

Ethos Environmental, Inc.

FLEETS LOWER COSTS WITH ETHOS FR PROGRAM

Ethos Environmental offers a cost effective solution to help industry meet environmental regulations and relieve skyrocketing fuel prices. Hundreds of millions of miles of road tests have proven that commercial fleets on average increase fuel mileage between 7% and 19% and reduce emissions by more than 30%. Commercial fleets in the United States, Canada, Mexico, Latin America, Asia and Europe use Ethos Fuel Reformulator.

Ethos FR is non-toxic, non-hazardous and works with any fuel used in car, trucks, buses, RV's, ships, trains and generators. Ethos FR reduces fuel costs by producing a net gain in mileage above cost. *Ethos FR* contains two families of esters, a group of cleaning esters and a group of lubricating esters in a mineral oil base. It cleans and lubricates the internal parts of the engine without the use of petroleum-derived products commonly found in fuel additives. The main objective is to make fuels self-cleaning and self-lubricating without increasing toxic emissions. Moving parts function more smoothly with reduced heat and friction, requiring less maintenance. Horsepower returns closer to the manufacturer specifications. *Ethos FR* removes carbon deposits, one of the culprits that cause fuel to combust incompletely, resulting in wasted fuel that creates toxic emissions. The combination of cleaning and lubricating esters in *Ethos FR* stabilize the fuel without changing its specifications.

The overall result is that *Ethos FR* makes engines combust fuel more completely. When an engine uses each measure of fuel to the maximum degree possible, it has two very important benefits. It reduces fuel consumption and reduces non-combusted residues that an engine expels in the form of exhaust emissions, such as hydrocarbons, nitrogen oxides, carbon monoxide, particulate matter and other harmful products of combustion. Unused fuel is saved in the fuel tank, waiting to be used efficiently by the engine, instead of exhausted in the form of toxic emissions. *Ethos FR* reduces emissions without adding any of its own components to the exhaust since it is 99.99976% ashless upon combustion and it is not derived from petroleum.

While the debate on emissions reduction solutions continues, Ethos Environmental is making a difference in cleaning the air today. Improved and accessible technology to measure diesel engine emissions is still in development. The change from diesel to alternative fuels has become more controversial as research shows that natural gas may be more hazardous. Particulate matter is reduced to a micro size, making it easier to assimilate by humans. Acquisition and operating costs associated with alternative fuels has slowed down widespread implementation. *Ethos FR's* unique blend of esters reduces emissions and implementation is economical, therefore continued use is sustainable as well as safe. Remarkable results makes *Ethos FR* a preferred choice to reduce emissions and form part of any alternative fuel program.