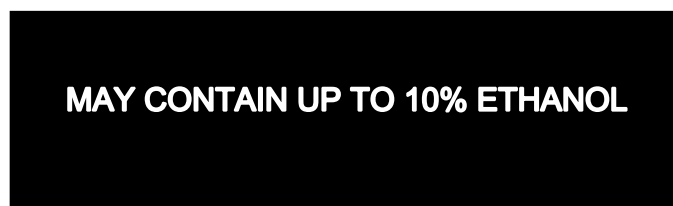
GASOLINE OCTANE RATING

The following labels are required under A.A.C. R3-7-705(A)(5) and 16 CFR Part 306. They shall be yellow in color with black text and indicate the minimum octane rating of the gasoline grade offered for sale.

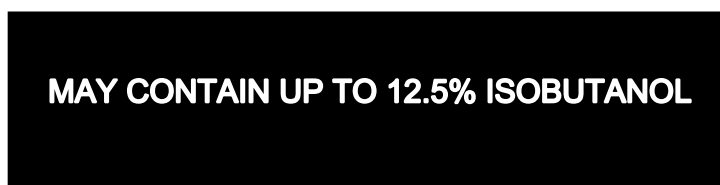


OXYGENATED GASOLINE

The following label is required under A.A.C. R3-7-705(C) if gasoline contains greater than 1.5% oxygen by weight or greater than 4.3% fuel ethanol by volume. The label must indicate the maximum percent by volume of fuel ethanol contained in the gasoline. The example shown below would be used if gasoline were blended with a maximum of 10% ethanol by volume.



The following label is required under A.A.C. R3-7-705(C)(2) if gasoline contains greater than 1.5 % by weight of an oxygenate other than fuel ethanol. The label must indicate the type and maximum percentage by volume of oxygenate contained in the gasoline. The example shown below would be used if gasoline were blended with maximum of 12.5% isobutanol by volume.



All oxygenated gasoline labels shall have block letters on a contrasting background with lettering no smaller than ¼ inch in height.

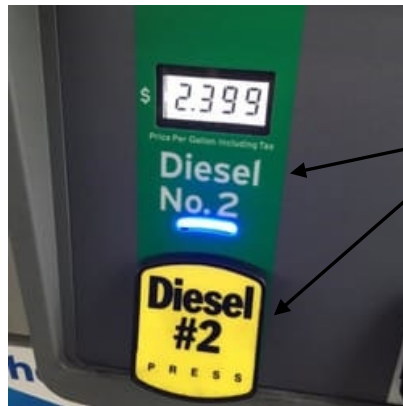
NON-OXYGENATED GASOLINE

For gasoline that does not contain ethanol, retailers may label the gasoline as ethanol-free. This label is not required under statute or rule, but if displayed, should appear with similar verbiage as shown below.



DIESEL FUEL

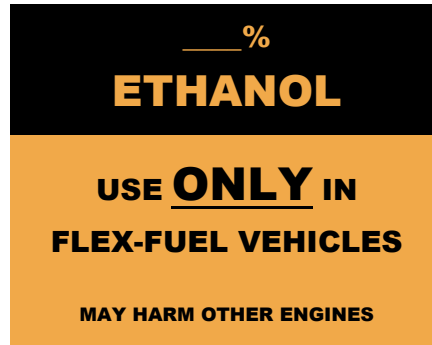
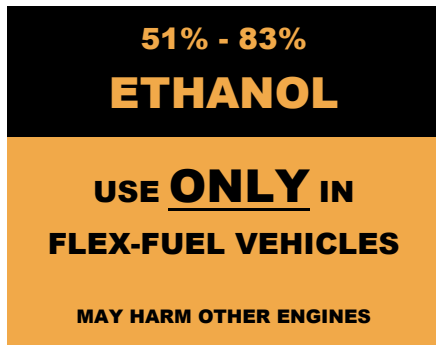
Diesel fuel shall be labeled as required under A.A.C. R3-7-705(A)(4). No. 2 Diesel may be labeled on dispensers solely as “Diesel” without indication of the fuel grade. In addition, diesel fuel containing no more than 5% by volume of biodiesel or biomass-based diesel is considered to be diesel fuel under ASTM D975 “Standard Specification for Diesel Fuel Oils” and is therefore subject to the labeling requirements in this section.



May also read
“Diesel”

ETHANOL FLEX FUEL

Ethanol Flex Fuel is defined as a fuel meeting the standards of ASTM D5798, containing between 51 and 83 volume percent ethanol. It shall be labeled in accordance with 16 CFR Part 306. The label may either state the range “51% - 83%” or may have the ethanol content rounded to the nearest 10%. These labels shall be printed in black on an orange background.



Contains the ethanol content rounded to the nearest 10%

NOTE: The description “E85” is prohibited in Arizona, as this product does not meet the specifications in ASTM D5798.

16 CFR Part 306: [CLICK HERE](#)

E15

E15 is a gasoline/ethanol blend containing more than 10% by volume but no more than 15% by volume of fuel ethanol. E15 shall be labeled in accordance with 40 CFR 1090.1510 (as it existed on December 4, 2020). These labels must be printed in black on an orange background.



Be Aware: Anyone blending ethanol with gasoline or ethanol flex fuel to produce E15 within the Cleaner-Burning Gasoline (CBG)-covered area must register and follow specific requirements related to blending CBG products. [See A.A.C. R3-7-750 and R3-7-755.](#)

More information about E15: [CLICK HERE](#)

40 CFR Part 1090.1510: [CLICK HERE](#)

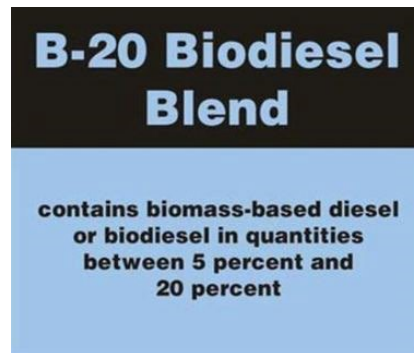
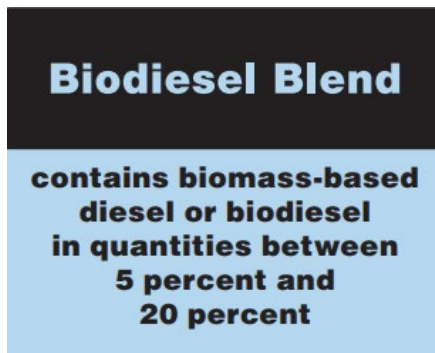
BIODIESEL, BIOMASS-BASED DIESEL, & BLENDS

All biodiesel and biodiesel blend labels must comply with Federal Trade Commission (FTC) requirements under 16 CFR Part 306. The following label descriptions were copied from the FTC webpage “Complying with the FTC Fuel Rating Rule.” [CLICK HERE](#) to access the FTC webpage.

Labels for biodiesel and biomass-based diesel and their blends must be printed in black on a light blue background.

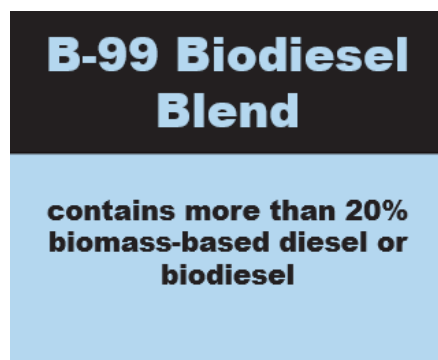
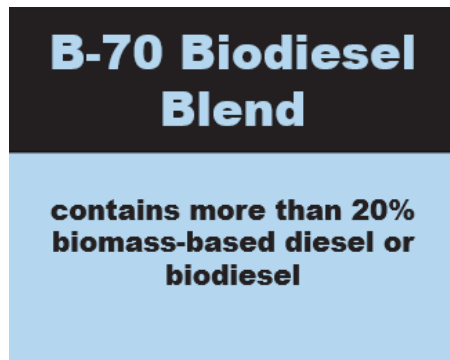
For biodiesel blends above 5%, but no more than 20%, the label must disclose the percentage volume of biodiesel followed by the term “Biodiesel Blend,” for example, “B-20 Biodiesel Blend,” or simply state “Biodiesel Blend.” Either way, the label also must state “contains biomass-based diesel or biodiesel in quantities between 5 and 20%.”

Label examples:



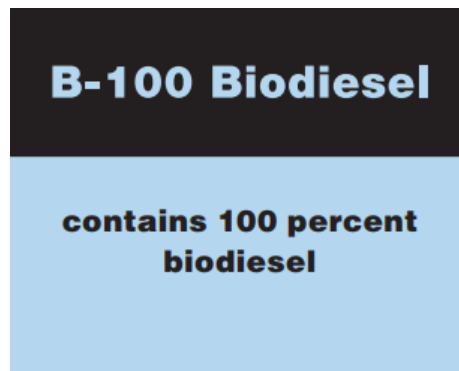
For biodiesel blends above 20%, the label must disclose the percentage volume of biodiesel followed by the term “Biodiesel Blend,” for example, “B-70 Biodiesel Blend.” The label also must state “contains more than 20% biomass-based diesel or biodiesel.”

Label examples:



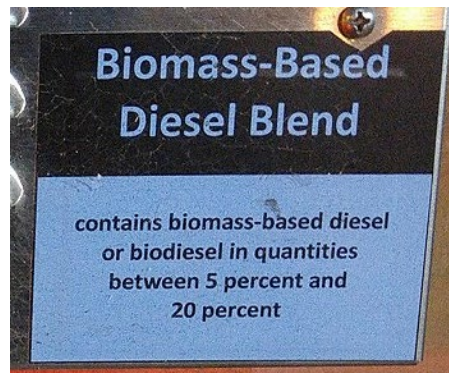
For **100% Biodiesel**, the label must state “B-100 Biodiesel” or “contains 100% biodiesel.”

Label example:



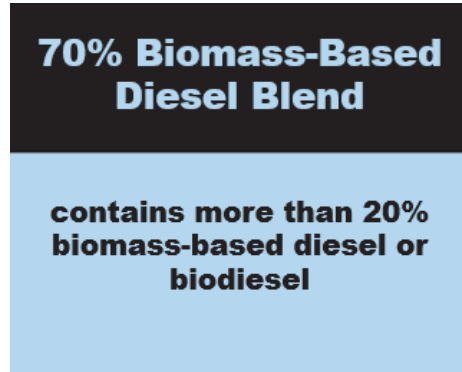
For **biomass-based diesel blends above 5% but no greater than 20%**, the label must disclose the volume percentage of the biomass-based diesel followed by the term “Biomass-Based Diesel Blend,” for example, “20% Biomass-Based Diesel Blend,” or simply state “Biomass-Based Diesel Blend.” Either way, the label must also state “contains biomass-based diesel or biodiesel in quantities between 5 and 20%.”

Label example:



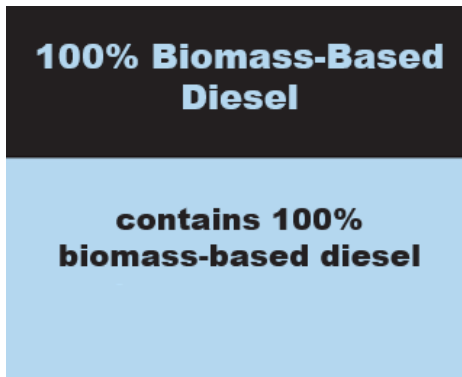
For biomass-based diesel blends above 20%, the label must state the percentage volume of biomass-based diesel followed by the term “Biomass-Based Blend,” for example, “70% Biomass-Based Diesel Blend.” The label also must state “contains more than 20% biomass-based diesel or biodiesel.”

Label example:



For 100% Biomass-Based Diesel Blends, the label must state “100% Biomass-Based Diesel” and “Contains 100% biomass-based diesel.”

Label example:

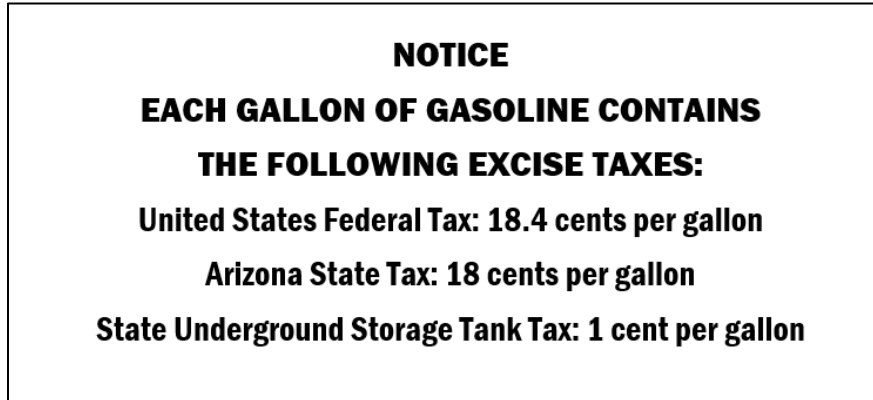


NOTE: Diesel fuel containing no more than 5% by volume of biodiesel or biomass-based diesel is only required to comply with the labeling requirements listed under A.A.C. R3-7-705(A)(3) for diesel fuels as it meets the requirements of ASTM D975 “Standard Specification for Diesel Fuel Oils”..

16 CFR Part 306: [CLICK HERE](#)

GASOLINE EXCISE TAX

A label explaining the federal, state, and underground storage tank excise taxes is required on all **gasoline** dispensers under [A.R.S. 3-3431\(K\)](#). As specified in the statute, the label must be three inches by five inches in size. A template of this label is available on the Arizona Department of Agriculture website and is also available from many fuel dispenser service companies.



Excise tax label template: [CLICK HERE](#)

USE FUEL TAX

All **diesel** fuel dispensers are required to display labels notifying customers of the tax rate that is collected per gallon at that specific dispenser. Light Class diesel fuel dispensers have a \$0.18 tax per gallon. Use Class diesel fuel dispensers have a \$0.26 tax per gallon. The labels explain the type of vehicles that apply to each tax rate. These labels are regulated by the Arizona Department of Transportation (ADOT) and are required under A.R.S. 28-5605. This statute specifies that ADOT shall provide the use fuel dispenser labels to vendors. Contact ADOT at (877) 293-8357 to find out how you can obtain these labels for your dispensers. Provided below are examples of the Light Class and Use Class labels.

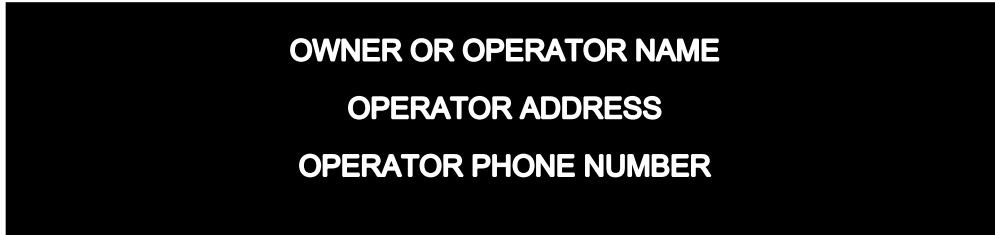
<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Light Class label</div>	<div style="border: 1px solid black; padding: 10px;"> <p style="font-size: 1.2em; font-weight: bold; margin: 0;">ADOT 18¢</p> <p style="font-size: 1.5em; font-weight: bold; margin: 5px 0 0 0;">WARNING</p> <p style="font-size: 0.8em; margin: 0;">Fuel dispensed from this pump can only be placed directly into the fuel tank of the following vehicle types:</p> <ul style="list-style-type: none"> • Less than 3 axles, and • Declared Gross Vehicle Weight under 26,001 lbs, or • Exempt under ARS 28-5432 (school buses, government and non-profit), or non-commercial RV's and motor homes <p style="font-size: 0.8em; margin: 0;">Do not dispense fuel from this pump into a bulk storage tank, or the fuel tank of the following vehicle types:</p> <ul style="list-style-type: none"> • 3 or more axles, and/or • Declared Gross Vehicle Weight of more than 26,000 lbs <hr style="border: 0.5px solid black;"/> <p style="font-size: 0.8em; margin: 0;">Arizona Use Fuel tax rate on fuel dispensed from this pump is: 18¢ per gallon</p> <hr style="border: 0.5px solid black;"/> <p style="font-size: 0.8em; margin: 0;">\$1,000 Minimum Penalty for dispensing fuel from this pump into a vehicle or storage tank not meeting the descriptions listed above. A person who violates these provisions is subject to a Civil Penalty of \$1000 or \$10 per gallon, whichever is greater. (ARS 28-5623)</p> <hr style="border: 0.5px solid black;"/> <p style="font-size: 0.7em; margin: 0;">Questions: call 877-AZFUELS (293-8357)</p> </div>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Use Class label</div>	<div style="border: 1px solid black; padding: 10px;"> <p style="font-size: 1.2em; font-weight: bold; margin: 0;">ADOT 26¢</p> <p style="font-size: 0.8em; margin: 5px 0 0 0;">Fuel dispensed from this pump is for use in the following vehicle types:</p> <ul style="list-style-type: none"> • More than 2 axles, or • Declared Gross Vehicle Weight greater than 26,000 lbs, or • Bulk storage tanks <hr style="border: 0.5px solid black;"/> <p style="font-size: 0.8em; margin: 0;">Arizona Use Fuel tax rate on fuel dispensed from this pump is: 26¢ per gallon</p> <hr style="border: 0.5px solid black;"/> <p style="font-size: 0.8em; margin: 0;">Light class vehicles are taxed at a lower rate. Light class includes:</p> <ul style="list-style-type: none"> • Exempt vehicles under ARS 28-5432 or • Vehicles that do not meet the above description or non-commercial RV's and motor homes <p style="font-size: 0.8em; margin: 0;">Please see the attendant for an 8¢ per gallon rebate.</p> <hr style="border: 0.5px solid black;"/> <p style="font-size: 0.7em; margin: 0;">Questions: call 877-AZFUELS (293-8357)</p> </div>
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A.R.S. 28-5605: [CLICK HERE](#)

ADOT fuel tax information website: [CLICK HERE](#)

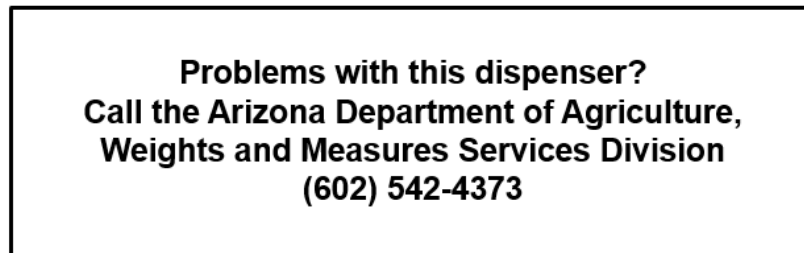
UNATTENDED RETAIL MOTOR FUEL DISPENSERS

Sites with unattended retail motor fuel dispensers must display a label in accordance with A.A.C. R3-7-705(D). This label shall be in public view and list the following information for that specific location:



WEIGHTS AND MEASURES CONTACT INFORMATION

Contact information for the Weights and Measures Services Division is required to be displayed on all fuel dispensers under A.A.C. R3-7-705(E). Inspection seals (stickers) placed by the Division during a compliance inspection satisfy this requirement. If no inspection seals are present on the dispenser however, the contact information shall be displayed on the dispenser face on a separate label shown below.



Division Information Label Template: [CLICK HERE](#)

PRICE AND GRADE POSTING ON ROADSIDE AND OTHER SIGNS

Consistent product descriptions are required on roadside or other price signs installed at a motor fuel dispensing site. Allowable product descriptions for diesel fuel, biodiesel, biodiesel blends, gasoline, gasoline-oxygenate blends, and ethanol flex fuel are provided in a table under A.A.C. R3-7-704(C). This table is shown below.



Motor Fuel Type	ASTM Standard	Fuel Properties	Allowable Description
Diesel	D975	Min. flash point 38° C Min. viscosity 1.3 mm ² /S, max. 2.4 mm ² /S	No. 1 Diesel, #1 Diesel, Diesel No. 1, or Diesel #1
		Min. flash point 52° C Min. viscosity 1.9 mm ² /S, max. 4.1 mm ² /S	No. 2 Diesel, #2 Diesel, Diesel No. 2, Diesel #2, or Diesel
	D975 or D7467	Meets definition of Premium Diesel in R3-7-101	Premium Diesel
	D7467	More than 5 and no more than 20 volume percent biodiesel	Biodiesel Blend or B-20 Biodiesel Blend
Ethanol Flex Fuel	D5798	51-83 volume percent ethanol	Ethanol Flex Fuel
Gasoline	D4814	Minimum 87 octane	Regular, Reg, Unleaded, UNL, or UL
		Minimum 89 octane	Midgrade, Mid, or Plus
		Minimum 91 octane	Premium, Prem, Super, Supreme, High, or High Performance
		Contains more than 10 but no more than 15 volume percent ethanol	E15

*Note: The abbreviations “DSL” and “DSL #2” were approved by the Division on May 4, 2023 as alternative descriptions for Diesel #2 that are allowed for use only on roadside signs or price signs that are not integrated with the motor fuel dispenser.

In addition to the product descriptions, external or street price signs shall also:

- Display the self-service and full-service prices, if different
- Display the unit of measure of the price if other than per gallon
- Display fractions of a cent (e.g., 9/10), if the fuel price is not charged at a whole cent
- Display a decimal point when a dollar sign precedes the posted price
- Display the undiscounted price for any motor fuel product and applicable grade advertised; or
- Display the discounted price for any motor fuel product and applicable grade advertised along with the conditions under which the discount is available, including, but not limited to, “Cash”, “Cash Only”, or “Membership”
 - Any discount conditions must be clearly presented on a sign in a font no less than 1/5 the size of the largest number posted on the sign or 2 ½ inches, whichever is larger, and may not be abbreviated
 - The discount conditions must appear immediately next to, above, or below the discounted price and with equal illumination as the discounted price

All motor fuel prices displayed must include all applicable federal and state taxes.

If you have questions about fuel dispenser labeling or external street price sign requirements within the State of Arizona, please contact the Weights and Measures Services Division at **602-542-4373** or send us an e-mail at dwm@azda.gov.

