

New BP Ultimate Diesel's special dirt busting technology means it helps break down and remove existing harmful injector deposits.

Tests show that harmful injector deposits increase on-road CO₂ emissions by an average 3.1%*.

New BP Ultimate Diesel is specially formulated to remove these deposits and keep injectors clean. **Dirty injectors can reduce fuel economy by up to 3.8%*** and for trucks operating in an urban environment this could be up to 6.2%**.

- Dirty injectors can reduce the efficiency of your fleet
- Dirty injectors can increase on-road CO₂ emissions
- Ordinary fuels are known to result in the formation of harmful engine deposits which can reduce the performance of your engine.

*Average 3.1% measured in independent tests in a range of trucks over the World Transient Vehicle Cycle comparing dirty and clean injectors.

**Average 4.1%. Fuel economy benefits measured in independent tests in a range of trucks over the World Transient Vehicle Cycle comparing dirty and clean injectors. Actual Fuel economy and CO₂ emissions reduction achieved will depend on multiple factors including vehicle configuration, on road duty cycle and payload.



**NO
MORE
DIRTY
STORIES**

Dirty Story No.2

How Lindsay Transport cooled their downtime.

Running refrigerated and time-slotted freight up and down the East Coast is always a logistical challenge. Ordinary diesel can create dirty injectors which reduce the reliability of your fleet and can result in large repair bills and costly downtime. So keeping them on the road is an even bigger challenge. After switching to BP Ultimate Diesel, Nick Lindsay of Lindsay Transport commented, "We are trying to be smarter in everything we do. Cleaner injectors should also lead to extended service intervals due to improved performance and a cleaner running engine. With the new improved BP Ultimate Diesel we are looking to achieve even greater benefits." End of story.

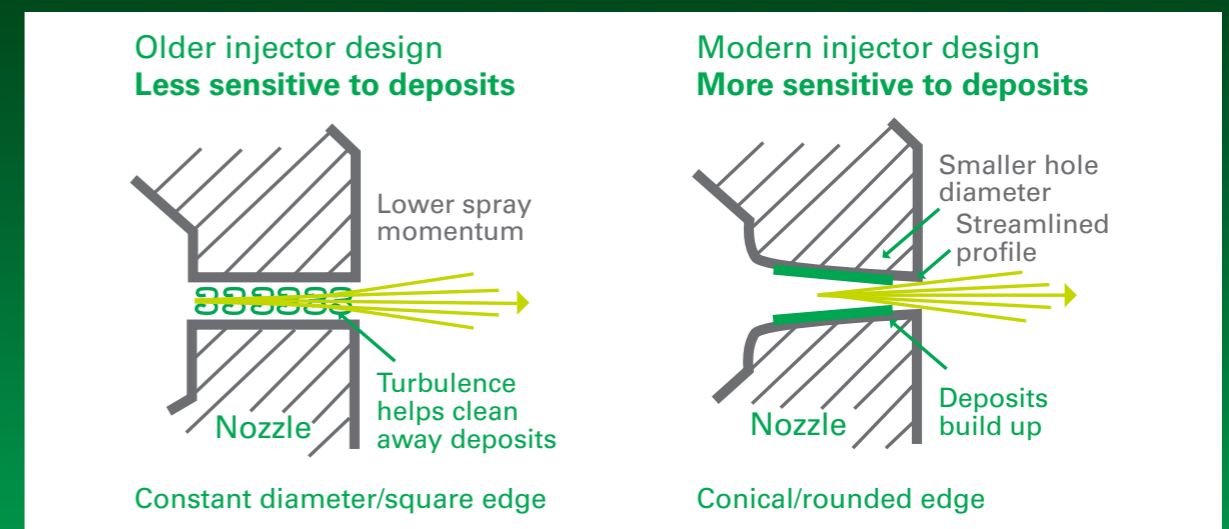


Innovation in Fuel

Modern fuel injector design is particularly sensitive to deposits and when nozzles get clogged, the microscopic holes cannot do their job. Even the smallest amount of dirt can have a big impact on how the engine functions.

Dirt can reduce fuel economy and reliability and even damage critical engine components.

To change all that you need New BP Ultimate Diesel which is specially formulated to remove harmful fuel injector deposits and keep injectors clean. Tests show that removing these deposits offers a fuel economy benefit of up to **3.8%***



New BP Ultimate Diesel optimises your operations by helping to:

- Restore and maintain your fleet's fuel economy
- Keep your vehicles on the road – advanced cleaning and protection properties can help save unplanned maintenance time
- Reduce the risk of critical failures of engine components
- Reduce on-road CO₂ emissions

In fact, New BP Ultimate Diesel will help put an end to dirty stories.

End of story!

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Dirty Story No.3

Helping Anglo American cut their operating costs

For a global and diversified mining company like Anglo American, efficiency, reliability and productivity are paramount.

Modern, high-tech mining equipment requires the highest quality fuel to help maintain efficiency and reduce engine deposits and dirt build up. This can drastically affect the lifespan of the entire fleet. With a desire to reduce costs, Anglo American set BP the challenge to verify that BP Ultimate Diesel would, amongst other criteria, deliver cost improvements, address efficiency loss and validate fuel efficiency.

The test results revealed a 4.1%* improvement using BP Ultimate Diesel and this innovative fuel has now been rolled out across their Australian operations.

End of story.

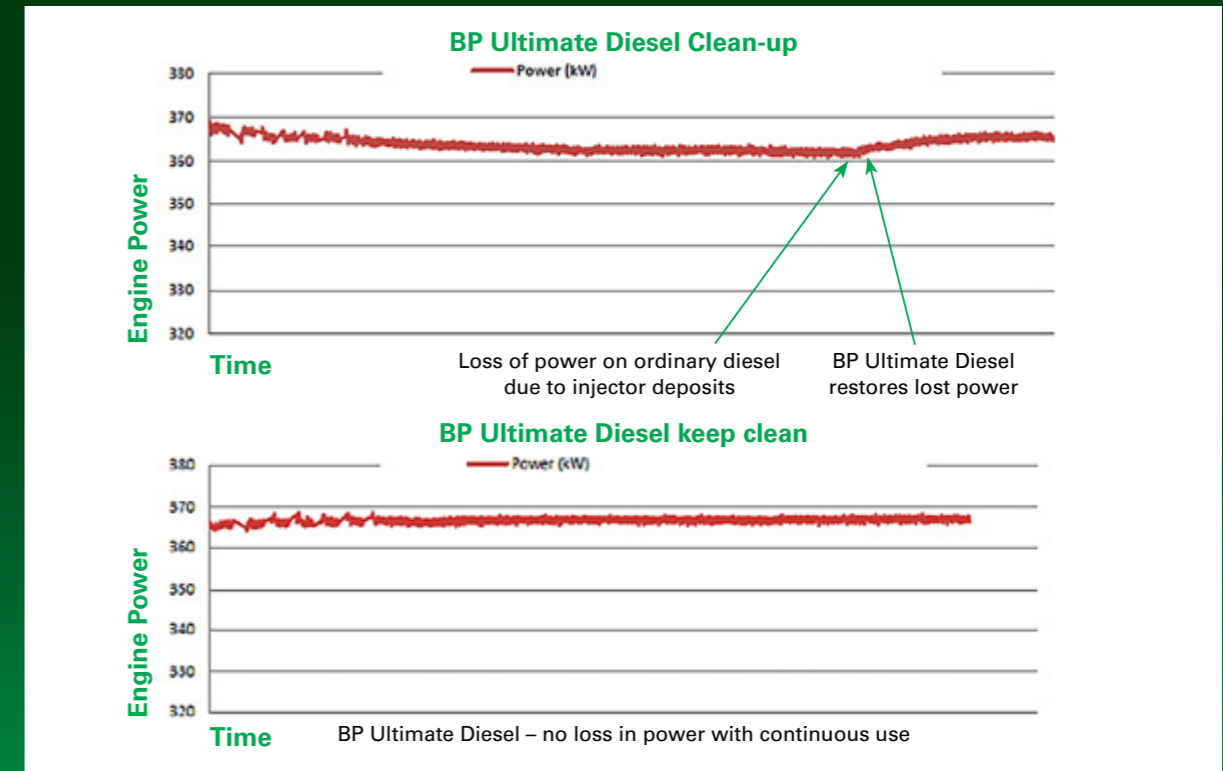


*Tested using the second generation of Ultimate Diesel in a controlled environment with statistical analysis of the results.

Dirty injectors reduce fuel economy

Dirty injectors can reduce overall fuel economy by up to **3.8%***

*Average 3.1%. Fuel economy benefits measured in independent tests in a range of trucks over the World Transient Vehicle Cycle comparing dirty and clean injectors. Actual fuel economy achieved will depend on multiple factors including vehicle configuration, on-road duty cycle and payload.



Dirty injectors increase carbon emissions

New BP Ultimate Diesel has been shown to reverse both the deterioration in fuel economy and increase in CO₂ emissions caused by the build-up of harmful injector deposits.

Modern diesel engines must provide power with reliability and minimise emissions whilst maximising fuel economy. To achieve this, the combustion process is rigorously controlled by ever more sophisticated fuel injection systems working in tandem with exhaust after-treatment devices. If the timing, duration or spray pattern of injection events are impaired by dirt this can lead to the intended strategy being compromised causing sub-optimal operation. New BP Ultimate is designed to keep injectors working as the OEM intended.

- New BP Ultimate Diesel has been specifically formulated to remove existing harmful injector deposits as you drive
- New BP Ultimate Diesel is designed to restore lost engine power caused by the build-up of harmful injector deposits and help maintain the efficiency of your fleet
- BP Ultimate Diesel has been designed to provide benefits over ordinary diesel for all trucks



Dirty Story No.4

How Dysons are putting our innovative new fuel to the test

With a fleet of over 400 buses and coaches, Dysons are one of Victoria's largest bus companies.

They also operate in a highly competitive sector, so reducing fuel costs, fleet downtime and CO₂ emissions are always a priority.

Terry Campbell, General Manager Fleet Services explains: "Our vision is to be the leading bus and coach operator in the Australian market delivering safe, innovative, competitive and exceptional services. The trialing of New BP Ultimate Diesel is aimed at assisting us to move a step closer to realising our vision through enhanced fuel economy, superior performance, cost savings and improved environmental outcomes for the benefit of all stakeholders."

Harmful injector deposits can increase on-road CO₂ emissions and the use of ordinary fuel can result in injector deposits and dirt which can affect the power and efficiency of modern engines.

A six month trial commenced with Dysons in February 2016. In short, Dysons have put New BP Ultimate Diesel to the test to deliver "Less fuel, More kilometres".

End of story.



*Average 3.1% measured in independent tests in a range of trucks over the World Transient Vehicle Cycle comparing dirty and clean injectors. Actual Fuel economy and CO₂ emissions reduction achieved will depend on multiple factors including vehicle configuration, on road duty cycle and payload.

New BP Ultimate Diesel delivers:

New BP Ultimate Diesel is specially formulated to help your business save by:

- Restoring and maintaining your fleet's fuel economy
- Keeping your vehicles on the road – advanced cleaning and protection properties can help save on unplanned maintenance time
- Reducing the risk of critical failures of engine components
- Reducing on-road CO₂ emissions

Easier refuelling

New BP Ultimate Diesel reduces diesel foaming so refuelling is quicker, safer and cleaner, with less splash-back and spills.

