

LUBE

TECHNI-GRAM



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DIESEL FUEL ADDITIVE LABELING COMPLIANCE

The Issue: As a result of an EPA regulation for diesel fuel additives, all fuel additive suppliers that sell additives for use in diesel fuel in the US are being forced to comply with new container labeling regulations. This regulation states that diesel fuel additives which are sold in containers for use by the ultimate consumer of diesel fuel must have one of the following statements displayed on the additive container in a legible and conspicuous manner:

- 1.) For those additives with a sulfur content not exceeding 15 ppm sold in containers for use by the ultimate consumer, the following statement must be on the container: “This diesel fuel additive complies with the federal low sulfur content requirements for use in diesel motor vehicles and non-road engines.”

or

- 2.) For those additives with a sulfur content in excess of 15 ppm sold in containers for use by the ultimate consumer the following statement must be on the container: “This diesel fuel additive does not comply with federal ultra-low sulfur content requirements for use in model year 2007 and newer diesel motor vehicles or model year 2011 and newer diesel non-road equipment engines.”

The Problem: The vast majority of the consumer diesel fuel additive industry was not notified or aware of this requirement in a timely manner. Therefore, there are products on suppliers’ shelves or in retail inventory that are likely not appropriately labeled.

The Impact: The new EPA labeling requirements are meant to ensure that consumers do not add diesel fuel additives to 2007 model year diesel engines if those additives are above 15 ppm sulfur content. These 2007 model year diesel engines have been designed to run on diesel fuels containing 15 ppm sulfur content or less. There is a concern that diesel fuel containing more than 15 ppm sulfur could potentially cause damage to the emission-control technology of these 2007 model year diesel engines (although there is skepticism within our industry regarding the validity of these concerns). These new labels will help avoid any potential problems.

SWEPACO’s Action: Since SWEPACO’s 500 Series Fuel Improvers are formulated with a robust protective additive package designed to provide maximum protection for the entire diesel fuel



... to keep it running

delivery system, all of our 500 Series Fuel Improvers (including SWEPCO's 503 Gasoline and Diesel Fuel Improver) will be labeled to show they are above 15 ppm sulfur content and do not comply with federal ultra-low sulfur content requirements for use in model year 2007 and beyond diesel engines. This labeling should begin appearing on shipments within the next 30 days or sooner.

Please keep in mind this is simply a labeling issue. There is absolutely nothing wrong with SWEPCO's 500 Series Fuel Improvers and no one should be a bit concerned about selling these products for use as directed in 2006 and older vehicles. The concern is the potential for a consumer to be confused and use a diesel additive product containing more than 15 ppm sulfur in a 2007 or newer vehicle, which might harm emission-control technology in the engine. There are absolutely no issues associated with use of these products in 2006 model year or older vehicles.

As previously mentioned, industry observers estimate that there would be no significant impact to an engine from use of over 15 ppm sulfur products in 2007 engines if used as directed. Most observers have indicated that, when used as directed, the additional sulfur resulting from using an additive is less than 1 ppm. However, there is a concern from engine manufactures that this amount could impact 2007 model year emission-control technology and we would not want to place a customer in the position of being in conflict with the owner's manuals or warranty.

As you would expect, Southwestern Petroleum will be looking at newer chemistry to comply with 2007 model year and beyond diesel engines. But we are not going to make any impulsive or sudden changes to our long proven 500 Series Fuel Improvers that could impact the thousands of customers who rely on the highly effective multi-functional performance.