

# SALES TRAINING

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## 1. Econokit's official terminology

In order to maintain our brand's image, it is important to communicate in a clear manner, while relying on real and precise facts. We advise you not to officially communicate on numbers, whatever they might be. Indeed, it is not recommended, even forbidden to communicate on results that haven't been certified by a legal agency. Never make people believe in fake results, but only in real facts to keep the credibility of the Econokit products.

However, you are allowed to talk about the test done by BUREAU VERITAS imperatively quoting the file's number and the name of the bureau. Therefore, you will be able to quote the following numbers (that cannot be modified):

- Up to 27% savings on fuel consumption
- 25% reduction of emissions of polluting gases\*
- A diminution of 73 % of fine particles\*

\*Source : BUREAU VERITAS file N° : 2415961/1/1/REV1

Here are some phrases we advise you to use in order to prevent misunderstandings.

- « Measured and certified results by Bureau Veritas laboratory»
- « Bureau Veritas laboratory has tested Econokit's system for its efficiency »



These results are not « certified » by the Bureau Veritas. Indeed, a certification corresponds with an ISO standard which is not yet the case of Econokit but we are continuously working on this point.

Note that we can provide you with a data base of installations, with their results that you can check and fill-up at any time with your own installations.

## 2. Our prices' policy

As a distributor, you are free to establish your own price list. We advise you, however, to apply prices in agreement with the buying power of your target, but also the national market so that your sales are more efficient.

Commercially, know that on our market, the less expensive is a product, the more it sales in large quantities.

If you need more advise regarding the prices to apply, you can contact us to obtain our estimate after inquiry.

### 3. Bureau Veritas, the efficiency test

The efficiency tests done by Bureau Veritas allowed us to demonstrate in a scientific way the impact of Econokit on an engine. The vehicle tested is a 2006 FIAT Grande Punto equipped with a 1.3MJTD engine of 75 Horse-Power. The results obtained from this test can be summed-up as follow:

- 27% reduction of fuel consumption<sup>1</sup>
- -15,5% reduction of CO<sub>2</sub> emission
- Reduction of the concentration of polluting emissions:
  - CO : -8,4%
  - NO<sub>x</sub> : -26,7%
  - Particles : -70,5%
- Reduction in volume of polluting gases:
  - CO : -17,3%
  - NO<sub>x</sub> : -33,9%
  - Particles : -73,4%<sup>2</sup>

Econokit has for effect to raise the energy efficiency of the fuel in the engine:

- With the action of Econokit, the same quantity of fuel injected in the combustion chamber supplies more energy.
- Consequently, to supply the same labor, we need less fuel than without Econokit.
- This reduction of consumption entails:
  - A reduction of the production of exhaust gases
  - A diminution in volume of emitted CO<sub>2</sub>

Econokit's efficiency is correlated to the rate of soot in the engine:

- The soot is the whole of carbonated residues produced by the combustion which come to settle all along the exhaust circuit.
- Econokit has a cleaning effect on this soot. The engine gets back little by little its initial useful volume.
- The more soot is in the engine, the more notable will be the efficiency of Econokit.

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<sup>1</sup> Informations issues de l'ordinateur de bord par le biais de l'OBD, cf captures d'écran en pages 21 et 22 du rapport du Bureau Veritas (disponible sur notre site web)

<sup>2</sup> Voir tableau récapitulatif en page 5 du rapport