

PRODUCT CATALOG

From The World Leader In Fuel Technology®





THE GROWTH OF A BRAND

The VP brand continues to grow and is evolving as it builds strength in awareness and marketplace prominence. To support that growth and brand-build, we are excited to introduce an evolutionary updated identity for VP, its divisions, and its products that better reflect the growing vitality of the company and brand.

Over the past decade, VP has entered several new markets and product categories. For example, VP entered the motor oil market for performance/racing and passenger cars. VP also added outdoor equipment fuels, fuel additives, coolants,

appearance products, jug containers on a mass scale, diesel contamination prevention products, UAV/UAS fuels, hand sanitizer, and specialty chemicals. Further, we have branded nearly 400 gas stations, oil change centers, car washes, and marinas.

To consistently align all VP products and retail services under one universal, bold brand identity and best represent our brand for our future, we will be branded as VP Racing with an updated, more contemporary logo, as seen here.



#MoreThanRaceFuel



VPRacingFuels.com

1970



VP RACING FUELS WAS BORN FROM A DESIRE TO GO FASTER

VP's founder, Steve Burns, was a young, aspiring drag racer in San Antonio, Texas in the early 1970s when he realized that racing fuel was essentially a performance part. Based on what he found on the market, he knew something better could be formulated.

Steve's father was a World War II U.S. Army veteran and was keenly aware of the fuel challenges faced by both sides during the war. He also knew that declassified intelligence was readily available. So, armed with that knowledge, Steve set off to the Library of Congress in Washington, DC, where he spent a full three weeks pouring over U.S. government documents on fuel development technology that had previously been top secret. "I knew I could make a better fuel and help my buddies and me go faster. If that grew into something that could help pay for my racing, then that was a bonus," Steve said.

From a small garage, Burns began an evolution that is truly an American success story. Racers went faster on VP. Engine builders from all forms of racing began to take notice, sales increased, employees were hired, and a dealer network spread across the region. Soon, the first VP technology center and manufacturing facility opened in Adkins, Texas.

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The success continued for decades as word spread, and VP Racing Fuels grew worldwide. VP Racing Fuels became known as the World Leader in Fuel Technology®.

With a heritage and reputation built on fuels technology, VP applied years of research knowledge, expertise, and passion to the development of new products.

Today VP Racing Fuels is not only known as the World Leader in Fuel Technology® for racing and beyond but also as an automotive products leader in several product categories. From test and reference fuels to Madditive® additives, from lubricants to appearance products, and three retail platforms, VP Racing Fuels has become a dominant force in everything automotive.

VP Fuels Winners Around the World

From VP's humble start in south Texas nearly 50 years ago, our company's steadfast commitment to quality, consistency, and excellence has quickly propelled our brand into becoming a trusted global market leader. We are prominent at many of the most prestigious racing venues worldwide. Professional and amateur drivers use and endorse VP products to help power them to the winner's circle. Our undisputed success in racing has translated to a universal growth of motorsports consumers and enthusiasts who actively and eagerly seek VP products to power their vehicles and toys.

VP Is More Than Fuel

Did you know that VP has over 70 proprietary blends of premium fuel with consistent quality for Makin' Power® and Makin' Winners for all racing applications? We're recognized as the irrefutable World Leader in Fuel Technology®, but we're not just about fuel anymore. We use the same cutting-edge fuel formulation technology to design a superior line of proven racing and high-performance lubricants, M additives® fuel additives, coolants, small engine fuels, and RC hobby fuels. These products provide unmatched protection, boost engine performance, and help extend engine life.

Your local VP International dealer has the right fuel and performance products to meet your needs and help you win, whether amateur or pro, on-road or off-road, two-wheel or four-wheel, dirt, asphalt, or snow!



MAKIN' PO



ONE WORLD – ONE TEAM

We're looking for worldwide dealers to join our team and expand the VP footprint. We offer a wide-ranging consumer products line to help you grow incremental revenue. Contact our international managers to find a dealer or become one.



International Race Fuel Sales
1 (302) 540-2026
International@VPRacingFuels.com



C8

A non-oxygenated, leaded product with a broad range of applications in CRs up to 12:1, C8 offers a greater increase in power and torque. Increases horsepower 2-3% than our competition on standard 110 octane racing fuel. Its lower RVP will help in the hot summer months when we experience some vapor lock situations.

5222 - 5 gallon
5224 - 54 gallon

Specs

RON:	112.0	Oxidation Stability (min.)	1440
MON:	103.3	Stoich Number:	14.81
R+M/2:	107.7	Oxygenates %:	0.00 wt.%
Specific Gravity:	0.7180	Distillation:	
Leaded:	Yes	IBP:	111.2°F
Color:	Purple	10%:	145.6°F
Oxygenated:	No	50%:	196.0°F
RVP:	6.20 psi	90%:	234.9°F
		FBP:	362.7°F
		H:C Ratio:	2.05
		O:C Ratio:	0.00

Applications

Drag Racing	Circle Track	Road Racing & Rally	Off-Road/Rally	Motocross	Motorcycle Road Racing
●	●				
ATV/UTV	Snowmobile	Karts	PWC & Powerboat	Diesel	



C11

Lower compression engines on C11 yield significant HP and torque increases over 110 and 112 type fuels. Works very well to 11:1 and is a dominant fuel in NHRA Stock and Super Stock class eliminations.

1112 - 5 gallon
1114 - 54 gallon

Specs

RON:	114.0	Oxidation Stability (min.)	1440
MON:	105.0	Stoich Number:	14.89
R+M/2:	109.5	Oxygenates %:	0.00 wt.%
Specific Gravity:	0.7060	Distillation:	
Leaded:	Yes	IBP:	87.3°F
Color:	Gold	10%:	118.4°F
Oxygenated:	No	50%:	167.2°F
RVP:	9.25 psi	90%:	238.8°F
		FBP:	368.2°F
		H:C Ratio:	2.11
		O:C Ratio:	0.00

Applications

Drag Racing	Circle Track	Road Racing & Rally	Off-Road/Rally	Motocross	Motorcycle Road Racing
●					
ATV/UTV	Snowmobile	Karts	PWC & Powerboat	Diesel	



C12

The best all-around racing fuel ever made. Recommended for compression ratios up to 15:1, satisfying the needs of 75% of today's automotive race engines. One of the winningest fuels in racing history, C12 has been the preferred fuel for drag, circle track, and road racers in North America and around the world. C12 is also the best all around two-stroke fuel. Works great in vintage air cooled two strokes as well as new engines.

1122 - 5 gallon
1124 - 54 gallon

Specs

RON:	116.0	Oxidation Stability (min.)	1440
MON:	108.0	Stoich Number:	14.79
R+M/2:	112.0	Oxygenates %:	0.00 wt.%
Specific Gravity:	0.7175	Distillation:	
Leaded:	Yes	IBP:	93.6°F
Color:	Green	10%:	133.9°F
Oxygenated:	No	50%:	215.2°F
RVP:	7.92 psi	90%:	249.8°F
		FBP:	397.6°F
		H:C Ratio:	2.03
		O:C Ratio:	0.00

Applications

Drag Racing	Circle Track	Road Racing & Rally	Off-Road/Rally	Motocross	Motorcycle Road Racing
●	●	●	●	●	●
ATV/UTV	Snowmobile	Karts	PWC & Powerboat	Diesel	
●	●	●	●		



DIESEL ALL-IN-ONE™

Fuel Conditioning Additive - Treat your diesel right. Get more out of your diesel engine with Diesel All-In-One Fuel Conditioner. All-In-One Fuel Conditioner cleans injectors and pumps, increases cetane, replaces lost lubrication, increases fuel mileage and reduces smoking. Protects petroleum based (ULSD) and bio diesel applications and disperses water.

16 ounces treats up to 1 tank
24 ounces treats up to 240 gallons (908 liters)
64 ounces treats up to 640 gallons (2,423 liters)

2838 - 16 ounce
 2835 - 24 ounce
 2833 - 64 ounce

2839 - case (16 ounce X 9)
 2837 - case (24 ounce X 6)
 2836 - case (64 ounce X 4)

CANADA:

28351 - 24 ounce
 28331 - 64 ounce

28371 - case (24 ounce X 6)
 28361 - case (64 ounce X 4)

Benefits/Notes

- Cleans injectors and pumps
- Increases cetane and replaces lost lubrication
- Reduces smoking while increasing fuel mileage
- Provides bio diesel protection
- Disperses water
- Anti-gel to -40°F
- Synthetic fuel catalyst
- Cleans sludge deposits



COOL DOWN™

Cool Down improves the performance of your coolant and is safe for all radiator systems — ideal for racing, street, RV and tow vehicle applications. It reduces cylinder head temperatures up to 75°F! Cool Down increases coolant flow for better heat transfer, lubricates all vital components, and is approved by most race sanctioning bodies. One 16oz. bottle treats cooling systems of 12-20 quarts. Treatments last for one year or 30,000 miles, whichever comes first.

2085 - 16 ounce

2086 - case (16 ounce X 9)

Benefits/Notes

- Reduces cylinder head temps 75°F and overall coolant temps by up to 30°F
- Increases coolant flow for better heat transfer
- Lubricates all vital components without the crystallization of other coolant additives
- Protects sensitive aluminum alloys
- Formulated for use with today's new OAT-formula engine coolants
- Meets ASTM D3306 specification as stand-alone engine coolant (when mixed with filtered water)
- Contains multiple surfactants for unsurpassed temperature reduction



ATF PRO®

ATF PRO is an automatic transmission fluid additive formulated specifically to extend the life of transmissions. ATF PRO saves drivers money on repairs and/or replacement, while doubling the automatic transmission fluid drain interval.

2037 - 8 ounce

2038 - (8 ounce X 9)

CANADA: 20371 - 8 ounce 20381 - case (8 ounce X 9)

Benefits/Notes

- Reduces transmission temperatures by up to 40°F.
- Restores performance to older and high mileage vehicles
- For diesel, heavy-duty, and performance applications
- Inhibits fluid oxidation and foaming
- Eliminates torque converter shudders, clutch pack chatters and shudders
- Frees stuck valves and keeps them free
- Protects seals and restores older seals to like-new condition without adverse side effects
- Extends fluid change intervals



ULTRA MARINE™

Ultra Marine fuel stabilizer & cleaner is specifically designed to treat your boat engine right. It slows the fuel aging process and keeps fuel fresh. The vapor corrosion inhibitor protects against corrosion above & below the fuel line for non-ferrous metals. Ultra Marine contains a cutting-edge advanced detergent that keeps your carburetor and injectors clean, prevents ring sticking, carbon & varnish build-up in your engine to keep your engine running like new.

Treats up to 240 gallons (908 liters)

2039 - 24 ounce

2040 - (24 ounce X 6)

Benefits/Notes

- Stops water / ethanol issues
- Vapor corrosion inhibitor
- Keeps fuel fresh
- Slows fuel aging
- Cleans fuel injectors
- Protects plastic/rubber
- Helps inhibit phase separation
- Bonds 2-cycle oil to gasoline

VP BRANDED RETAIL PROGRAMS



We're not an oil company – we're a high-performance consumer lifestyle brand. The result is that consumers develop an emotional connection with our brand, unlike a traditional gasoline brand. For our branded CarWash operators, this translates to greater customer loyalty along with higher purchases of VP branded automotive additives, VP apparel, and optional race fuels.

Part of our lifestyle appeal is our connection to motorsports. We are an official fuel or lubricant provider to over 60 race series worldwide, most of which are broadcast on major TV networks. This includes sports cars, drag racing, motorcycles, dirt racing, power boats, and more. We also have a substantial engagement rate on social media (we have over 250,000 followers).

What does all of this mean? It means that consumers trust and actively seek out our brand for competitive services such as car maintenance. As a result, merchandise revenues get a healthy boost because customers willingly and eagerly buy VP-branded t-shirts, decals, Motorsport Containers®, automotive additives, race fuel, and detailing products.

Another key point is that because we are not a franchise, our branded retail program allows you, the operator, to stay independently in charge of your own business. You have complete autonomy to grow your business and service your customers in a way that best fits your personal needs.

VP BRANDED RETAIL PROFIT CENTERS



VP RACING FUEL CUBE™

Conveniently store and sell 5-gallon pails of race fuel at average margins of 40%.

Turn your gas station into a destination for automotive enthusiasts and racers. Stand out from the competition as you offer products not available from traditional brands. More premium fuel sales equals more profit for you.

PG. 87



HIGH OCTANE FUEL & BULK ADDITIVES

Differentiate your fuel offerings for higher profits.

101 is a premium quality, street legal unleaded gasoline ideal for use in today's most challenging conditions. 110 is a premium quality, leaded gasoline popular in racing and off-road uses. It is not a street legal gasoline. Diesel additives and fuel system cleaners from VP M additives can be added to your bulk fuels to differentiate your regular pump fuel.

PG.36



VP CONSUMER PRODUCTS

Re-energize the automotive section of your operation with high growth/high margin products.

Performance additives for cleaning fuel systems and boosting octane. Convenient pre-mixed 2-cycle and 4-cycle fuels. Full line of automotive lubricants including PCMOs and transmission fluids. VP appearance products for keeping vehicles looking their best.

PG.87



VP MOTORSPORT CONTAINERS®

The highest quality, most durable container on the market.

Ideal for water, automotive & industrial fluids, animal feed, herbicides, and more. Contains 30% more high quality virgin HDPE than standard containers. Ergonomic handle for better venting and higher flow. Available in 3.5 and 5.5 gallon capacities. Close trimmed cap and neck for tighter seal.

PG. 60



VP APPAREL & DISPLAY

An exciting assortment of apparel and unique collectibles geared to motorsport enthusiasts.

These high-margin and popular items bring new revenue opportunities. Cups, keychains, stickers, toys and calendars are also available. Seasonal or limited edition items to keep customers coming back. Reinforces lifestyle brand positioning

PG. 87



VP GAS STATIONS

VP Branded Gas Stations are covering the U.S. landscape and beyond. Now numbering over 350 retail locations, VP represents the newest and freshest retail presentation in the industry. On top of selling the standard three grades of automotive gasoline, stations are also selling VP race fuels, VP Madditives®, and lubricants, plus other VP automotive products and promotional products.

Gas stations branded VP have realized significant increases in traffic and sales, both at the forecourt and in-store. Selling the full portfolio of VP products has brought new, high-margin revenue streams to retail operators from coast to coast.

VP OFFERS UNPARALLELED MARKETING OPPORTUNITIES

Unlike most major brands, VP doesn't re-image your station and walk away:

- Local marketing is a cornerstone of VP's support. Through the 100s of racing series, tracks, drivers, car clubs and car enthusiast groups, VP's impact reaches the heart of your market.
- VP's event support materials are eye-catching and create impact at your stores, allowing you to make your location a destination for customer gatherings and community support events.
- VP's brand reaches millions of customers every single weekend at race tracks across the U.S.
- Via broadcasts on Fox Sports, NBC Sports, ESPN and other networks, constituting \$100 million in media value.
- Using Facebook, Twitter, YouTube and other social networks, VP launches viral marketing programs that the major brands can't follow.
- VP delivers communications with an attitude that appeals to your area's younger customers.
- A total of 150 million in annual impressions.

VP IS NOT AN OIL COMPANY... IT'S A LIFESTYLE

Unlike refining companies:

- No negative perceptions or conservative constraints.
- Known for leading-edge fuel technology, "MAKIN' POWER!®" and having fun!
- Embraced by performance enthusiasts and "gearheads"
- These "gearheads," including many celebrities, support VP and influence purchase decisions among their friends and family.

“ VP offers a program that lets the gas station or truck stop owner stay in charge of their own business. I researched (my options) completely, and I chose wisely. Being part of the VP network across the country has put my business on the map. ”

- Chiranji Sharma

“ VP frees the operator from long-term, choking gasoline contracts, allowing me to make great margins with unbranded gas. The VP brand looks and feels premium all the way, appealing to my customers. Competition remains strong and plentiful. However, now I feel I'm the strongest. ”

- Eddie Awada

- Attractive Automotive Lifestyle Brand
- The Savings of an Unbranded Program
- Additional Product Profit Centers
- Ultra-competitive Credit Card Program
- FastLube, CarWash and Marina Options
- Equipment and Image Financing Support

THE VP BRANDED FUEL PROGRAM

VP Racing Fuels offers the most comprehensive and differentiated branded program in the industry. We have designed a program that delivers more benefits than traditional branding programs and leverages a multi-million dollar brand:

- 1 The strength of a major brand with the savings of an unbranded program allows maximum opportunity for success.
- 2 The Regular to Premium ratios improve under the VP Brand. On average VP Branded Stations are seeing 50% increase in premium percentages.
- 3 Competitive credit card program that is up to 50 basis points lower than the industry average, which translates into thousands of dollars per year back in the pockets of our station operators.
- 4 Two ways to increase revenue: (1) attract more premium car owners who spend more each month on high octane fuel, and (2) provide high-demand additives, race fuel and merchandise for on- premise retail sales.
- 5 Equipment and image financing support at competitive rates.
- 6 Motorsport-related marketing opportunities such as driver & car appearances, ticket giveaways, and social media promotions to support grand openings and special events to drive more traffic.

VP STATIONS AVERAGE
OVER
 20%
increase in fuel sales