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PERFORMANCE DIESEL, LLC

CHEMISTRY-DRIVEN PERFORMANCE

Future Industry Trends

Many of the diesel additives available today are not formulated to exceed the OEM/EMA specification but reflect basic packages.

Four major diesel additive performance shortcomings when provided as basic packages are as follows:

- **DW-10 Detergent Package:** It is commonly acknowledged that marketing a premium diesel with Clean-up and Keep-clean performance in both winter and summer additives is important. However, it is paramount to review the Technical Data Sheets of the current product line to compare the summer claims versus the winter claims. Often, those documented claims will be found to be dissimilar.
- **Deicer Package:** Up to 80% of the winter operability problems reflect icing, not gelling. The first cold snap of the winter should be trouble-free. If not, one should question whether there is sufficient non-alcohol glycol in the winter diesel additive currently being utilized.
- **All-Season Diesel Additive:** The significant benefits for both the distributor and its customers to use an All-Season Diesel Additive provides a distinct economic and practical advantage for both.
- **WASA (Wax Anti-settling Agents):** Western Canadian Select (WCS)--also known as Tar Sands Crude--is being added to the refiners' crude slate more and more frequently and is priced at a \$15-\$20dollar discount to WTI. The ULSD diesel produced using Tar Sands Crude has the major problem of heavy wax drop-out. The CFPP results are no longer accurate in predicting winter fuel operability and WASA technology is a requirement in product formulation.

The key question should be: Would you be interested in converting to a superior diesel additive product line that optimally addresses the above four issues, and, at the same time, reduce the additive treat cost by up to 25%.

Performance Diesel, LLC provides complete Lab Support along with 1% coop and a \$1.00 per gallon quarterly rebate for those additive gallons that are injected by new Bulk Plant or transport/tank-wagon additive injection systems.

Have Performance Diesel, LLC provide you a price quote.