

## FOR IMMEDIATE RELEASE

### **FUEL COMPANY Announces "FORTIFIED XP™" Launch Program: A New Era of High-Performance, Low-Emission Fuel for Western Canada**

**CITY, PROVINCE** – **FUEL COMPANY**, on behalf of the **FUEL COMPANY GROUP**, is proud to announce the launch of the **FORTIFIED XP™ Enhanced Fuel Program**. Starting [Date], select **FUEL COMPANY** Gas Bars, and Cardlock locations will begin offering a new generation of "**FORTIFIED XP™ ENHANCED**" fuels designed to significantly reduce emissions, restore engine performance and improve fuel economy.

As **COUNTRY** transitions toward a lower-carbon economy, the **FORTIFIED XP™** brand is a CleanTech Transition Solution representing "last-mile" sustainability. By integrating advanced combustion improving technology, **FORTIFIED XP™** fuels ensure a more complete burn of the fuels, resulting in more usable energy captured through efficient burn, and cleaner post combustion emissions through the exhaust.

"Our members have always looked to **FUEL COMPANY** for fuel that is engineered for the XXXX," says [Name], VP of XXXXXX. "With **FORTIFIED XP™**, we are stacking on top of our **TOP TIER™** standard and giving our members even more value with one of the best performing fuels you can find in this market. We aren't just providing fuel; we are providing a functional solution that helps our members reduce their environmental footprint without sacrificing power and save money while doing it."

#### **Key Benefits of the FORTIFIED XP™:**

- **Reduced Emissions:** Reduction in unburnt hydrocarbons and particulate matter.
- **Restored Efficiency:** Advanced detergents and combustion improvers cleans fuel injectors and restore engine performance back to OEM specifications.
- **Enhanced Stability:** Superior water and moisture control for stabilizing fuels with built-in biocide protection, specifically formulated for renewables blended fuels (Ethanol and Biodiesel).

Our rollout program will start with participating locations in [Region/Cities]. Customers are encouraged to visit [Company Website URL] to learn more about the science and background track record behind **FORTIFIED XP™ Enhanced Fuels**. Our nation-wide roll out schedule and nearest participating locations will be listed on our website.

#### **About FUEL COMPANY**

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