

Techron Complete Fuel System Cleaner FOR GASOLINE POWERED VEHICLES

As efficient as modern engines are, the combustion process naturally generates carbon buildup over time. Carbon leaves hard deposits in the combustion chambers, on fuel injectors, and intake valves – this impedes optimal engine performance.

Modern gasoline engines are designed with more precision. They have tighter tolerances between engine parts. They're becoming more and more sensitive to carbon buildup that can interfere with the movement and function of vital engine parts.

Deposits on fuel injectors can cause them NOT to spray the precise amount of fuel required. Symptoms may include: hesitation, knocking, pinging, rough idle, and **poor fuel economy**. The use of lower quality gasolines that have the minimum amount of detergent required by law, are more apt to result in faster carbon deposit buildup.

This is where Techron Complete Fuel System Cleaner comes in. It cleans and protects the entire fuel system in one tankful. Techron gets to the farthest reaches of an engine, where the most destructive deposits build up, and sweeps them away. Think of this as a visit to the dentist office, we brush our teeth daily but a few times a year we still go in for a deep cleaning. Techron is the deep clean for your engine and is an excellent choice for use in both new and older gasoline engines.

One 20-ounce bottle treats up to 20 gallons of gasoline.

Dialog to have with your customer:

- Are you not getting the fuel economy that you used to?
- Are you experiencing any hesitation, knocking or pinging?
- Share with them that carbon deposits naturally build up over time on engine parts in the process of fuel combustion, and more so if you're using lower-quality gasoline.
- Adding a bottle of Techron Complete Fuel System Cleaner only takes us a minute to pour in and it is very inexpensive preventative maintenance.
- It deep cleans fuel injectors, intake valves, and combustion chamber deposits – in one tankful.
- It helps restore lost power, performance, and fuel economy.
- It is safe to use every 3,000 miles, or at your next oil change.

Help your customers treat engine hesitation and decreased acceleration and help them reduce wasted money on poor fuel economy by adding a bottle of Techron Complete Fuel System Cleaner.



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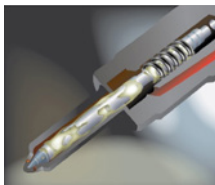
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Educating & Selling

Techron D Concentrate Diesel Fuel System Cleaner FOR DIESEL POWERED VEHICLES

TECHRON[®]
expect more[™]

Diesel vehicle owners are a special breed. The target audience is mainly diesel pickups and sprinter vans, 80% of the class 1-3 diesel car park. The last 20% is diesel passenger cars.



In the U.S., diesel fuel naturally causes a waxy, soapy build up in diesel fuel injectors. This impedes fuel flow and spray patterns. It can cause injector sticking which robs power, performance, and hurts fuel economy.

In a diesel engine, fuel is introduced directly into the cylinder via a high-pressure fuel injector. Many diesel fuel injection systems run 10,000 to 45,000 psi¹. The fuel injectors need to be very precise. And they are expensive. **With parts and labor, it can cost up to \$5,000 to replace the fuel injectors!** Techron D Concentrate Diesel Fuel System Cleaner seeks out and aggressively removes injector deposits for lasting results long after the bottle is used. It works on all types of diesel fuel injectors, diesel engine technologies, and diesel fuel types, including ultra-low sulfur diesel, biodiesel, and biodiesel blends.

This is where **Techron D Concentrate Diesel Fuel System Cleaner** comes in. It restores injector operation, and spray pattern. Techron Diesel is an ultra-high performance, one-tank clean-up, diesel fuel system cleaner that starts to work immediately by **boosting Cetane up to 5 points**. The Cetane rating, or Cetane Number, is an indicator of the combustion speed of diesel fuel and compression needed for the fuel-air mixture to ignite. The higher the number, the better the performance. Diesel engines operate well with a Cetane Number between 40 and 55². The increased Cetane Number that comes with using Techron Diesel improves lost engine power, fuel economy, and cold starting performance.

One 20-ounce bottle of Techron Diesel Fuel System Cleaner treats up to 35 gallons of diesel fuel.

Dialog to have with your customer:

- Are you not getting the fuel economy that you used to?
- Have you been experiencing a loss of power?
- Adding a bottle of Techron Diesel Fuel System Cleaner to your tank only takes a minute to pour in.
- It's an easy – and inexpensive – way to deep clean your fuel injector deposits – in one tankful.
- It starts to work immediately by boosting Cetane up to 5 points.
- Helps restore lost power and performance, and fuel economy.
- It is low-cost preventative maintenance to avoid the high cost of replacing your fuel injectors.
- It is safe to use every 3,000 miles, or at your next oil change.

Help your customers treat engine hesitation and decreased acceleration; and help them reduce wasted money on poor fuel economy by adding a bottle of Techron D Concentrate Diesel Fuel System Cleaner.



¹ Various Original Equipment Manufacturers (OEMs)

² Handbook of Industrial Chemistry and Biotechnology. Thirteenth Edition.

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