



Premium Diesel Fuel Improver

What Is Its Place

SWEPCO 501 Premium Diesel Fuel Improver is a high performance, multi-function fuel additive designed to eliminate or reduce many of the negatives associated with today's poor quality diesel fuels. (A special winter formula includes all the benefits of the standard formula plus protection from winter diesel fuel gelling.)

Feature/Benefit Analysis

As is the case with any product, the greatest success comes from matching the product's features and benefits with the prospect's needs.

Here are the primary features and resulting benefits that will be of interest to prospects for SWEPCO 501:

Cetane booster increases the cetane level of any diesel fuel, promoting quicker, smoother, quieter, more complete combustion. Improves power levels, improves fuel economy as much as 4% to 13.5%, quiets diesel knocking, reduces vibration, improves cold weather warm up times, reduces cold weather misfiring and reduces exhaust particulates up to 42%.

Special additives improve fuel lubricity which reduces wear caused by new government mandated low sulfur fuels. This reduces injector, injector pump and fuel filter wear as much as 26%, extending the life of these components as much as 100% beyond OEM specs with corresponding reductions in operating cost.

Solvency additives help keep fuel system components free of sludge, gum, carbon. This promotes more

efficient burning of fuel, lower maintenance costs and better fuel economy.

Stabilizers improve stability of fuel in bulk storage, reduces formation of sludge and other insolubles formed as a result of fuel oxidation by as much as 80%.

Prospect Tips

As a high performance diesel fuel additive, SWEPCO 501 is targeted directly at any application where maximum fuel related performance and economy are desired.

Top Five Prospects

- Independent trucking (both long and short haul)
- Local delivery fleets (lumber yards, manufacturers, beer and soft drink plants and distributors, dairy plants and many others)
- Excavating & construction companies (excavators, dozers, back hoes, scrapers, portable compressors, cranes, dump trucks, shovels, loaders, pavers, compactors, water trucks)
- Agriculture (tractors, combines, harvesters, balers, stationary diesel power plants for irrigation)
- Municipalities (hospital generators, wastewater treatment plants, trash trucks, water departments, ambulances, bus fleets)

Other Good Prospects

Utility companies, postal vehicle maintenance facilities, concrete company delivery fleets, taxi and limousine

services, school bus fleets, ferries and barges, armored car fleets, fishing fleets, heavy equipment rental companies, mining, sand and gravel companies and many others.

Some Specific Lubrication Points Which Should Be Explored

Any maintenance site interested in improving their fuel performance and reducing fuel costs; any prospect who has been experiencing injector or injector pump wear; any prospect operating older diesel engine fleets which have experienced loss of power; diesel engines operating in cold weather environments; diesel engines operated on very poor quality fuels; fleet owners who want to improve fuel mileage; sites with bulk storage tanks for diesel fuels; prospects having difficulty meeting strict pollution regulations.

Common Customer Experience

"We first tried the SWEPCO 501 Diesel Fuel Improver in August of 94; this was about ten months after the mandated low sulfur and low maximum allowed aromatics requirements became effective. We had already lost some injection pumps and some injectors: the loss of lubricity and stabilization provided by the higher sulfur and aromatic fuels was beginning to take its toll. The 501 has proven to be more than adequate as regards lubricating and protecting the pumps, injectors and seals; the 501 keeps the injectors and fuel systems clean and operating at peak performance. We have not replaced injection pumps or injectors since we started using the 501 ..." -- General Contractor

"When we installed the #501 diesel fuel improver we thought someone had done something to the truck, -- it had so much more power. Then we remembered we had added the #501." -- Landscaping Contractor

"I also noticed a smoother idle when I started using 501 premium diesel fuel improver ..." -- Diesel Engine Repair Shop

"We added this product to our two 500-gallon diesel holding tanks. I noticed since using this product we have a marked improvement in our fuel consumption, I would say as much as 7%. The Cummins engines that we run are much quieter, and I have noticed there is very little smoke on start up ..." -- Environmental Service Company

"501 has greatly improved the performance of all our equipment, maximizing the fuel and keeping the insolubles broken down. This is very important because we do not have our own fuel tanks, and our trucks get their fuel on the road. There is no way to know what you are getting from one time to the next ..." -- Warehousing Company

"At about 170,000 miles I thought I would have to replace the injectors in the Cummins engine in our service truck. Your representative suggested trying SWEPCO 501 diesel improver. It was so effective after 2 tanks of fuel the engine was running great and at 190,000 miles I found we had improved the fuel economy about two miles per gallon back to where it was when it was new." -- Building Supply Service

"When California introduced new fuel mixtures (we started getting) problems on many of our vehicles. Through addition of your 501 diesel improver we have achieved dramatic results in performance." -- Liquid Waste Pumping Service

"We are in the transfer business and some of our trucks do a lot of idling. One of them came in the other day barely running. We were going to change the injectors when one of our mechanics suggested we try the 501 you suggested to us. When we did, it worked just as we were told. This eliminated a major repair expense." -- Transfer Company



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