



# Pump Up Your Diesel Sales and Profit With the Diesel Guard™ Premium Program



## *Here's How the Program Works for You*

Diesel fuel users would prefer to use a premium diesel fuel that provides improved fuel economy and reduced maintenance costs versus a regular #2 ULSD.....if the price was the same. **Wouldn't you?**

For less than 50 points (\$0.005) per gallon you can supply your brand of premium diesel with Diesel Guard Supreme. It will give you a competitive advantage to secure new diesel fuel customers and protect existing customers from low price competition. Just a few new customers and the improved customer loyalty (reduced turnover) will result in additional profitability.

## *Here's How the Program Works*

Treat all your high margin tank wagon and/or retail diesel fuel sales with Diesel Guard Supreme premium diesel additive. We will provide sales training, personalized brochures with your company's brand (see enclosed) and imaging for retail diesel dispensers (truck stops, card locks, C stores) subject to our co-op marketing program.

At a cost of less than 50 points only a few new customers are needed to cover the cost of Diesel Guard Supreme and you win new customers and improved loyalty with existing ones. **It's a win win!**

## *Here's the Product*

### **Diesel Guard Supreme Premium Diesel Additive\***

- Treat Rate: 1 gallon to 7500 gallons of diesel fuel (so easy to handle)
- Available in convenient 1 gallon containers and 55 gallon drums.
- Improves fuel economy up to 7.2% (*documented by SAE/TMC Type II Fuel Economy Test*)
- Extends fuel filter life up to 3X.
- Includes Cetane Improver
- Includes VT 101 lubricity improver to reduce injector wear.

*\*Ask your ValvTect Regional Sales Manager for a Technical Data Sheet with complete specifications.*

## *Now's the Time*

***Be a marketer!*** Everyone wants more "bang for their buck"! Gain the competitive advantage versus your competition and gain more customers.....and for less than 50 points. **It's a no brainer.**

For complete information please contact your ValvTect Regional Sales Manager.