

May 5, 2004

Fuel Injection Cleaning Tool and Manual Update

In response to decreasing quality from one of our suppliers, we have obtained a new vendor for our Fuel Injection fittings and manuals. We have collaborated with Mitchell Manuals to provide the newest fuel injection cleaning manual on the market today. This is a complete list of all makes and models through the 2003 model year. Our parts are pictured, including stock numbers, in the front of the manual. The manual includes complete instructions, including fuel system pressure information and where to locate and disconnect the fuel pump.

We believe each distributor should obtain at least one of these manuals, and take it to *each* of your customers. Many people are still using the last manual from 1995. As a selling tool, this may be a great way to get the volume picked up on our IV2 Purge products as well as all the other fuel system cleaning kits. Even customers that are currently using other company's tools can benefit from this manual. When you show this manual to your customers, **they will** want to order one from you.

Why is this important today? Over the last several years, we have observed an increase in the fuel injector cleaning services. As the fuel quality continues to change, there are more and more vehicles needing fuel injector cleaning. Many of the major manufacturers are using their own tools and chemicals to clean these vehicles. We have an opportunity to increase our sales by providing a better quality product at a lower price than the OEM's can. The independent shops also need to begin offering these services again. This manual will provide a great opportunity to talk to all your repair facilities about this important aspect of their business. The name of the game is selling increased customer pay labor hours. This puts profit in their pockets. Our fuel system cleaning tools and kits are the fastest way to increase profit for these repair shops.

In conjunction with the manual, we are offering two new fuel injector cleaning tools. We now have a complete toolbox style kit that includes all the fittings needed for the entire industry. We also are offering a scaled down kit, that although is much less expensive, offers fittings for about 70% to 80% of the vehicles on the road. These are both new products, not to be confused with our older "Jet Kit" style toolbox we have stocked in the past. Do not forget about the new VT 1636 Cylinder cleaning tool, or the "S Hook" tool that can be used in multiple applications. We also have the Vac-U-Tap tool available. Between these three options, you can provide tools and products needed for any fuel system cleaning requirement.

Be on the lookout for new fuel products and service ideas coming in the future as we develop our new EP family of products. Remember, the concept of additive selling is to show your customers how to make more customer pay labor hours by using our service kits and products. We will be releasing new products regularly that will provide the best quality product, as well as the best value, in the market today.

For more information and support in your pursuit of increased additive sales we have hired David Knapp as our Well•Worth Program Specialist. More detailed information about Dave (his expertise, background etc.) will be forthcoming in our next newsletter. Right now Dave is busy working in house and overseeing many projects to conclusion and planning out future improvements to make Well•Worth one of the leading additive companies. If you need technical assistance immediately, as well as in the future, you can reach Dave either at our office (800-890-7935), directly by cell (716 597-9189), or email at djknapp@wellworthproducts.com. You also may leave messages for Dave on our website in the Distributor info section. We will also be adding a new section on our site, in the Distributor section, where all of our Technical Updates will be posted regularly for future reference. Dave will be glad to respond to all requests for support.