Subject Line: Breakout Diesel Fuel Additive Opportunity

We Like: **Fuel Performance Solutions, Inc.** (“FPS”): (<http://www.fuelperformancesolutions.com/>) (<http://www.fuelperformancesolutions.com/#!brochures/c7aa>).

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Global Diesel Fuel Additives Market is Estimated to be Worth $3,717.7 Million by 2019, at a CAGR of 7.3% From 2014 to 2019

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The global diesel additives market was valued at $3,717.7 million in 2014 and is projected to grow at a CAGR of 7.3% from 2014 to 2019.

Diesel additives are the largest application of fuel additives. Fuel additives are designed to meet the increasingly stringent environment norms as several countries are implementing regulations to control emissions. Stringent environmental regulations, increasing demand for clean and efficient fuel, and depleting crude reserves are among the major drivers for the growth of the diesel additives market. The diesel additives market is witnessing an increase in demand due to the increasing consumption of Ultra-Low-Sulfur Diesel (ULSD) and biodiesel, which requires more dosing of additives.

New product developments and expansions are the key strategies adopted by the market players to drive their growth in the global diesel additives market. The manufacturing companies, associations, and end-product manufacturers infuse high investments for future advancements and technology modifications of diesel additives to match the new demands coming from various end-user industries.

The North American region is the largest market for diesel additives, in terms of volume and value, followed by Asia-Pacific and Europe. The key players in the global diesel additives market are Afton Chemical (U.S.), Albemarle Corp. (U.S.), Chevron Oronite (U.S.), Infineum International Inc. (U.K.), **Fuel Performance Solutions, Inc. (U.S.),** and The Lubrizol Corporation (U.S.), among others.

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**Fuel Performance Solutions, Inc. (**stock symbol**: IFUE)**

**Breakout Opportunity**: major and immediate commercial developments.

**Share Price Dynamic**: Stock price at historical lows (currently at $0.07 vs. highs of $2.96), while commercial progress at an all-time high.

**Potential Market:** Virtually every gallon of diesel and bio-diesel fuel consumed in the world today is a potential market for FPS products.

**No Technology Risk**: After 10 years and $20 million of R&D expenditures, FPS products are fully developed, tested and proven. Extensive independent lab tests in worldwide and field validation trials have consistently demonstrated that DiesoLiFT**TM** improves fuel economy, on average, by 5%.

**Minimal Roll-Out Risk**: Outsourced distribution to prominent global partners, including Unipart Rail (see below), mitigates roll out risk.

**The Problem**:High fuel prices in the U.K. and Europe due to high taxes. Unstable fuel due to ULSD and mandate of bio-diesel into diesel fuel stream.

**The Solution**: FPS’s DiesoLiFT**TM** fuel additive formulation. A 5% fuel economy improvement on $7.00/gallon fuel results in 35 cents per gallon savings to end-user. Benefits of using DiesoLiFT**TM** for end-user:

* Improves fuel economy resulting in less fuel expense;
* Maximizes the operating performance of their equipment;
* Improves fuel economy resulting in less fuel expense;
* Ensures fuel consumed is within specification
* Reduces maintenance expenses and elongates the operational life of their equipment; and
* Reduces their carbon footprint as better fuel economy translates into less fuel burnt which results in less harmful emissions.

FPS distribution partner Unipart Rail has authored a brochure detailing the benefits of DiesoLiFT**TM**: (<http://www.unipartrail.com/assets/j2540_diesolift-brochure_st3.pdf>).

**Huge ROI to End-User**: End-users should expect to see an immediate ROI of over 200%.

FPS distribution partner Unipart Rail (<http://www.unipartrail.com/>) is part of Unipart Group (<http://www.unipart.co.uk/>), a U.K.-based multinational supply chain, manufacturing and consultancy company with operations in Europe, North America, Australia and Japan. Unipart Group works across a variety of sectors that includes rail, automotive, marine and leisure; employs over 10,000 people; and has annual revenues of over $1.25 billion.

**FPS Data:**

* FPS is a micro-cap company traded on the OTC QB Market (symbol: **IFUE**)
* As of June 1, 2015, FPS share price was: $0.07
* 12-month share price range: $0.04 to $0.20; all time high: $2.96 per share
* Shares outstanding as of March 31, 2015: 204 million
* Current market capitalization of equity: $14.3 million
* Annual revenues:
* 2012: $335,000
* 2013: $704,000
* 2014: $1,727,000
* Outsourced distribution and manufacturing creates huge operating leverage
* Very attractive gross margins for DiesoLiFT**TM**.