



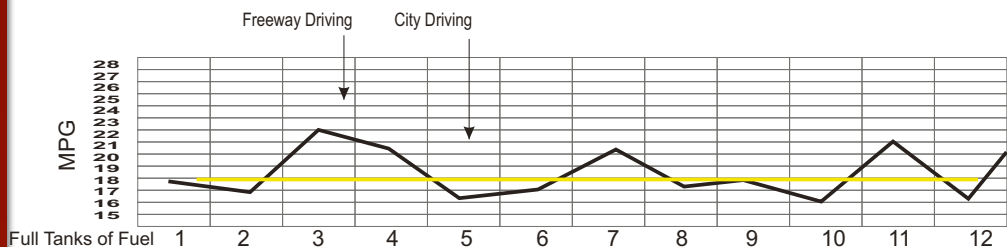
# What You Should Expect From Ferox...

May 2008

## What effects my fuel mileage and what should I expect from using Ferox?

Fuel mileage always changes with each tank of fuel consumed. Drivers never travel in the same way, taking the same routes and have the same flow of traffic on every tank of fuel. Thus your fuel mileage always varies from day to day, and week to week.

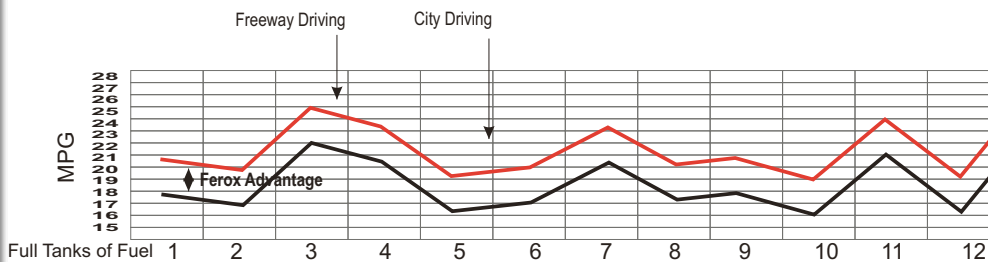
**Typical Fuel Mileage Example**



- Typical "Fuel Mileage Baseline" using your odometer to measure mileage between fill ups.
- What A Person Perceives to be their fuel mileage, **which is not reality**. Using the in-car electronic mileage checker **is never accurate**. It gives you an overall historic average not exactness.

## Same Driving patterns treating with Ferox High Performance Additive

**Typical Fuel Mileage Example using Ferox**



- Typical "Fuel Mileage Baseline" using your odometer to measure mileage between fill ups.
- Fuel mileage achieved using Ferox. Notice how the increase follows the baseline.

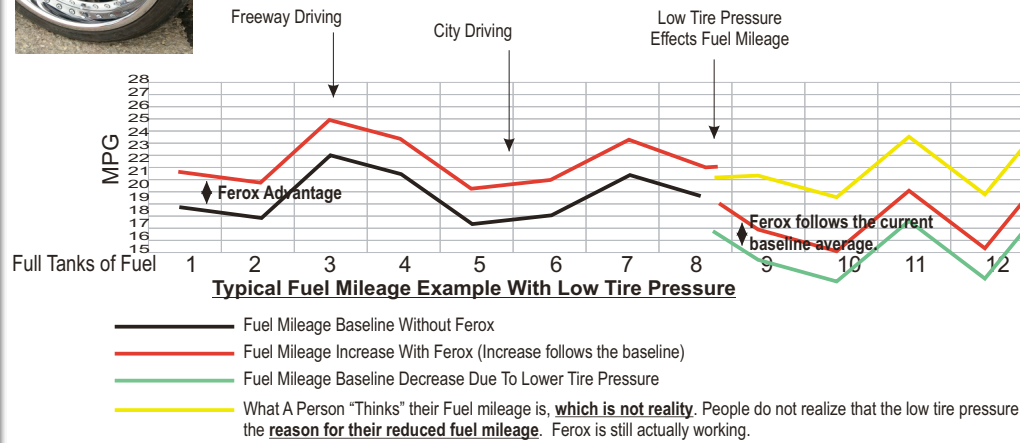
As you can see, your fuel mileage is constantly changing. When you add Ferox to your fuel, it will increase your fuel mileage from where ever your baseline is currently registering. It is important to notice that **Ferox works 100% of the time**. Most of the time we do not recognize the root of our fuel mileage decrease. Various things can lower your fuel mileage baseline and thus effect **the advantage gained with Ferox**. Many of these items plunge our current fuel mileage to levels lower than expected and we tend to think that the fuel additive is not working.

## What else effects my fuel mileage?

### Tire Pressure:



Tire pressure can decrease up to 4 lbs. per month. This is normal. 80% of all Americans are riding on 2 or more low tires because they do not check them weekly. Fuel mileage is further reduced with each added low tire. Lower tire pressure reduces fuel mileage and adds more strain on the engine. Ferox does not compensate for low tire pressure. Ferox will provide the same percentage increase above the "lowered baseline" as a result of the lower pressure found in the tires. Low tires can rob up to 3 mpg per tire. When the temperature gets cold, tire pressure drops about one pound for every 10-degree drop in temperature. Check your tire pressure every week.



### Other Items that will impact your fuel mileage causing you to think that the Ferox is not working.



#### Poor Vehicle Maintenance

Regular tune-up. Can take off 1 mpg.  
 Air conditioning = 2 mpg loss or more. If you are going slower than 45 mph roll down your windows. If your going faster than 45 mph, it is cheaper to use the A/C because of wind resistance.  
 The wrong grade of oil can cost you 1.5% of your fuel per year.  
 Failed emissions will result in a 15% drop in fuel economy.  
 A dirty air filter can cost you up to 12% or 37¢ more per gallon.



#### Bad or Poor Driving Habits:

Excessive Speed. Going from 55 mph up to 75 mph = 4 mpg loss.  
 Jack-rabbit starts/first off the line at the light= 4 mpg loss.  
 Unnecessary slow-ups = 2 mpg loss.  
 Avoid idling: If you'll be idling at the drive thru longer than 30 seconds, it would be smarter to turn off the car and go in. Using fuel just to sit and idle is a complete loss.  
 Excess weight carried in the trunk or bed of a truck = 1 mpg loss for every 100 lbs. of extra added weight.



#### Extreme Temperatures/ Hot or Cold

A 1996 Honda Civic, from June to October, got 34 miles per gallon. From mid-October through February, the baseline went down to 25 mpg. What is happening is that it takes more energy and more fuel to bring that car up to normal operating temperature. The oil is cold, it is stiffer and so are all the other lubricants. Even the joints need more time to loosen up. In this scenario, if you were getting a 3 mpg gain using Ferox High Performance Additive, then you would see 37 mpg in the summer, but only 28 mpg during the winter. Ferox works 100% of the time, which is 3 mpg over what ever the baseline currently is reading.

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