



**Bell Performance, Inc.** tel 407-831-5021  
1340 Bennett Drive fax 407-331-1125  
Longwood, FL 32750  
[www.bellperformance.com](http://www.bellperformance.com)  
[www.WeFixFuel.com](http://www.WeFixFuel.com)

## **Bell Performance Guide to Bell Products and the International Marketplace**

Bell Performance welcomes you to the *Bell Performance Guide to Bell Products and the International Marketplace*. You may be interested in looking more closely at the benefits and requirements of a potential business relationship with Bell Performance. Here we will discuss the benefits of Bell products for the international market, as well as important things to know for those who may be considering pursuing a business relationship as a Bell Performance International Distributor.

### **What sets Bell Performance apart?**

A century of producing products that work is what sets Bell Performance apart in the industry. The company was started by Robert J. Bell in 1909 when he formulated the first fuel additive on record in the United States – a detergent treatment to clean the engine of the new Model-T automobile. In 1927, Mr. Bell advanced the formulation with making a multi-function treatment called MIX-I-GO. The product name has been sold continuously since that time. Later treatments for diesel and fuel oil followed in the 1950s, long before a great majority of the products currently on the market were ever thought of.

It's easy for anyone to claim that their particular product can do perform miracles. A century of customer satisfaction is something that cannot be duplicated. This is an important distinction that sets Bell Performance apart from the pretenders in the industry. And this is one reason why Bell Performance may be the right fit for you.

The fuel additive market is extremely competitive, both here in the USA and around the world. It is hard to say exactly how many different products there are but it is safe to say they number well into the thousands world-wide. Most of these products do not work and a great many of them make outrageous claims designed to hook unknowing consumers into parting with their money in exchange for hopes of great benefits and high return-on-investment. When these products don't work, it creates consumer disappointment and a false image for the entire industry. Consumers see too many choices - all claiming to be the best - and they end up not being convinced that any of them are reputable.

### **Bell Performance International Sales**

Another reason why Bell Performance may be the right fit for you is the company's long history of exporting products to all areas of the world. Bell products have been in sold in over 16 different countries. As such, Bell Performance knows what it takes for successful import/export of product into international markets. Having an experienced partner is an important step towards your success.

### **The Bell Performance Product Line**

The fact that new products and companies start and fail in the additive marketplace is a testament to the fact that, in the end, a company is only as good as its products. Bell Performance has lasted over 100 years because Bell Performance products work and users are confident that they receive value in their purchase.

The Bell Performance product line features products that can be sold in all of the major markets, which means Bell Performance dealers and distributors have access to a full range of solutions for their customer base.

### **Gasoline/Petrol and Ethanol**

- **Mix-I-Go**

Bell Performance treatments for gasoline and for gasoline-ethanol blends are sold under the product line name "**Mix-I-Go**". They are multi-function formulas that cost-effectively improve the performance and reduce problems associated with the use of these fuels in any appropriate market application – cars, trucks, generators, boats and small equipment. Better mileage, cleaner engines and fuel systems, and protection against ethanol damage are the



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primary benefits of these products, along with superior water-control for storage situations where condensation can break ethanol blends apart and destroy their quality. Cleaner engines also result in better emissions, leading to 'greener' vehicles. This is important in a world where better care for the environment is a top priority.

**Mix-I-Go** is available in both a concentrated form, where one ounce (30 ml) treats 10 gallons (37 liters) of fuel, as well as formula strengths suitable for single-application bottles (where one bottle treats one full tank of fuel in most vehicles).

### **Diesel Fuel**

- **Dee-Zol**

Bell Performance first formulated its multi-function treatment for diesel fuel, called **Dee-Zol**, in the 1950s. Many satisfied fleet and municipal government users in the United States and international locations show that **Dee-Zol** represents a valuable addition to their fuel usage regimen. **Dee-Zol's** multi-function formula solves all the major fuel issues that diesel users struggle with, improving mileage and power and performance, lubricating and protecting injectors and fuel pumps, and restoring dirty engines to a clean bill of health. Diesel vehicles operating in congested urban areas find their emissions are lower and they have less effect on urban air pollution. **Dee-Zol's** concentrated formula also brings better value to its users than other products might.

### **Marine Formulas**

- **Marine MXO**
- **Marine Dee-Zol**

Bell Performance marine formulations provide the same valuable benefits for marine fuel users as they do for on-road users. Boats running on gasoline will use **Marine MXO** to lower their fuel consumption, raise their performance, keep their engine systems clean and reduce their emissions. Diesel boats find these same benefits by using **Marine Dee-Zol**. The concentrated formulas of both these marine fuel treatments also bring better value to these customers.

### **LPG**

- **Bell's LPG Treatment**

LPG in the United States is limited mostly to business and residential use. Internationally, there are greater opportunities for treating LPG "auto gas" fuels for cars and trucks. **Bell's LPG Treatment** keeps these vehicles running at peak performance, improving fuel usage rates and cleaning olefinic deposits from vaporizers and other fuel system parts. **Bell's LPG Treatment** also contains lubricant to combat the effects of dry LPG fuel on fuel system parts and engine seals.

### **Oil Treatment**

- **X-tra Lube**
- **Truckers Best**

Bell Performance developed the revolutionary MBL oil treatment additive package in 1983. Today, it is available in **X-tra Lube** (for cars, boats and light trucks) and **Truckers Best** (for large trucks). Both formulas treat both the metal and the oil, reducing friction, wear and operating temperature while supplementing existing oil additives for maximum protection for the longest period of time.

### **Fuel Oil and Power Generation**

- **ATX**

The **ATX** line of fuel oil treatments bring multi-function power to fuel oil users in industry and power generation. Fuel-soluble organo-metallic and surfactant ingredients give maximum combustion efficiency, and corrosion and



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deposit remediation for furnace and large gen-set engine systems needing to stretch their fuel budgets. ATX formulations have economical treat rates of around 1:3000 and are completely soluble of heavy fuel oil for easy administration.

### **Becoming a Bell Performance Distributor**

Bell Performance partners with qualified international dealers to bring the best fuel treatment products to the international consumers who need them. International dealers for Bell Performance have sold to individuals, corporations, industrial customers, cities and municipalities, fleets – the list is almost endless. Bell Performance's varied product line ensures there is virtually no limit to the customer base for Bell's international partners.

### **What Makes An Ideal Bell Performance International Distributor?**

The best and most successful distributors selling Bell Performance products typically have at least some of the following characteristics:

**ABILITY TO DEVELOP MARKETS IN THEIR HOME COUNTRY** – The fuel additive market is very competitive. It is essential for any aspiring distributor to have the skills and the will to be able to effectively develop the particular markets in their country. Previous experience in this arena gives such a distributor a big advantage over the individual who does not have such experience.

**EXPERIENCE IN THE MARKET SECTOR** – Previous experience, whether selling or working, in the specific field the distributor wishes to market to, is an important factor in success. Understanding the field, understanding what motivates potential customers to move through the sales cycle, knowledge of what works and what does not- all of these are essential traits for a successful distributor.

**ABILITY TO CARRY INVENTORY** – They have the ability to house or carry enough inventory of Bell Performance products to satisfy the demand of their customer base. The nature of international shipping (long transit times) is such that international distributors also need to effectively manage supply and demand to ensure they have enough of the right product on hand at the right time.

**FINANCIAL RESOURCES** – Bell Performance ships product to international distributors in container-load quantities, which have a capacity up to eighty (80) drums of 55-gallon/208L size. Depending on products ordered, a container represents \$80,000 - \$100,000 in product value. The most successful distributors are able to purchase products in these amounts, which gives them the best value for their money and the lowest shipping cost.

**EXPECTATIONS OF A LONG-TERM RELATIONSHIP** – Bell Performance always treats its distributors as long-term partners, not as a temporary sales force. Some of Bell Performance's current distributors have been in a business relationship with the company for fifteen or twenty years. Bell Performance searches for distributors to become marketing partners, willing to invest in long-term market development. This type of relationship is the best one for both the distributor and for Bell Performance.

### **Exclusive agreements**

Having exclusive rights to a specific territory is traditionally a great advantage for a distributor or sales person. As you may expect, Bell Performance receives requests on a regular basis from distributor candidates seeking to establish themselves as the sole distributor for Bell Performance product in a particular area of a country or even the entire country itself.

As a policy, Bell Performance does not grant exclusive rights for its products to new distributors. Such rights may be granted in the future to distributors who demonstrate the ability to develop a market to its best capacity. These are typically examined on a case-by-case basis.



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### **Private Label Relationships**

One exception to this exclusivity rule is the establishment of **private-label** status for distributors, where the distributor chooses to create their own product name and label for an existing Bell Performance product. This creates a de-facto exclusive status for the distributor, as they are the only agent in their territory who would be selling their specific product name. This type of relationship has proven to be the best kind for a number of Bell Performance distributors around the world, who have great success selling their own private-label product.

### **What are Bell Performance's shipping methods or terms?**

Shipping is an essential step in the sales process, without which, no product finds its way to the end customer and no sales are generated. As mentioned earlier, Bell Performance prefer to ship product in container-load quantities. This reduces shipping costs to the least amount possible. Containers can be "mixed" with multiple products making up the total capacity of the container.

Transit times are dependent upon the country of final destination. Due to freight scheduling and in-land transit time (both in the United States and in the destination country), Bell's international distributors allow 6-8 weeks for the product to arrive from order placement to final destination.

For international orders, Bell Performance uses Ex-works shipping terms. Bell Performance uses their own freight forwarder to process international shipments, to ensure all of the critical steps are met as needed. Freight is always pre-paid with the order.

### **Are Bell Performance Products Non-Hazardous?**

Some of Bell Performance's products, such as the oil additive and their grease, are not classified as hazardous when being shipping by ocean or air. Most of the products, however, are classified as combustible, which dictates specific paperwork and requirements that must be satisfied for a legally acceptable shipment to be processed. Bell Performance and their preferred freight forwarder have decades of experience in meeting these requirements and both parties are certified to create and process hazardous shipments.

### **What payment terms are acceptable?**

The preferred method of payment for international orders is Bank Wire Transfer. These terms are established before the order is placed. All orders and associated freight are always pre-paid before the order leaves Bell Performance's facilities.

### **Conclusion**

Being your own entrepreneur sets you apart in any country around the world that you live in. Bell Performance has partnered with such aspiring individuals for multiple decades. If you're looking for the right opportunity to expand your business dealings in what country you happen to be in, consider Bell Performance as a possible partner in your success.

No other company, US or international, can claim Bell's history of producing quality fuel treatments for over one hundred years.

If this sounds like what you are looking for, contact the Bell Performance international marketing department at your earliest convenience, by sending an email to [sales@bellperformance.net](mailto:sales@bellperformance.net). A Bell Performance International Marketing staff member will follow-up with you promptly.

**Choose Bell Performance – Because Performance Counts**