

***biodegradable bio-based***



***supreme synthetic  
motor oil***





# **Introduction**

## ***Purpose***

- Market Drivers/Reason for Being

## ***Product***

- Description

## ***Position***

- High Performing Sustainable SUPREME Synthetic
- Biodegradable
- Biobased

## ***Packaging***

- Recyclable Plastic “bags”
- Repurposed Steel “drums”

## ***Performance***

- Outperforms Competition

## ***Price***

- Parity with other branded synthetic motor oils



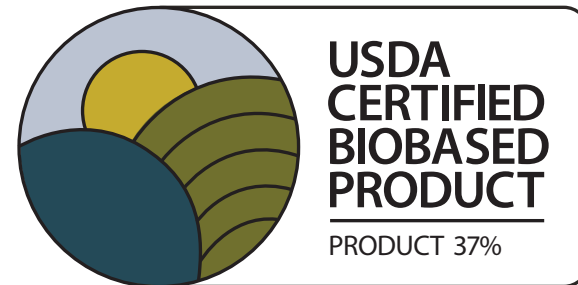
## ***Biodegradable***

- Petroleum Molecules Never Wear Out
- Used Motor Oil is the Largest Single Source of Oil Pollution in Our Lakes, Streams and Rivers
- Americans Spill Over 180 Million Gallons of Used Oil Each Year into Our Waters



## ***Biobased***

- 2012 Presidential Memorandum Driving Innovation & Creating Jobs through Biobased and Sustainable Product Procurement
- Increase of Bio-Content as a Lubricant
- Agriculture Secretary Designates Biobased Products for Preferred Purchasing





**Environmentally preferred lubricants fulfill a niche in the total lubricant marketplace; however, there is not a universally accepted definition. The industry identifies them by three parameters:**

	Renewable/Reusable Resource	Degree of Toxicity	Degree of Biodegradability
Petroleum	NO	Moderate - High	LOW
Re-refined Petroleum	YES (Reusable)	Moderate	LOW
Synthetic	NO	Slight - Moderate	MEDIUM*
Bio-based	YES (Renewable)	Insignificant	HIGH

\* A small percentage are specifically formulated to be less toxic and somewhat biodegradable



# Product

## ***Renewably Sourced - High Performance***

- Our bio-base is produced from plant sugars, which are then converted to pure hydrocarbon molecules through an advanced industrial biotechnology platform. This process produces pure compounds, containing none of the impurities found in conventional base oils derived from crude petroleum.
  - Made with synthetic hydrocarbons and resembled poly-alpha olefins (PAOs) in chemical structure.
- Proprietary bio-base improves upon key environmental metrics, including biodegradability, toxicity and renewability to enable formulations of b2 biOil with reduced environmental impact.
- It's the only renewable base oil to ever pass a full API SN program as the sole base oil in the formulation.





## ***Biobased Benefits***

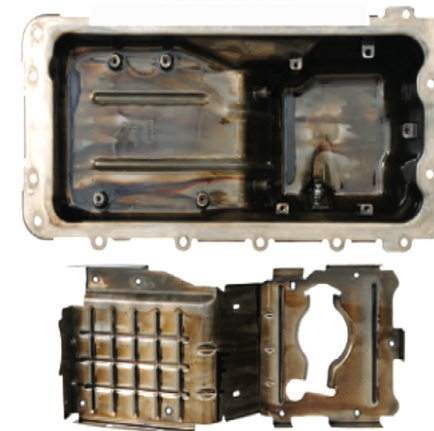
<b><i>Features</i></b>	<b><i>Benefits</i></b>
Wide range of environmentally friendly attributes	Allows formulation to meet strict regulatory considerations
Fully compatible with mineral oil	Utilizes existing infrastructure for product use and disposal
Low pour point	Performs well in very cold environments
Excellent shear stability	Allows viscosity retention under harsh conditions
Low NOACK volatility	Minimizes evaporative losses
No sulfur content	Contributes to lower emissions
Improved biodegradability	Reduces potential for environmental damage caused by spills or leakage
High Viscosity Index	Enable product use over a wide temperature range



VG05A-16-0125



IIIG-04-20-1575  
ANTI-THRUST



VG05A-16-0125



## ***Product Benefits***

- **Innovative Formula is Readily Biodegradable, meaning the product will degrade over 60% in 10 days**
- **Innovative Formula contains “bio-content” that has been proven to reduce CO2 emissions of upwards to 69% vs conventional oils while reducing our dependency on fossil fuels**
- **Innovative Formula contains “renewable ingredients” that can be domestically sourced and manufactured locally**
- **Innovative Packaging embraces “best practice” sustainable solutions, offering product in proprietary collapsible/recyclable plastic “bags” and repurposed/recyclable steel “drums”**
- **Innovative Offering satisfies the growing demand for a renewable product while addressing the growing concerns of environmental impact**





# Packaging

**Recyclable/Repurposed Drums**

**Recyclable/Collapsible Bags**



- Up to 80% less Total Carbon Footprint versus Glass & Plastic
- Up to 80% Energy Savings in Shipping versus Glass & Plastic
- Ability to fabricate with 100% Recyclable Materials

**“The key is reducing and recycling...just imagine that 10 truckloads of empty bottles equates to one truckload of bags”**



# *Performance*

## *Proof in Performance*



***A blown engine has not happened in extreme racing conditions for those teams using a biobased synthetic oil***



- PCMO & Small Truck motor oils are available in a range of fuel-saving viscosities, passing the latest GF-5 API SN Core Test Program and other industry OEM requirements and delivering performance characteristics comparable or better than other synthetic engine oils.
- Pricing & Margin PARITY with similarly performance claiming branded synthetic lubricants
- Offering:
  - Transportation
  - PCMO/Small Truck

Size	0W-20	5W-20	5W-30	Cost per Gallon
Quart	\$5.75	\$5.75	\$5.75	\$23.00
5 Quart	\$27.50	\$27.50	\$27.50	\$22.00
55 Gallon	\$1,155.00	\$1,155.00	\$1,155.00	\$21.00
330 Gallon	\$6,600.00	\$6,600.00	\$6,600.00	\$20.00

- Outdoor Power Equipment
  - Hydraulic, Bar & Chain, Marine, 2-stroke and 4-stroke small engines