

FLEET TRIALS

**OVER-THE-ROAD
FREIGHT
LOCAL DELIVERY
AGRICULTURE
CONSTRUCTION
BUS LINES**



Dieselelex[®] Gold

Power ♦ Efficiency ♦ Protection



ENGINEERED TO BE THE BEST DIESEL FUEL TO POWER AND PROTECT

Today's world is driven by data. Being able to collect and analyze real-world data tells our customers and us more about their fleet and how our products perform and is more persuasive than any lab testing ever could be. In our fleet trials, data were gathered electronically through equipment connected to the onboard computer. Having an onboard data logger allows us to gather more specific information than simple miles and gallons. From this data, individual issues and outliers within the fleet can be identified. In the following trial summaries, we identified changes in mileage due to Diesellex Gold's ability to clean engines, restore power, and improve efficiency along with helping our customers learn more about how changes they make affect their fleets.



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OVER-THE-ROAD FREIGHT ANALYTICS

17 over-the-road freight and fuel hauling trucks

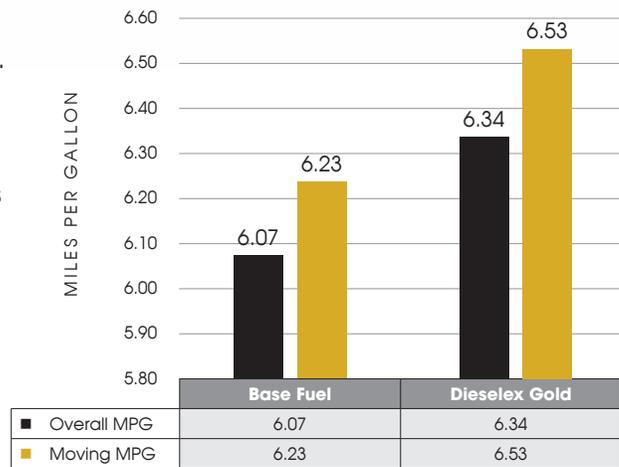
The base fuel was tracked for a total of 115,542 miles in which 19,022 gallons (18,549 while moving) of fuel were used. This gave them a 6.07 overall MPG and a 6.23 moving MPG.

The same 17 trucks then switched to Deselex Gold and were tracked for an additional 94,030 miles in which 14,837 gallons (14,390 while moving) of fuel was used.

Deselex Gold increased their overall MPG by 4.4% and moving MPG by 4.9%.

Since this is an over-the-road fleet, not all fuel is delivered from the tank at the home-yard. Depending on the length of the run, straight #2 diesel fuel from local stations was sometimes used during the Deselex Gold trial period, so

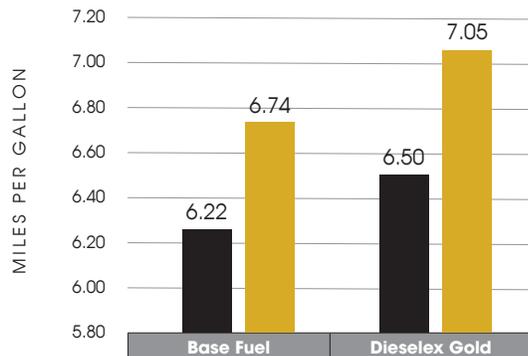
we are still seeing this kind of increase without being on 100% Deselex Gold. Seeing this, the customer commented that they need to try and make sure that they fill up with Deselex Gold more often. The savings represented here, taken across their entire fleet for the entire year would have increased their income over their budgeted goal.



“We started in May and by the end of June our fleets mileage had increased by 5.5%. That’s a lot of savings when you have 20 trucks going up and down the road.”

— Stacey Durbin - Hetzels Overland Transport, Inc.

OVER-THE-ROAD FREIGHT ANALYTICS (CONTINUED)



	Base Fuel	Deselex Gold
Overall MPG	6.22	6.50
Moving MPG	6.74	7.05

4 general freight trucks

The base #2 ULSD control period consisted of 29,632 total miles driven using 4,766 gallons (4,398 while moving) of fuel. Overall MPG was 6.22 and moving MPG was 6.74.

Switching to Deselex Gold showed that the next 30,226 miles driven required 4,648 gallons (4,289 while moving) of fuel.

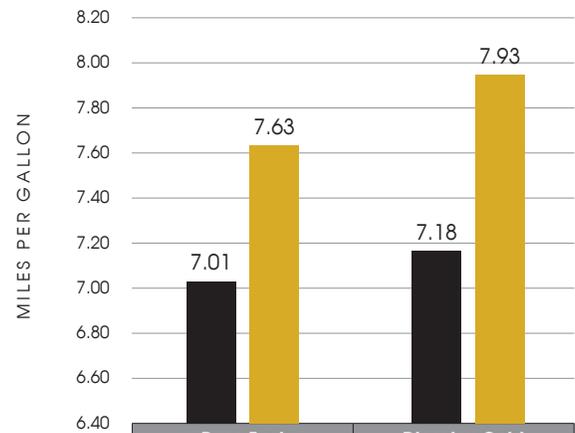
Using Deselex Gold increased overall MPG by 4.6% and moving MPG by 4.6%.

81 general freight trucks with a 200-300 miles average length of haul.

During the months these trucks were tracked, they traveled a total of 997,461 miles, using 142,334 gallons (130,644 while moving) of fuel. This gave them an overall MPG of 7.01 and a moving MPG of 7.63.

Switching to Deselex Gold for their home base fueling, these trucks were tracked for another 610,204 miles, using 84,979 gallons (76,939 while moving) of fuel.

Overall MPG increased by 2.5% and moving MPG increased by 3.9% even with partial refueling of base #2 ULSD when needed over the road.



	Base Fuel	Deselex Gold
Overall MPG	7.01	7.18
Moving MPG	7.63	7.93

“When we do our engine teardowns we see no soot deposits in areas where you normally do. It’s very minimal cleanup to put the engines back together then. We attribute it to using our Farm Service diesel fuel with the Deselex Gold Package”

“We went forty million miles with Deselex Gold in our trucks and the repairs to the fuel system were minimal. We put two injectors in, total, over the forty million mile period.”

— Bill Ginter - Fleet Maintenance manager - Prairie Farms Dairy

LOCAL DELIVERY ANALYTICS

*"We put the **Diselex Gold Challenge** to test. We found that it gave us 1-reliability or up-time on our trucks and 2-it helped our fuel efficiency."*

— Steve Wendling – Direct Lines, Inc.

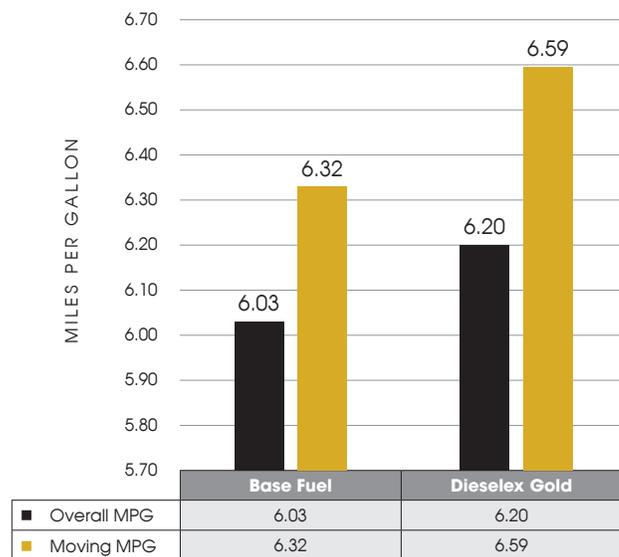


3 general freight trucks

The base fuel case drove 4,215 miles, using 699 gallons (667 while moving) of fuel. This gave them an overall MPG of 6.03 and a moving MPG of 6.32.

Switching to Diselex Gold, increased their mileage to 15,747, and used 2,541 gallons (2,389 while moving) of fuel.

Overall MPG increased by 2.9% and moving MPG by 4.3%.

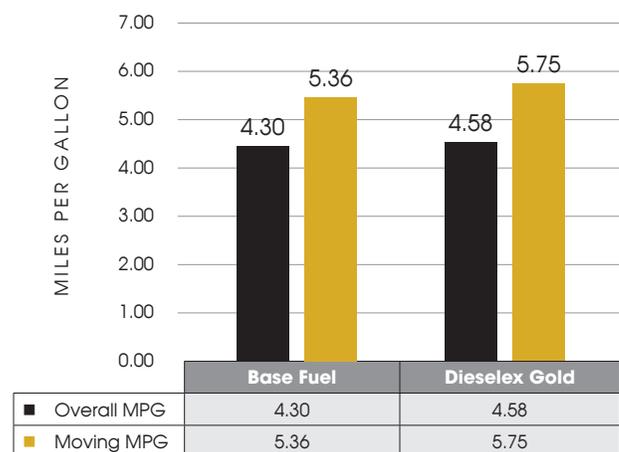


1 local freight delivery route trucks

The base fuel case drove 3,406 miles, using 792 total gallons (636 while moving) of fuel. This gave them an overall MPG of 4.30 and a moving MPG of 5.36.

The trucks then switched to using Diselex Gold as fuel. During that data cycle, they drove 7,699 miles using 1,682 gallons (1,340 while moving) of fuel.

Overall MPG was increased 6.5% and moving MPG was increased 7.3%.



"...I was approached by Darin about doing a Diselex Gold Challenge. We decided to do that with two of our trucks for about a month. When we started the challenge, West Central FS brought over a 1,000 gallon tank that we could run just the Diselex Gold out of. We were seeing about a mile per gallon fuel savings and that's when we made the switch to Diselex Gold with our whole fleet."

— Tony Johnson – W-M Johnson Truck Line

The first noticeable difference was he could go 4,000-5,000 miles farther on filter changes. His mileage increased slightly and his trucks had a noticeable increase in horsepower.

— Randol Allen - RE Allen Trucking – Grain Trucks

“I would recommend DieseleXGold to anyone looking to improve performance and lower operating costs.”

— David McCullough - Decided to try DieseleX Gold during planting season. He covered approximately ½ -¾ acres more per hour while using approximately ½ to 1 gallon less in fuel.

“We were originally with the original product burning about 14 gallons per acre seeding. And we saw close to a one gallon per acre drop in our fuel use.”

— Will Griffin - Griffin Farms

“The track tractor that we use on our planter has a meter on it to measure gallons used per hour. We looked at it before we switched over to DieseleX gold and we looked at it again after and we could see an 8% difference in economy.”

— Ed Martin - Griffin Farms

“In DieseleX Gold I’ve noticed a huge fuel efficiency savings. We’re running about a full tank on a per quarter section. Now we’re down to ¾ a fuel tank. I would recommend DieseleX Gold because of the fuel savings is huge.”

— Henry Custers - Farm Grain, Cattle, and a feed lot



AGRICULTURAL ANALYTICS

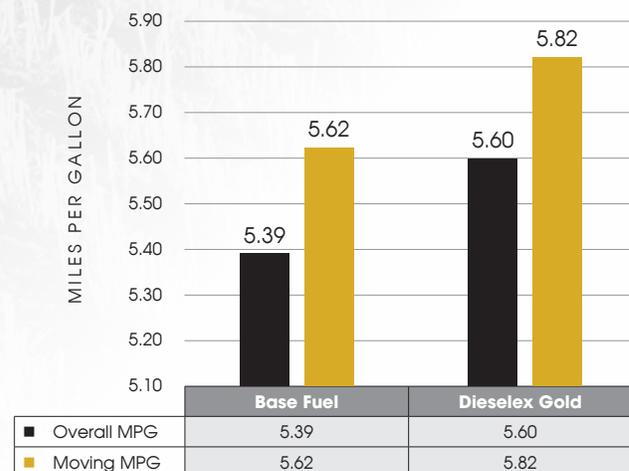
1 grain hauling truck

The base fuel case traveled 15,646 miles, using 2,903 gallons of fuel (2,782 while moving). The overall MPG was 5.39 and the moving MPG was 5.62.

The truck was switched over to using DieseleX Gold and tracked for the next 16,206 miles. We saw that 2,892 gallons (2,783 while moving) of fuel were used over this period.

Using DieseleX Gold increased overall MPG by 3.9% and increased moving MPG by 3.5%.

Typically, we would like to track more trucks to lessen an impact from outside influences and look at a cross section of the entire fleet. However, in this case, this is the only truck in his farm operation.



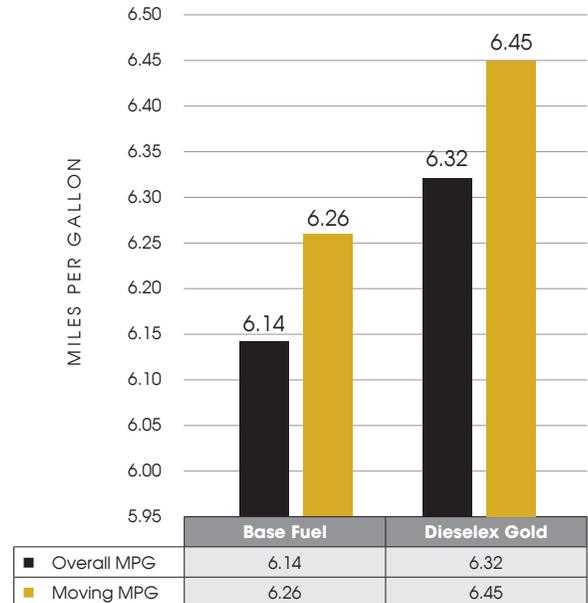
CONSTRUCTION ANALYTICS

3 local delivery trucks hauling building materials to construction sites

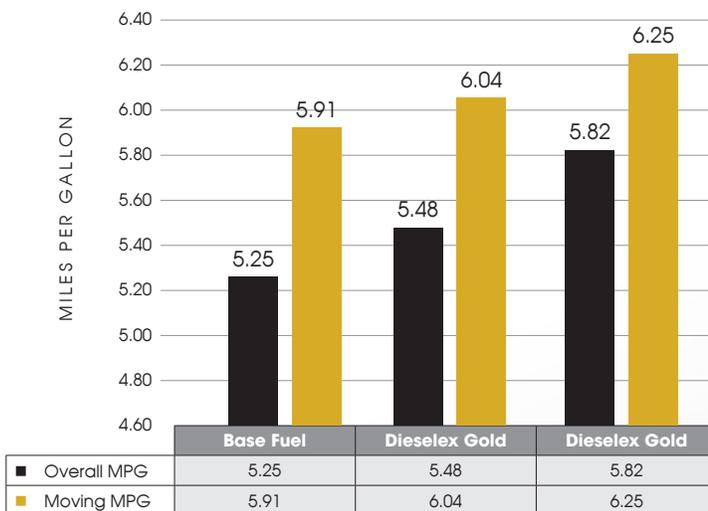
The base fuel control period consisted of 42,822 total miles driven using 6,974 gallons (6,842 while moving) of fuel. Overall MPG was 6.14 and moving MPG was 6.26.

Switching to Deselex Gold showed that the next 43,069 miles driven required 6,812 gallons (6,674 while moving) of fuel.

Using Deselex Gold increased overall MPG by **3.0%** and moving MPG by **3.1%**.



13 trucks: concrete trucks, dump trucks, and delivery trucks mix



Compared a period of running on base #2 diesel fuel with no additive vs a period of running on Deselex Gold.

Overall increase in MPG of **4.25%** and in moving MPG of **2.17%**.

ONE YEAR LATER:

We tracked the same vehicles over the same months as the base #2 diesel fuel usage. The effects of continual use of Deselex Gold were shown by the **additional increase in fuel economy resulting in a year on year gain of 10.82% in overall MPG and 5.68% in moving MPG** compared to the control #2 base fuel period.

With Deselex Gold, you may not get the cheapest price, but you **get the best quality for the dollar** and that's what we're looking for.

Jeff Thieding - James Thieding Construction, Inc.

Vos Earth Moving Company - Changed to Deselex Gold - Dale has noticed an increase in horsepower and less filter plugging. He also commented that his mechanic had noticed a reduction of carbon build-up on his valves.



BUS LINE TESTIMONIALS

*"When we did the Deselex Challenge, the first month we improved our fuel mileage 8.5% which astounded us. After that, the 2nd and 3rd months it had dropped back to 6.5% and it's remained consistent ever since then. Which equates to about \$2,971 per bus per year. With 58 buses on the road, **we save our district thousands and thousands of dollars in taxpayer money.**"*

"And after running the Deselex Gold we see perfect spray patterns on top of the pistons and the injector nozzles are all clean."

— John Anderson - Greater Mass Transit Peoria CityLink

"...we changed to Deselex Gold. The other additive that we were using was labor intensive and this took that step out. The mechanic doesn't have to be pulled off a job and taken out to put additive into the tanks. Also, we know that it's being mixed because it is being added with the fuel at the same time. It's being mixed properly instead of us dumping in and it might be just on the top, so it's better.

***We have not replaced any injection pumps, lift pumps, and we're finding that the oil is a little bit cleaner** when we are doing our oil changes and it all attributed to the Deselex Gold"*

— Joyce Marchall - Denny's Bus Lines

*"...improved performance on the buses. **We find that they are running better, our emission tests are running cleaner,** seems to be very efficient. And as far as covering the cost of it, I believe that in the long run our maintenance will be down. Fuel injectors, pumps, and stuff, we are not having near the problems we had in the past."*

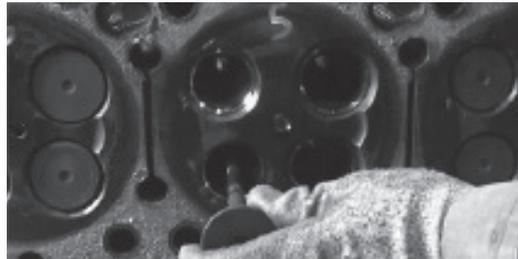
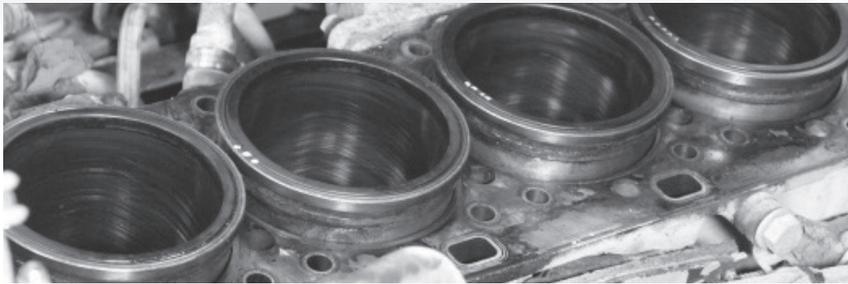
— Duane Foley - Foley Bus Lines - 14 Charter buses & 27 School buses

MILLION MILES

Dave Marti put over one million miles on his 2007 Peterbilt 379 exclusively using **Dieselex® Gold** and **Suprex Gold® ESP**.

Over 10 years, only regular maintenance and a replacement of a water pump were needed on this engine.

The engine was overhauled at JX Peterbilt, Bloomington, IL.



CAT® C15 powerhouse engine

We saw evidence of:

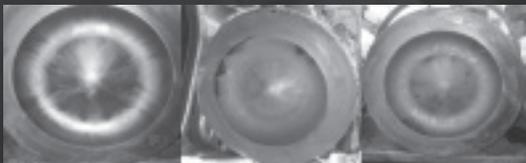
- Improved efficiency by keeping injectors clean
- Optimized power by burning completely
- Protection from carbon buildup and wear

SEE THE RESULTS OF THE MILLION-MILE TEARDOWN YOURSELF

Search YouTube for FS Gold Standard or visit youtu.be/Tq6QVrN1DZw



ADDITIONAL TEARDOWNS



"...these pistons are just as they came out of the engine which has over 860,000 KM on it. The mechanic stated he has not seen an engine burn so clean. You can see the spray pattern the top of the pistons."

"...from same mechanic that removed the piston from an engine that was on Dieselex Gold... The attached pictures are from an engine that was not on Dieselex Gold."

— Mike Dotterman - Agris Coop

The carbon was ground off the bottom to show the extent of the buildup



What does all this information mean for me?

Our research, using data gathered from the onboard computers of trucks in real-world situations is allowing us to help our customers learn more about the operation of their fleets and the impact of quality, high-performance diesel fuel.

Through switching to Dieselelex Gold, customers have experienced a recovery of lost power, seen improved fuel efficiency, and gained added protection from equipment down time.

We see the Dieselelex Gold claims shown in the real-world operation of Equipment. Our customers have experienced and seen the features and benefits of Dieselelex Gold first hand in the day to day operations.

Join them by taking the Dieselelex Gold Challenge. Contact your local FS fuel supplier and ask about Dieselelex Gold today.



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