



Branding and Marketing Campaign Project



Press release

Dear Global Diesel One® Customer

As part of Global Partners' ongoing commitment to serve our customers with the highest quality fuel products, we are pleased to introduce our new advanced Diesel One® commercial grade fuel technology.

Global's proprietary high performance diesel fuel, Diesel One®, has been reformulated to address the compatibility concerns associated with today's ultra-low sulfur diesel fuel and advanced engine technology.

The transition to high-pressure common rail direct-fuel injection systems has plagued diesel vehicles with a number of issues, including injector failures, filter plugging, loss of power, and reduced fuel economy. More recently, fuel injection systems with exhaust gas recirculation (EGR) and diesel particulate filters (DPF) are increasingly more problematic.

Diesel One® is formulated to prevent these problems with an advanced detergent balanced by a stabilizer, corrosion inhibitor, lubricity component, and moisture dispersant—all designed to clean and protect sensitive fuel injectors and the entire fuel handling delivery system. Effective in all diesel-powered equipment and engineered to support the use of biodiesel in ultra-low sulfur fuels, Diesel One™ is field tested and proven to restore efficiency, performance, and uptime while minimizing maintenance and repair costs.

Diesel One® builds upon Global's longstanding legacy of providing superior technology, supply and service to propel our business and the business of our customers. Our investment in research and development, our expansive supply network, and our extensive experience in energy markets ensure you the highest performing and most consistent product. This performance, along with unmatched service and support, will provide you with the opportunity to develop brand loyalty.

For more information and product specifications please visit www.globalp.com and click on "diesel". Please do not hesitate to contact your Global Marketing Representative directly, or Judy Delaney and John McCusker at 1 800 - 685 - 7222 with any questions.

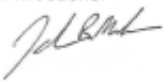
We value your business and look forward to serving you with your diesel needs.

Judy Delaney



Special Projects Coordinator

John McCusker

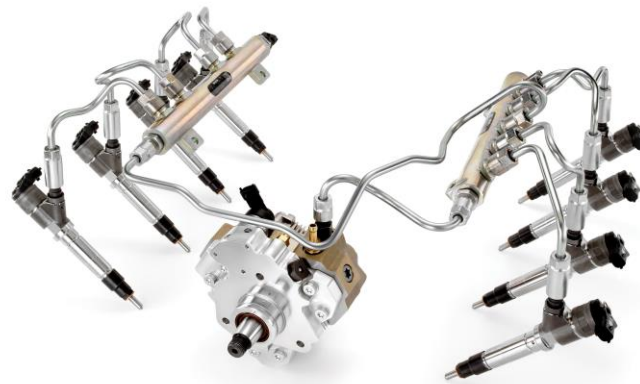
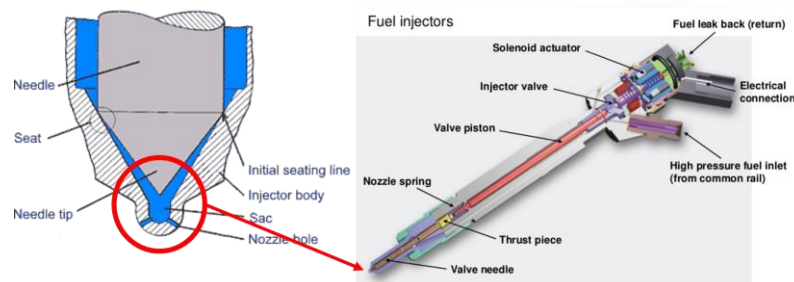


Wholesale Marketing Manager



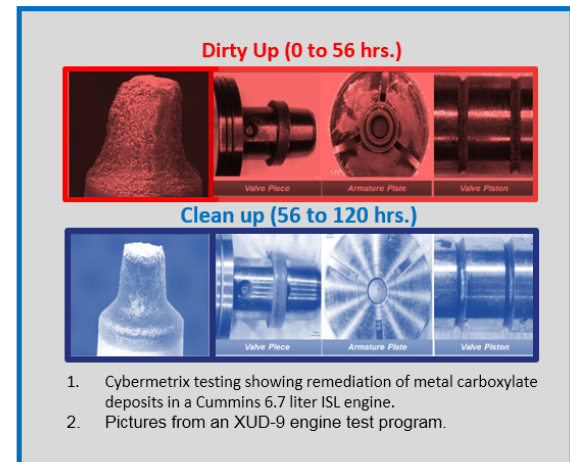
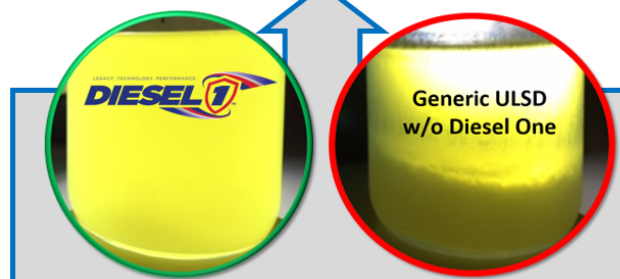
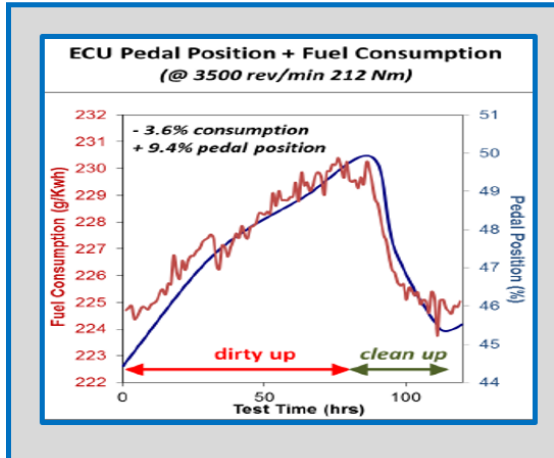
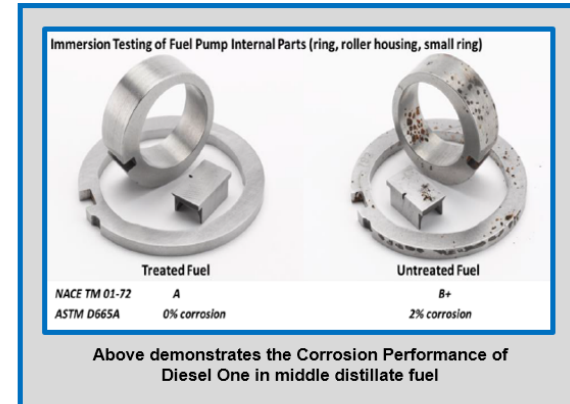
Issues that negatively affect your fleet.

1. Extreme Temperatures
2. High Pressures
3. Close Tolerances
4. Reduced Filter Life
5. Fuel Economy Compromise

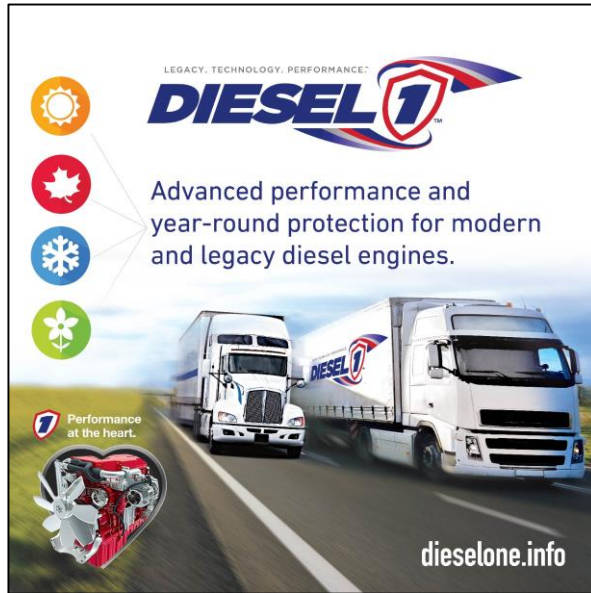


What is DieselOne™?

DieselOne® helps maintain and clean-up high pressure common rail injection systems. A direct result of maintaining optimal fuel injector spray patterns ensures more efficient combustion and reduced emissions. The injectors shown below depict just how quick the injector tips can coke up, **DieselOne®** use helped reduced buildup and ensured optimum spray pattern delivery was returned to like new condition.



D1 On-Road Pump Magnets



D1 Marine Pump Magnets



Banners

THE NEW ADVANCED DIESELONE®

LEGACY. TECHNOLOGY. PERFORMANCE.™

DIESEL 1™

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THE NEW FORMULA IS HERE.

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THE NEW ADVANCED DIESELONE®

REFORMULATED TO PROTECT THE HEART
OF YOUR CUSTOMER'S OPERATION.

LEGACY. TECHNOLOGY. PERFORMANCE.™

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Branding Artwork



THE NEW ADVANCED DIESELONE®

2017
REFORMULATION

OPTIMIZE **THE HEART** OF YOUR FLEET OPERATION

LEGACY. TECHNOLOGY. PERFORMANCE™

DIESEL 1

Advanced engine performance and year-round care for a healthy fleet.

Modern injector performance.
The NEW Advanced DieselOne® meets the demands of your modern diesel engines, ensuring optimum injector and filter performance even at the highest temperatures and pressures.

Total performance package.
DieselOne® is an integrated performance program that puts strategic terminal locations, fuel quality training, fuel analysis and decades of experience by your side in any season and all regions.

DieselOne® Performance Benefits

- Advanced detergent
- Corrosion inhibitor
- Stability enhancer
- Water management
- Lubricity improver
- Winter defense

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THE NEW ADVANCED DIESELONE®

THE NEW FORMULA IS HERE.

Optimize **the heart** of your operation with advanced engine performance and year-round care for a healthy fleet.

LEGACY. TECHNOLOGY. PERFORMANCE™

DIESEL 1

Find out more at **dieselone.info**



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Global NEPT Terminals



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