

**CUSTOMERS ARE TALKING ABOUT
CEN-PE-CO FUEL ADDITIVES**

My wreckers run better, make more power & start easier. Although its hard to measure the increase in miles per gallon, I know my mileage has improved with the Gen-Pe-Co Fuel Additive because I can make more service calls between fuel stops.

Bruce Porter
Porters Towing



"I have gone from 5.7mpg to 6.0mpg by using Gen-Pe-Co Diesel Max in my semi. It also runs smoother and makes more power."
Rob Scott



I changed to Cenpeco O.I. and Diesel Max additive at the same. In spite of oil & fuel filter changes this 475 Cummins idles smoother and things are always smoother. I have tried all the major additives through the years and know Diesel Max is the best.

David Roche
Texas



**The Gen-Pe-Co Fuel
Additive Advantage:**

- Noticeably reduces engine vibration and smoke
- Restores lost fuel lubricity in new ultra low sulfur fuels
- Compatible with biodiesel blends, improving performance and corrosion protection
- Improves fuel efficiency 3 to 10%
- Increases fuels cetane up to 5 numbers
- Improves fuel's thermal stability for reduced filter deposits
- Improves engine throttle response and horsepower

Your Local Representative:

Shipped Factory Direct - Not Available in Stores

Cen-Pe-Co also manufactures Heavy-Duty Lubricants and Columbia® Paints & Roof Coatings



Manufactured By:

CENTRAL PETROLEUM COMPANY
CLEVELAND, OHIO • WALCOTT, IOWA

1-800-553-1891

www.cen-pe-co.com

2008 ©
PN# FF02081

cen-pe-co
FUEL ADDITIVES

Improve Your

DIESEL FUEL

- More Power
- Patented Technology
- More Miles Per Gallon
- Lubrication Protection



**Protection On The Road
And Off The Road**



"Specialists in Fuel Additive Technology - Since 1942"

CEN-PE-CO FUEL ADDITIVES

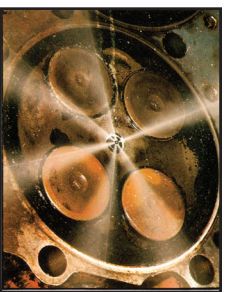
Since 1942, Central Petroleum Company (Cen-Pe-Co) has been a leader in fuel additive technology. From the earliest gasoline engines to today's most powerful diesels, Cen-Pe-Co has provided additives to keep engines running like new.

Cen-Pe-Co's patented additive technology gives today's diesel engines: more power, reduced emissions, better fuel economy, and longer life of fuel lubricated parts.

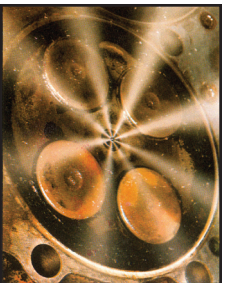
Cen-Pe-Co Fuel Additives improve the thermal stability of fuel to prolong filter life and reduce deposits.

From light-duty to extreme heavy-duty diesel engines, Cen-Pe-Co Fuel Additives provide less smoke, less noise and vibration, more power (torque) in the hills, and more miles per gallon.

Cen-Pe-Co DieselMax Fuel Additive



Untreated



With Additive

U.S. Patent # 5,656,039
Additional Patents Pending



KEEPS FILTERS CLEANER

Today's ultra-low sulphur diesel fuel contains microscopic particulates known as "asphaltenes". These black, tar-like contaminants are a residue of the refining process and over time build-up and plug filters.



PROVIDES CETANE IMPROVEMENT

Cen-Pe-Co Fuel Additives improve fuel's cetane rating up to 5 numbers, exceeding OEM requirements.

DISPOSES OF WATER IN THE FUEL

Cen-Pe-Co Fuel Additives allow water laden fuel to be carried to the fuel/water separator where water can be drained off, not emulsified into the fuel where it could cause corrosion to the injection system.

Customers Using Cen-Pe-Co DieselMax Diesel Fuel Additive Have Seen Fuel Savings Between 3% and 10%
Calculated Savings When Treating Fuel With Cen-Pe-Co DieselMax Diesel Fuel Additive:

Average Cost of Fuel: \$3.50
Cost to Treat With DieselMax: \$.03

10% or 1/2 mile per gallon GAIN using DieselMax (incls cost to treat): **\$.32 per gal SAVED**
5% or 1/4 mile per gallon GAIN using DieselMax (incls cost to treat): **\$.15 per gal SAVED**

EXAMPLE @ 10% GAIN

1000 gal used per day x \$.32 = **\$320.00 /day SAVED** in fuel costs.
\$320.00 /day x 365 days /year = **\$116,800.00 SAVED** per year.

OR

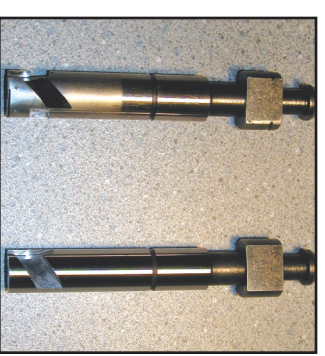
100 gal used per day x \$.32 = **\$32.00 /day SAVED** in fuel costs.
\$32.00 /day x 365 days /year = **\$11,680.00 SAVED** per year.

EXAMPLE @ 5% GAIN

1000 gal used per day x \$.15 = **\$150.00 /day SAVED** in fuel costs.
\$150.00 /day x 365 days /year = **\$54,750.00 SAVED** per year.

OR

100 gal used per day x \$.15 = **\$15.00 /day SAVED** in fuel costs.
\$15.00 /day x 365 days /year = **\$5,475.00 SAVED** per year.



Untreated With Additive

LUBRICATES FUEL SYSTEM

Cen-Pe-Co Fuel Additives contain special lubrication properties for added protection when using today's "dry" fuels. Especially beneficial in common rail injection pumps requiring additional lubricity.