



Saving Money With Fuel Treatments: Bell Performance and Single-Treat Products

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\$2 dollars a gallon. \$3 dollars a gallon. \$4 dollars a gallon or more. Fuel prices have skyrocketed recently as the price of oil shot past \$120 a barrel. Drivers who were paying less than \$2.00 per gas 18 months ago now face the sticker shock of prices that have strained their gas budgets past the breaking point. The days of \$1.50 a gallon gas are a distant memory and fuel prices have reached a point where many consumers are looking seriously at altering their lifestyle and travel habits to ease the pressure.

Consumers who might not have considered such products before may now realize that a quality fuel treatment product such as Bell Performance’s Mix-I-Go (for gasoline) or Dee-Zol (for diesel fuel) can provide improved combustion of fuel and improved engine condition such that increased fuel mileage can result. Mix-I-Go and Dee-Zol both cost about \$20.00 per quart at retail pricing and treat 320 gallons of fuel at normal treat rates (1 ounce to 10 gallons). Given the high price of fuel, many times even small increases in fuel mileage from additive use result in large net savings for the consumer, which makes the use of Bell Performance fuel additives a wise financial decision.

The table below illustrates the tremendous savings consumers can receive by using Bell Performance fuel treatment products. This is in addition to the long-term savings gained through the improvement of the engines’ conditions for the treatment ingredients. Different miles per gallon and fuel cost figures are used to illustrate how the savings increases as fuel prices go up and the miles traveled increases over time.

Fuel Cost	Gallons Treated	% Increase from Additive Use	Extra Gallons Gained per Amount of Fuel Treated	Fuel Cost Saved at Given Price	Treatment Cost per Gallon (6.26 cents per gallon)	Total Savings	Total Savings per Gallon of Fuel, including Cost of Treatment
\$3.00	320	5%	16.0	\$48.00	\$20.00	\$28.00	\$0.0875
\$3.00	320	7%	22.4	\$67.20	\$20.00	\$47.20	\$0.1475
\$3.00	320	10%	32.0	\$96.00	\$20.00	\$76.00	\$0.2375
\$4.00	320	5%	16.0	\$64.00	\$20.00	\$44.00	\$0.1375
\$4.00	320	7%	22.4	\$89.60	\$20.00	\$69.60	\$0.2175
\$4.00	320	10%	32.0	\$128.00	\$20.00	\$108.00	\$0.3375
\$4.50	320	5%	16.0	\$72.00	\$20.00	\$52.00	\$0.1625
\$4.50	320	7%	22.4	\$100.80	\$20.00	\$80.80	\$0.2525
\$4.50	320	10%	32.0	\$144.00	\$20.00	\$124.00	\$0.3875



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Bell Performance Concentrated Treatments Compared to One-Shot Products

“One-Shot” products such as STP appear upon first glance to be a good deal for the consumer because their prices are typically lower than Concentrated products. Consumers might expect to pay \$5-\$6 for a single 12-ounce bottle of one-shot product; that bottle will typically treat about 15 gallons of fuel. The consumer may reason that they can buy three or four single-treat bottles for the same cost as one bottle of Bell Performance concentrated fuel treatment.

However, when you examine what’s really important – the cost to treat one gallon of fuel- then it becomes clear that single-treat products that only treat 15-20 gallons of fuel pale in comparison to the value offered by Bell Performance concentrated fuel treatments.

Product	Product Cost	Gallons Treated	Cost per Gallon to Treat
Mix-I-Go or Dee-Zol (Bell Performance)	\$20.00	320	6 cents
Single-treat Product i.e. STP Fuel Treatment	\$6.00	15	40 cents

Conclusion

As fuel prices increase, the total savings per gallon of fuel to the Bell Performance fuel treatment consumer who uses Bell Performance increases far above the cost of treatment to that fuel. Therefore it is a wise financial decision for consumers to use Bell Performance fuel treatments to improve the mileage gained from their gasoline and diesel fuel.

The value to the consumer of Bell Performance concentrated fuel treatments far outweighs that of competing single-treat products, because single-treat product are many times more expensive per gallon of fuel treated, with fewer product benefits at the increased cost.

Bell Performance – We Made It First, We Make It Best!