



PERFORMANCE DIESEL, LLC
CHEMISTRY-DRIVEN PERFORMANCE

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Brand Development & Coop Program

Our corporate philosophy is to provide 1% of company sales to be used to develop **your own private brand of premium diesel fuel**. If you wish to have additional exclusivity, Performance Diesel, LLC is open to considering **EPA additive registration using your brand name**. We also are willing to establish an “**exclusive territory**,” so you are further protected.

As you know, many Jobbers operate branded retail, truck-stops and cardlocks but the vast majority of diesel provided to Jobbers is sold as unbranded.

Branding your own premium diesel provides significant advantages such as:

- Creating trust & loyalty
- Improving recognition & reputation
- Supporting company marketing efforts via advertising as well as through the company website
- Helping your company set itself apart from competition by eliminating price comparisons
- Protecting your margins

Performance Diesel, LLC also recommends that you upgrade your additive injection systems. By replacing your injection systems with automatic blenders, you are ensuring that every gallon has been properly treated.

We will provide a \$1.00 per gallon incentive on additive gallons that are injected. A credit memo will be issued quarterly until the equipment has been paid off.

Please feel free to contact us for contact information on additive injection companies for bulk plant and transport and tank wagons.