

Better Fuel

When your customers purchase fuel from BP, they can be confident it meets the high BP standards for quality and performance.



What makes BP gasoline with Invigorate® better than low-detergent gasolines?



Invigorate®

Invigorate® is BP's unique proprietary gasoline additive found in all of our grades of gasoline. With continuous use, all grades of BP gasoline with Invigorate® help clean and protect critical engine parts from harmful deposits so it can help customers go a little farther between fill-ups than a car that continuously uses low detergent gasoline. It is also formulated to help protect against sludge and corrosion.

Each and every grade of BP gasoline contains Invigorate®.

NAME	 BP Regular with Invigorate®	 BP Silver with Invigorate®	 Amoco Ultimate® with Invigorate®
WHAT IS IT?	Our REGULAR fuel with Invigorate®	Our MID-GRADE fuel with Invigorate®	Our PREMIUM fuel with Invigorate®
BENEFITS	Contains Invigorate®	Higher level of Invigorate® than BP Regular with Invigorate®	Highest level of Invigorate® Customers can begin to see mileage benefits in as few as five tank fills when compared to low detergent gasoline. For cars that can benefit from higher octane, Amoco Ultimate® with Invigorate® delivers more power and quicker acceleration compared to regular gasoline.*

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* Fleet testing conducted on premium-recommended or premium-required vehicles showed an average improvement of 6.7 percent in horsepower (five-vehicle fleet) when run on Amoco Ultimate® with Invigorate® versus regular gasoline and an average improvement in acceleration (20 to 65 mph) of 4.1 percent (nine-vehicle fleet). These benefits are derived from the higher octane in Amoco Ultimate® with Invigorate® versus Regular (87 Octane).

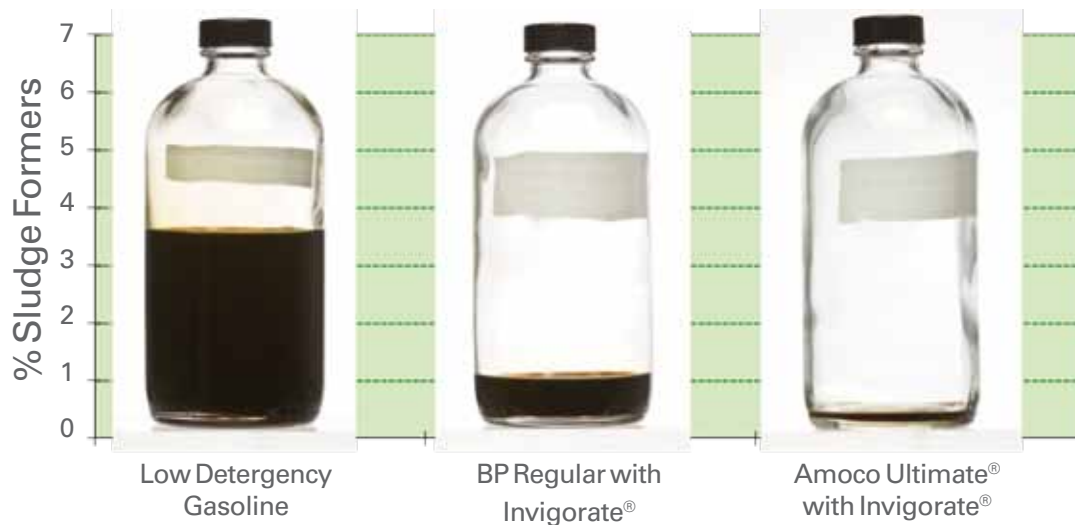
Protection Against Sludge Formation

In addition to cleaning and protecting engines against deposits, all grades of BP gasoline with Invigorate® are formulated to help protect against sludge formation.

Sludge is a thick, dark substance formed by the reaction of combustion by-products and engine oil.

- **It can clog oil passages**
- **In extreme cases, it can lead to engine failure**
- **Once it forms, it's difficult to remove**
- **Several factors contribute to sludge, but the easiest one to control is your choice of gasoline**

Both BP Regular with Invigorate® and Amoco Ultimate® with Invigorate® are able to disperse the majority of sludge forming materials found in gasoline while low detergency gasoline cannot. The image below shows bottles containing the non-dispersed sludge formers attributed to low detergent gasoline, BP Regular with Invigorate® and Amoco Ultimate® with Invigorate®.



BP Diesel®

BP Diesel® is an ultra-low sulfur diesel (ULSD) formulated for today's engines. It maximizes torque and horsepower, contains protective additives, and helps lower harmful emissions. A dependable workhorse fuel, it helps diesel engines unleash their potential by enabling both power and performance — helping to deliver the fuel efficiency expected over a gasoline engine. It can be used in all on- or off-road heavy duty trucks, as well as automotive, transit bus, marine, and stationary diesel engine applications that require a No. 2 diesel fuel.

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**BP Fuels
Guaranteed****The BP Fuels guarantee**

The BP Fuels guarantee is more than a statement. In the unlikely event that a customer experiences fuel-system trouble due to the use of Amoco Ultimate® with Invigorate®, BP Silver (mid-grade), BP Regular, or BP Diesel®, BP will reimburse the customer for the repairs subject to terms and conditions.

Customers can call 1-800-333-3991 to report a problem.

Customers will need to provide their fuel receipt and mechanic's repair bill. BP will review the claim and any BP fuel-related repairs will be reimbursed subject to terms and conditions.

Tips

Tips to address a customer complaint:

Empathize with your customer impacted by the incident and inform them of the BP Fuels guarantee.

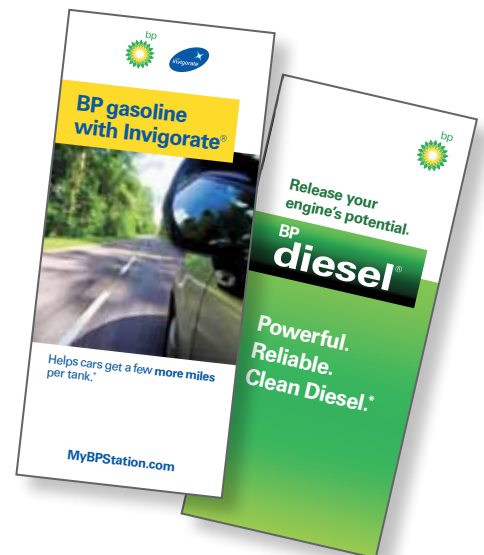
- Provide a copy of the BP Fuels guarantee and direct your customer to call the toll free number.
- These are found in both product brochures.
- Ensure your customer gets a copy of their fuel receipt.

Customer Brochures

These brochures are available for your sites. Be sure to have them in stock and available for all customers.

To order more customer brochures, please contact the BSC (Americas Business Service Center) at **1-888-274-3578**, then select options 5, then 3, then 1.

For reference, the brochures are available to download and print from <http://bpbetter.com> in the Resources section.

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FAQs

Frequently Asked Questions

Q. Do other brands of gasoline have Invigorate®?

A. No. Invigorate® is BP's proprietary additive and is found only in BP gasoline.

Q. Why does BP guarantee the quality of BP gasoline with Invigorate® and BP Diesel®?

A. We back all fuel grades because we're confident in the quality of our products, and we're confident you'll agree that all three grades of BP gasoline with Invigorate® and BP Diesel® are high-quality products.

To learn more about how quality fuels make a difference, visit <http://mybpstation.com/fuels>

Want to give your staff a quick refresher on Better Fuels? Go to <http://bpbetter.com> and click on the Learning Center.