



**BELL**  
PERFORMANCE



## Sales Team On-boarding

Session #1

9.18.18





# Introduction





## Introduction - The Bell Performance Team

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- . **Dan Bordui**- *Director; National Partnerships*: Responsible for overseeing of all strategic components of strategic partnership.
- . **Bill Diver**- *Regional Account Manager*: Responsible for implementation of strategic and tactical components. Manage client relationship and acts as interface between partners
- . **James Dunst**-*Training & Mechanical Support*: ASE certified Master Diesel Mechanic. Provides expertise in trouble shooting & fixing fuel-related mechanical problems.
- . **Erik Bjornstad**- *Director, Technical Information*: Provides technical information related to any/all aspects of how and why the products work.



## Introduction – Our Commitment

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Provide a top quality line of products and support services specifically designed for your customers' needs & based on the Davidson Sales model.

Focus:

- “ Products
- “ Support
- “ Profitability





# Team Training



## Bell Performs 360



**CONTACT US:**  
BELL PERFORMANCE, INC. • 1-877-231-6673



## Who We Are

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- Celebrating 109 Years
- Providing a Full Line of Specialized Chemical Fuel & Oil Treatments
- Commercial & Industrial Grade Applications
- Bell FTS - Fuel & Tank Services





## Bell FTS – Fuel & Tank Services

The graphic features a vertical red bar on the left with the text "ARE YOU FUEL READY?" written vertically. To the right, there is a cluster of black spheres of various sizes, resembling fuel droplets or bubbles. The Bell Performance logo is at the top left of the graphic.

**BELL**  
PERFORMANCE

# Bell FTS

## Fuel and Tank Services

The fuel that companies rely on has changed dramatically in recent years. The Bell FTS program offers turn-key treatment and preventative maintenance programs for fuel and fuel storage systems. Whether gasoline or diesel fuel, we are dedicated to helping our partners improve Fuel Management practices and ensure your fuel and equipment works when it's needed.

**Are You Fuel Ready?**

### Three Components of Managing Fuel Quality

1. In-field Sampling & Testing
2. Chemical Treatment
3. Mechanical Tank Cleaning & Fuel Filtration







# Fuels Market Overview: Diesel Fuel Contamination



# Diesel Contamination – Why?

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Ongoing fuel quality management is essential to ensuring operations aren't impacted by contamination

## Why Contamination Occurs

Effects of Contamination  
Best Practices: Remediation & Prevention





## Why Contamination Occurs?

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Quality of Crude

Advanced Refining Process

Government Regulation: Advent of ULSD

Water Intrusion

Introduction of Bio-Diesel



# Why Contamination Occurs - Quality of Crude



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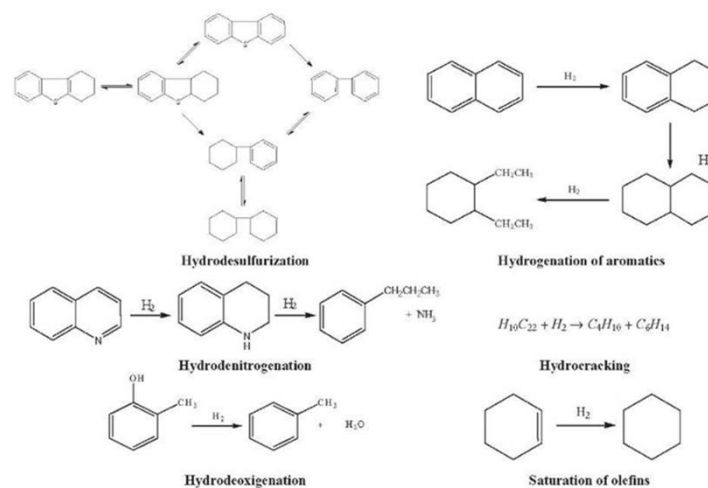
# Why Contamination Occurs - Advanced Refining Process



Strict specifications and goal to produce as much fuel at lowest cost creates an unstable fuel

Mostly distillation < 2006

More catalysts introduced after 2006, hydrocracking/hydrodesulfurization





## Why Contamination Occurs - ULSD

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2006 EPA Clean Air Act: Required sulfur in diesel fuel to be reduced to from 5000ppm to 15ppm.

Hydrodesulfurization removes chemistry essential to preventing microorganism growth.

Sulfur – Lubricating Agent for Injectors & Seals



# Why Contamination Occurs - Water Intrusion



Not a new issue, but new problem

Low sulfur and unstable fuel creates environment for microbial contamination and quick degradation

Microbes degrade fuel quality, advance tank and component corrosion





# Water Intrusion – How?

**More Water in Fuel from the Refinery**

**Condensation Formed on Tank Walls**

**Tank Vents, Expose Fuel to Humidity & Water Absorption**

**Water from Fuel Distributor Tanker**

**Spill Buckets Full of Water**





# Why Contamination Occurs – Introduction of Biodiesel

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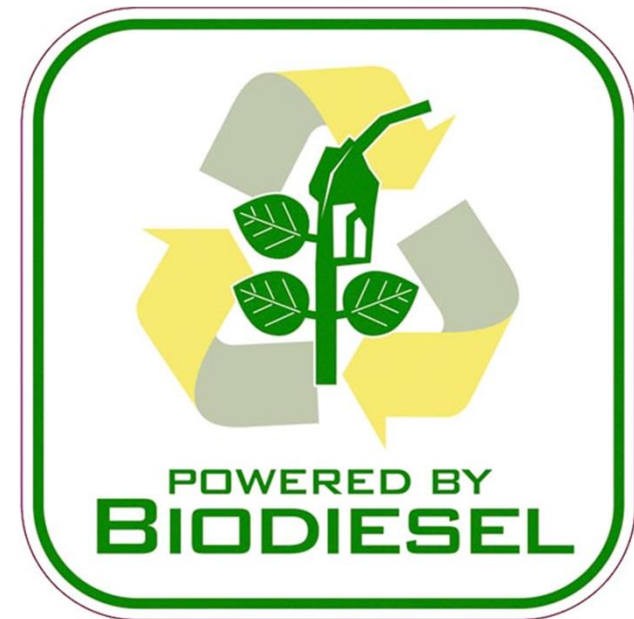
**Most common biodiesel concentrations are B2, B5, & B20**

**Biodiesel has a higher lubricity rating than straight diesel but contains less energy**

**Biodiesel has one-fourth the shelf life that straight diesel has and is more susceptible to microbial growth**

**Biodiesel tends to gel at higher temperatures than straight diesel**

**Biodiesel chemistry bonds easily with water**



# Diesel Contamination in Generators - Effects

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Ongoing fuel quality management is essential to ensuring operations aren't impacted by contamination

- ✓ Why Contamination Occurs  
**Effects of Contamination**  
Best Practices: Remediation & Prevention



# Diesel Contamination - Effects on Engines

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- Fuel Filter Plugging
- Combustion Chamber Deposits
- Lacquering of Injection System Components & Valves
- Excessive Soot Accumulation in DP Filters
- Reduced Engine Power
- Greater Engine Wear due to Particulate
- Reduced Fuel Economy

❖ **Critical System Power Failure**

**80%**

**Related to Poor  
Fuel Quality**



# Diesel Contamination - Effects

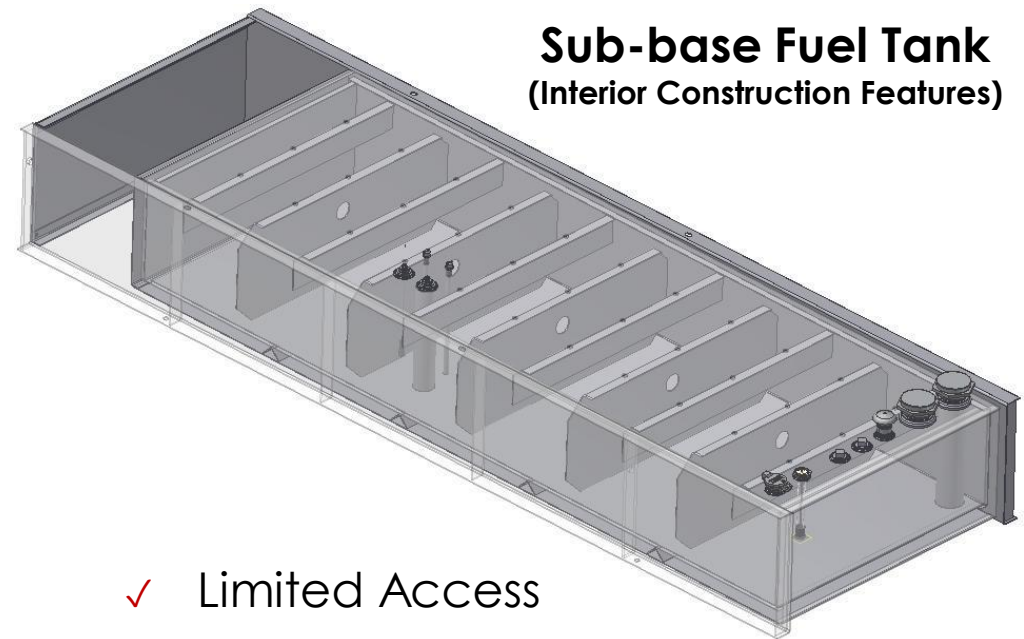


## Critical Power Systems



✓ Low Fuel Turnover

## Sub-base Fuel Tank (Interior Construction Features)



✓ Limited Access



# Why Contamination Occurs - Water Intrusion



What we see in the field



# Diesel Contamination - Effects



“ Plugged fuel filter caused by bio-mass & microbe excreted waste



“ Asphaltenes removed from tank bottoms developed due to unstable fuel



# Diesel Contamination - Effects?



“ Biomass: Microbes can multiply from one cell to 246,000 in six hours



“ Microbes can come from the air, moisture or during tank filling



# Diesel Contamination - Effects?



**Corrosion on  
Submersible Turbine Pump**



**Bottom of STP**





# Diesel Contamination - Effects



**Bacteria excrete acids that can corrode metal parts**

**Fuel tanks, pipes, injectors, injector pumps & fuel lines can be severely damaged**



# Diesel Contamination – Best Practices

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Ongoing fuel quality management is essential to ensuring operations aren't impacted by contamination

- ✓ Why Contamination Occurs
- ✓ Effects of Contamination

**Best Practices: Remediation & Prevention**



# Diesel Contamination – Best Practices

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Initial Treatment

On-going Maintenance



# Diesel Contamination – Best Practices

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## Three Components of Managing Fuel Quality

1. In-field Sampling & Testing
2. Chemical Treatment
3. Mechanical Tank Cleaning & Fuel Filtration





## Sampling & Testing



# Condition Monitoring & Sampling – Methodologies



Designation: D7464 - 14

Sampling practices

ASTM D4057 vs. D7464

Standard Practice for  
Manual Sampling of Liquid Fuels, Associated Materials and  
Fuel System Components for Microbiological Testing<sup>1</sup>

Bottom and 3-phase samples

Proper handling of instruments

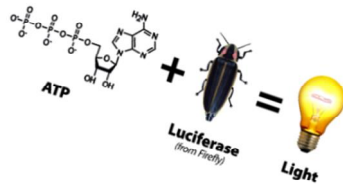
Sterilization between samples

Temperature Control

Time Sensitive Testing



# Condition Testing – ATP Microbial Analysis



ASTM D7687 – Measurement of ATP by Filtration

Isolation & measurement of microbial ATP

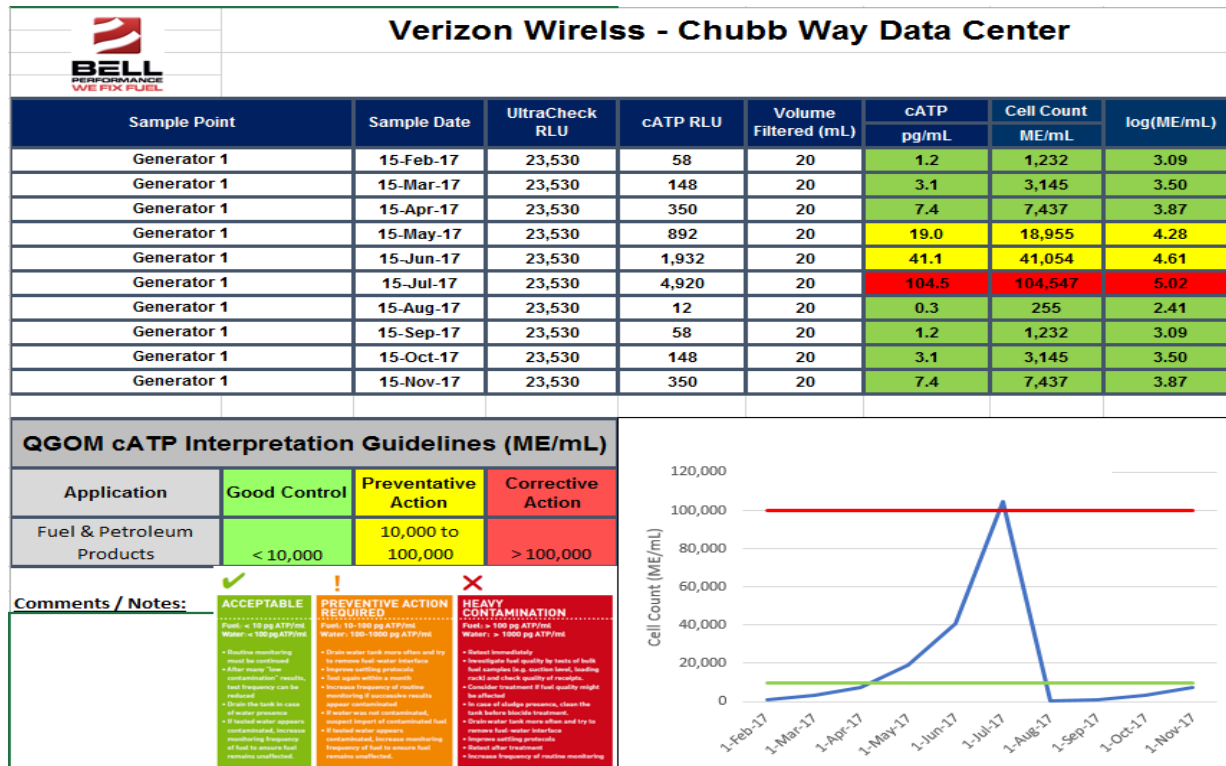
Filtration of sample, washing of impurities  
Extraction of microbial ATP  
Dilution and addition of light-producing enzyme

Detects 70% of microbes, instant and **QUANTITATIVE** results





# Testing & Analysis – Fuel-Pulse ATP Reporting



Predictive Testing

Data Driven

Establishes Fingerprint & Trends

Provides Treatment Triggers







# Chemical Suite



## Chemical Suite



- Products Include:

- Bellicide
- Tank Treatment SDF
- Demulsifier EB
- Dee-Zol Life
- Cold Flow Improver

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## Bellicide – Single Function

**BELLICIDE**

**BIOCIDE AND PRESERVATIVE FOR DIESEL, BIODIESEL, CRUDE OIL, FUEL OIL AND OTHER FINISHED FUELS**

**KILLS MICROBES COMPLETELY IN AS LITTLE AS TWO HOURS**

**EFFECTIVE AT KILLING MICROBES IN FUEL FOR UP TO 4 WEEKS OR MORE**

- **Broad spectrum biocide**
- **Solvent based**
- **Water dispersible**
- **ULSD approved**

BELLICIDE is a solvent-based preservative used to eliminate and/or prevent the growth of bacteria and fungi in finished fuels (diesel, biodiesel, gasoline, bunker C, etc.)

BELLICIDE is also used to prevent the biodegradation of crude, refined, and feedstock oils and fats (e.g. poultry, soybean, aromatic, paraffinic, naphthenic) during storage.

**BELLICIDE**

**PRODUCT BENEFITS**

- Broad spectrum: kills bacteria, fungi, and algae
- Active in both phases of the system: partitions into both fuel and water
- Fast acting: 100% bacterial kill in just two hours
- Long lasting: Continues killing fuel microbes for up to four weeks or more

BELLICIDE is solvent-based and fully combustible, and will not form combustion residues or hazardous by-products when used.

BELLICIDE is non-corrosive, non-emulsifying, and has long term fuel stability.

**RECOMMENDED TREAT RATES**

BELLICIDE should be added to the fuel at a rate of 1.25 fluid ounces per 100 gallons fuel (100ppm); 0.50 fluid ounces per 40 gallons of fuel.

Contaminated systems should be treated with 2.5 fluid ounces per 100 gallons fuel (200 ppm); 0.50 fluid ounces per 20 gallons of fuel.

At the maintenance dose of 1.25 ounces per 100 gallons, BELLICIDE imparts a minimum amount of sulfur to the fuel.

**BELL PERFORMANCE**  
We Made It First. We Make It Best.

Bell Performance, Inc. 1340 Bennett Drive Longwood, FL 32750  
Tel 407-831-5021 www.bellperformance.com www.WeFixFuel.com

- “ Broad-spectrum Fuel Micro-biocide
- “ A Must-have for Microbial Contamination
- “ Recommended by EPA
- “ Highly Regulated

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BELL PERFORMANCE, INC. ■ 1-877-231-6673





# Tank Treatment SDF – Multi-function



## BELL TANK TREATMENT SDF

**MULTIFUNCTIONAL DIESEL AND BIODIESEL STORAGE TREATMENT**

- Organic deposit dispersant and penetrating agent
- Sludge and water dispersant
- Corrosion inhibitor
- Blend stabilizer

**BELL TANK TREATMENT SDF** reduces problems associated with the storage and blending of petrodiesel and biodiesel. **BELL TANK TREATMENT SDF** is fully soluble in both diesel and biodiesel, and is made from renewable materials, making it completely biodegradable.

**ORGANIC DEPOSIT, SLUDGE AND WATER DISPERSANT**

**BELL TANK TREATMENT SDF** is formulated to penetrate and disperse both organic deposit materials and accumulated fuel sludge. **BELL TANK TREATMENT SDF** disperses these into a fine suspension for combustion with the fuel, creating a cleaner storage environment.

**BELL TANK TREATMENT SDF** is also suitable for removal of existing tank sludge before addition of new fuel for storage. **BELL TANK TREATMENT SDF** prevents the buildup of water in storage tanks, which can accumulate through condensation or contamination, and lead to microbiological and corrosion related problems. The hydrophilic and hydrophobic properties of **BELL TANK TREATMENT SDF** emulsify the accumulated water, which then burns through the normal combustion process.

**CORROSION INHIBITOR**

**BELL TANK TREATMENT SDF**'s unique amide formulation inhibits fuel storage corrosion. **BELL TANK TREATMENT SDF** attracts to metal, forming a uniform, persistent, and protective film. The unique nature of the amide film protects the equipment from corrosion while preventing sludges and organic films from adhering. Emulsification of water in the fuel also prevents localized corrosion at the fuel/water interface.

**FUEL STABILIZER**

Splash-blended and sequential-blended biodiesel blends can graffy, especially if the fuels have dissimilar characteristics. **BELL TANK TREATMENT SDF** improves fuel blend stability and helps maintain uniform fuel viscosity to prevent petrodiesel/biodiesel stratification.

**TREAT RATE & METHOD OF APPLICATION**

Add **BELL TANK TREATMENT SDF** at one gallon for every 10,000 to 20,000 gallons of fuel. Feed it directly to the line transferring the fuel to the storage tank or by addition to the storage tank before adding new fuel to the tank. Recirculation of fuel from the bottom to the top of the storage tank is recommended to ensure proper distribution. Systems containing large amounts of sludge and water may need a higher dose during initial tank cleanup. When splash blending, add **BELL TANK TREATMENT SDF** to whatever fuel is in the tank first.

**PACKAGING AND HANDLING**

**BELL TANK TREATMENT SDF** is available in a variety of sizes, including 5-gallon pails, drums, intermediate bulk containers, and in bulk.

Refer to the Material Safety Data Sheet for handling, storage, suitable materials of construction, and important precautions.

**TYPICAL PRODUCT CHARACTERISTICS**

Test Rate.....	1:10,000-20:000
Density at 25°C (77°F).....	0.90 g/mL
Weight per US gallon.....	7.5 lb
Volume per pound.....	900 mL
Volume per kilogram.....	1150 mL
Flash point.....	> 100°C (> 212°F)



Bell Performance, Inc. 1340 Bennett Drive Longwood, FL 32750  
tel 407-831-5021 www.BellPerformance.com www.WeFixFuel.com

- “ Sludge Dispersant
- “ Biomass Dispersant
- “ Corrosion Inhibitor
- “ Recommended by EPA

**CONTACT US:**  
BELL PERFORMANCE, INC. ■ 1-877-231-6673





## Demulsifier EB – Single Function



### BELL DEMULSIFIER EB

**EMULSION BREAKER & DEHAZER  
FORMULA FOR DIESEL AND  
NON-ETHANOL GASOLINE**

**BELL DEMULSIFIER EB** is a complex organic blend of nonionic surfactants in an aromatic + aliphatic hydrocarbon base. It is highly effective as a dehaizer and emulsion breaker compound designed for use in diesel and non-ethanol gasoline fuels across a wide pH range. It contains no halogens or heavy metals, making it compatible for use in on-road diesel and gasoline fuels.

**BELL DEMULSIFIER EB** is approved for use in on-road and off-road diesel fuel, kerosene, home heating oil, heavy fuel oil, crude oil, biodiesel and non-ethanol gasoline.

**PRINCIPLE USES**

**BELL DEMULSIFIER EB** is designed to resolve water-fuel emulsions in fuel blending and storage. It can rapidly and cleanly separate water from fuel providing clear water and fuel along with a sharp interface.

Use of **BELL DEMULSIFIER EB** eliminates fuel-water emulsion and haze in non-ethanol gasoline and all types of diesel fuel.

**BELL DEMULSIFIER EB** is ideal for use by fuel polishers and fuel service professionals trying to resolve fuel-water emulsions and the associated problems in stored fuel.

**WHO SHOULD USE  
BELL DEMULSIFIER EB?**

Fuel service professionals, fuel polishers and high volume stored fuel users needing to resolve fuel-water emulsions in fuel storage tanks.

**IDEAL USERS AND USES OF THIS PRODUCT  
WILL INCLUDE:**

- Owners of stored diesel and non-ethanol gasolines that have emulsified water
- Fuel polishers and service professionals servicing fuel for customers that have fuel-water emulsions
- Owners and servicers of stored fuel for hospitals, data centers, telecom and other critical use installations
- Emergency backup generator systems needing to remove water from storage tanks to prevent microbial problems

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Tel: 407-831-5021 www.BellPerformance.com www.WeFixFuel.com


- “ Water De-mulsifier
- “ Drops emulsified water to tank bottom
- “ Aids in Mechanical Remediation
- “ Essential for HPCR Diesel Engines

**CONTACT US:**  
BELL PERFORMANCE, INC. ■ 1-877-231-6673





## Dee-Zol Life – Single Function



### DEE-ZOL LIFE

**CONCENTRATED STABILITY TREATMENT DESIGNED TO PREVENT THE AGING AND EXTEND USABLE STORAGE LIFE OF DISTILLATE FUELS.**

DEE-ZOL LIFE protects stored fuel quality through its combination of fuel stabilizer, dispersant, metal deactivators and corrosion inhibitor.

**WHAT WILL DEE-ZOL LIFE DO FOR YOU?**

- Keeps fuel from aging
- Reduces sludge and sediment formation in storage
- Inhibits fuel oxidation processes that destroy stored fuel quality
- Deactivates metals that contribute to metal-catalyzed oxidation and fuel sediment formation
- Prevents the agglomeration of gums and particulates
- Stops corrosion in both gasoline and diesel fuels
- Meets and exceeds U.S. Military Storage Standards, ASTM Standards, NATO Storage Standards and Engine Turbine Manufacturer Standards

Using DEE-ZOL LIFE to protect stored fuels should give the following benefits to treated fuel users:

- Reduces filter plugging normally associated with shellac and varnish deposits in the fuel
- Cuts the potential for engine deposits and black exhaust smoke
- Can improve ease of starting over untreated, darkened fuel

**WHEN YOU NEED TO STORE DIESEL, GASOLINE, KEROSENE**

If you need to protect the fuel quality of petroleum distillate fuels in storage, DEE-ZOL LIFE is for you.

**IDEAL USERS AND USES OF THIS PRODUCT WILL INCLUDE:**

- Anyone storing diesel or non-ethanol gasoline fuels who needs to ensure their fuel will work when they need it to
- Municipalities and businesses storing fuel for later use
- Generators and emergency backup systems

BellPerformance, Inc. 1340 Bennett Drive Longwood, FL 32750  
Tel: 407-831-5081 www.BellPerformance.com www.WeFixFuel.com

“ 3-4X Stability vs. Untreated Diesel Fuel

“ Reduces Formation of Solids & Particulates

“ Essential for Standby Power Supply

**CONTACT US:**  
BELL PERFORMANCE, INC. ■ 1-877-231-6673





## Cold Flow Improver – Single Function



### COLD FLOW IMPROVER

**COLD WEATHER TREATMENT FOR DIESEL FUEL TO IMPROVE COLD WEATHER HANDLING AND OPERABILITY**

COLD FLOW IMPROVER from Bell Performance enhances the cold weather performance of all types of diesel fuel. It functions as a highly effective wax modifier and antioagulant and is designed to prevent the gelling of diesel fuels in cold weather.

COLD FLOW IMPROVER's multifunction formula is your best choice to prevent cold weather operability problems and keep your diesel-powered vehicles and equipment running through the cold winter weather.

**WHAT COLD FLOW IMPROVER DOES FOR YOU**

- Lowers fuel Cold Filter Plug Point temperature by 15-20 degrees F
- Helps prevent wax crystals from plugging filters
- Maintains fuel BTU value
- Controls water accumulation
- Eliminates fuel line freezing and fuel filter icing
- Reduces need to blend in #1 kerosene fuel
- Prevents corrosion due to moisture presence

**IDEAL USERS AND USES OF THIS PRODUCT WILL INCLUDE:**

- Anyone who can't afford to be sidelined by gelled diesel fuel in cold weather
- Diesel trucks and heavy equipment
- Diesel generators in cold weather environments
- Home heating oil stored in cold weather environments

Bell Performance, Inc. 1340 Bennett Drive, Longwood, FL 32750  
tel 407-831-5021 www.BellPerformance.com www.WeFixFuel.com

- “ Diesel Fuel Anti-Gel
- “ Drop in CFPP & Cloud Point of Approximately 20 Degrees F
- “ More Essential Today Given Evolved Diesel Engine Filtration

**CONTACT US:**  
BELL PERFORMANCE, INC. ■ 1-877-231-6673





# Sales Support





## Bell Performs 360



We work with our Partners to create a turnkey Fuel Treatment Vertical designed for your customers' needs that:

1. Solves Customer's Fuel-Related Problems
2. Helps Establish Value & ROI for Customers
3. Enhances Your Brand
4. Differentiates from Competitors
5. Creates a High-Margin New Revenue Channel



*Let our dedicated team help provide the solutions  
your customers have been searching for!*





Focus: Align, Integrate & Execute





## Sales Calendar Commitments – Q & A

- The best way to ensure our success is to guarantee yours:
  - **Initial Team Training:** Today
  - **Month 1:**
    - “ Weekly Conference Call
    - “ Bi-Weekly Field Day/Training
  - **Months 2-3:**
    - “ Bi-Weekly Field Day/Training/Conference Call
  - **Months 4 & beyond:**
    - “ Monthly Field Day/Training/Conference Call





# Marketing Support





### Fundamental Considerations:

- ” Unique Vision
- ” Value Proposition
- ” Multi-Faceted Process



# Marketing Calendar



- Plan our work and work our plan:

- . Email Blasts
- . Fax Outs
- . Social Media
- . Direct Mail

} **1-Monthly**

- . Client Education Sessions
- . Partner Events/Tradeshows

} **1-Quarterly**





## Quick Reference Guide

**Why Bell Performance?**

1. Bell invented the first fuel additive in history.
2. Bell has been solving fuel problems for over 100 years.
3. Bell only makes commercial grade fuel treatments.

Everything  
You Need to  
Know  
at a  
Glance

**BELL**  
Quick  
Reference  
Guide



**BELL  
PERFORMANCE**  
WE FIX FUEL

- Everything You Need to Know at a Glance
  - Sales Agents
  - Customer Service Representatives
  - Field Technicians

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## Customer Education Sessions

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- Utilize our expertise and training resources, bring customers together and maximize your efforts:
  - On-Site Training Sessions
  - Lunch & Learns
  - Join.me Online Tutorials
  - Webinars
  - Group Conference Calls







# Email & Blog Content (Diesel Fuel Storage)



CALL US TODAY  
877.231.6673



Hi Dan,

The cold weather can change the composition of some fuels, and effect **the performance of your engine**.

Whether its the idling to keep warm that's wrecking your mileage or your diesel fuel gelling, **the winter months can be a nightmare**. You don't want your car or small engines to stop working when you need them the most.

If your car or truck breaks down, especially in the winter, attempting to fix any problems or waiting for help isn't much fun.

This guide will teach you:

- Winter car for stored equipment and engines
- **Winterizing** a diesel engine
- **Prevent diesel fuel from gelling** in cold temperatures
- Additives for your propane in cold weather
- Winter blend gasoline could be dropping your fuel mileage



[Click Here](#) to download your **free resource, "The Ultimate Guide to Get Your Engines and Fuel Through Winter"**

Sincerely,

The Bell Performance Team



## [How To Ensure You Are Prepared For This Hurricane Season](http://www.bellperformance.com/blog/how-to-ensure-you-are-prepared-for-this-hurricane-season)

<http://www.bellperformance.com/blog/how-to-ensure-you-are-prepared-for-this-hurricane-season>

## [The Importance Of Protecting Your Stored Fuel For Emergency Use](http://www.bellperformance.com/blog/the-importance-of-protecting-your-stored-fuel-for-emergency-use)

<http://www.bellperformance.com/blog/the-importance-of-protecting-your-stored-fuel-for-emergency-use>

## [Diesel Storage Shelf Life Isn't What It Used To Be](http://www.bellperformance.com/blog/bid/117614/Diesel-storage-shelf-life-isn-t-what-it-used-to-be)

<http://www.bellperformance.com/blog/bid/117614/Diesel-storage-shelf-life-isn-t-what-it-used-to-be>

## [Fuel Storage And Diesel Generator Problems: Fuel Microbes](http://www.bellperformance.com/bell-performs-blog/diesel-generator-problems-fuel-microbes)

<http://www.bellperformance.com/bell-performs-blog/diesel-generator-problems-fuel-microbes>

## [Diesel Fuel Degradation In Storage - The Signs](http://www.bellperformance.com/blog/bid/117621/Diesel-fuel-degradation-in-storage-the-signs)

<http://www.bellperformance.com/blog/bid/117621/Diesel-fuel-degradation-in-storage-the-signs>

## [Low Sulfur Diesel Problems: Corrosion In Storage And Dispensing](http://www.bellperformance.com/bell-performs-blog/ultra-low-sulphur-diesel-problems-corrosion-in-systems-storing-and-dispensing)

<http://www.bellperformance.com/bell-performs-blog/ultra-low-sulphur-diesel-problems-corrosion-in-systems-storing-and-dispensing>

Will your fuel work when you need it? Make sure it always does with our comprehensive guide,

### PROTECTING STORED FUEL QUALITY FOR EMERGENCY USE

Download the Guide



Learn more about cold weather issues in our report,

### "MOST COMMON DIESEL FUEL PROBLEMS"

Download the Guide



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## Hurricane Preparedness-Direct Mail (Front)



NEARLY HALF OF ALL GENERATORS FAILED DURING THE LAST HURRICANE



WHO DEPENDS ON YOU?

THE MOST COMMON CAUSE OF GENERATOR **FAILURE** DURING HURRICANE SEASON IS CONTAMINATED FUEL

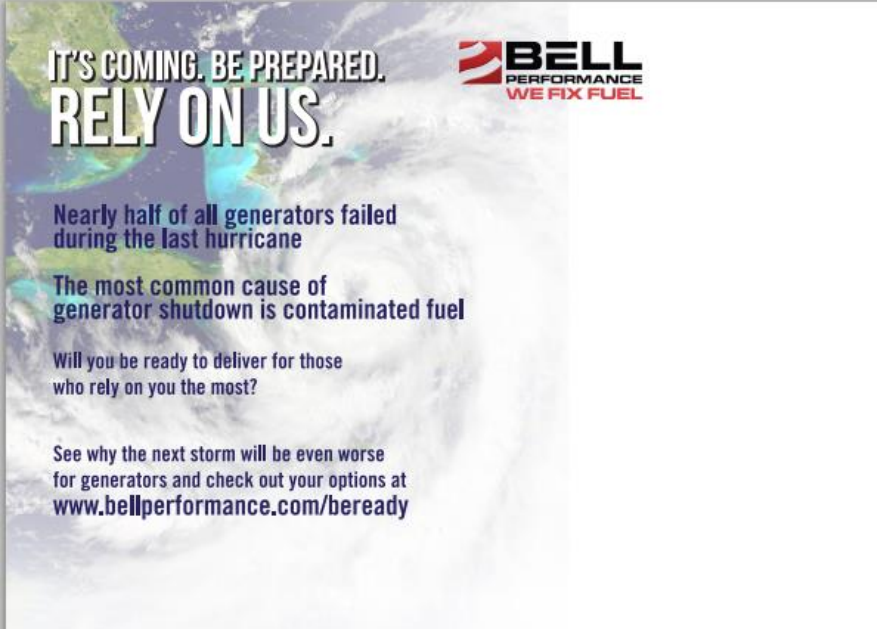


**FAILURE IS NOT AN OPTION**

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## Hurricane Preparedness-Direct Mail (Back)



**IT'S COMING. BE PREPARED.  
RELY ON US.**


**BELL  
PERFORMANCE  
WE FIX FUEL**

Nearly half of all generators failed during the last hurricane

The most common cause of generator shutdown is contaminated fuel

Will you be ready to deliver for those who rely on you the most?

See why the next storm will be even worse for generators and check out your options at [www.bellperformance.com/beready](http://www.bellperformance.com/beready)



**IT'S HERE.  
ARE YOU PREPARED?**

**BELL  
PERFORMANCE  
WE FIX FUEL**

Failing to prepare for extreme weather events cost the United States \$1.15 trillion in economic losses from 1980 to 2010 and could cost another trillion in the coming years.

Today's fuel is not what is used to be.

It doesn't have to be this way. Rely on us!

Avoid the panic and pain the next storm will bring; see how at [www.bellperformance.com/beready](http://www.bellperformance.com/beready)



# Social Media-Facebook.com/BellPerformance



 **Bell Performance** shared a link.  
June 6


The Importance of Protecting Your Stored Fuel for Emergency Use  
<http://hub.am/1pJetP8>




**The Importance of Protecting Your Stored Fuel for Emergency Use**  
<http://www.bellperformance.com/blog/the-importance-of-protecting-your-stored-fuel-for-emergency-use>

If you use fuel in emergency vehicles or a backup generator, the quality of stored fuel is needed to be within specification to run effectively.

Like · Comment · Share

 **Bell Performance** shared a link.  
June 26


Good news and bad news about your diesel fuel lubricity  
<http://hub.am/1qKGJBz>




**Good news and bad news about your diesel fuel lubricity**  
<http://www.bellperformance.com/bell-performs-blog/good-news-and-bad-news-about-your-diesel-fuel-lubricity>

The removal of sulfur from diesel has created lubrication problems in diesel engines. Learn more...

Like · Comment · Share

 **Bell Performance** shared a link.  
June 30


Fleet owners and managers have found a decrease in fleet engine performance under the new fuel standards. How can you improve the power and performance of your heavy truck? Find out here: <http://hub.am/Tqpd79>



**Methods for Improving the Power & Performance of Your Heavy Truck**  
<http://www.bellperformance.com/bell-performs-blog/blog/effective-methods-for-improving-the-power-performance-of-your-heavy-truck>

Ultra-low sulfur diesel (ULSD) fuel decreases engine performance in heavy diesel engines. Additional...

Like · Comment · Share

 Patrick Lemoine likes this.





## BELL PERFORMS 360 - YOUR HOME PAGE FOR RESOURCES & SUPPORT



- Available exclusively to our Strategic Partners 24 hours a day, 7 days a week, 365 days a year. Access includes:
  - Training Documents
  - Sales & Marketing Support
  - Video Library





# Next Steps: Q & A



## Useful Website Addresses

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[www.wefixfuel.com](http://www.wefixfuel.com)

[www.bellperformance.com](http://www.bellperformance.com)



# Thank You!

