

## DSG FLASH MOVIE SCRIPT

Note: reference visuals follow the script (indicated by thumbnails within the script).

### Visuals and Graphic Effects

OPEN: DRAMATIC GRAPHICS OF ONE OR MORE OF THE FOLLOWING: DIESEL FUEL FLOWING THROUGH A CLEAR PIPE...SLOSHING INTO A CLEAR STORAGE TANK...BEING PUMPED INTO A VEHICLE TANK, ETC.

SUPER TITLE: Diesel Fuel

ADD: Protecting the Lifeblood  
of Your Business

TRANSITION TO BEAKER OR TEST TUBE WITH DIESEL FUEL BEING Poured INTO IT. SLOWLY PULL IN, OR OTHER EFFECT.



SHOTS OF VEHICLES AND HEAVY EQUIPMENT THAT RUN ON DIESEL FUEL IN USE: TRUCK, EARTH MOVER, CRANE, FARM VEHICLE, ETC. (CAN USE DIFFERENT EFFECTS IN SHOWING THESE.)

PERHAPS A GRAPHIC SHOWING DOLLAR SIGNS DISINTEGRATING OR SLOWLY FADING AWAY.

SHOT(S) OF FUEL DELIVERY TRUCK.

DIAGRAM OF DIESEL STORAGE TANK 3/4-FILLED WITH FUEL.



### Voiceover and Sound

BEGIN MUSIC (Contemporary, digital sounding, like a percolator lightly percolating. Continue underneath throughout the flash movie.)

VOICEOVER: Diesel fuel.

Today's highly refined, high-performance diesel fuel.

So much of industry runs on it...relies on it...thrives on it. But as efficient as this lifeblood of your business may be...the diesel fuel you use for your fleet, heavy equipment or machinery...

could be costing you dearly...without your even realizing it!

Here's how. While the fuel you purchase from your vendor is of excellent quality—meeting all fuel standards...

once it's transferred to your storage or equipment tanks... well...

FUEL IN TANK STARTS TO DESTABILIZE. THIS CAN BE SHOWN BY A KIND OF SHIMMYING MOVEMENT AND RELEASE OF MOLECULES.

CLOSEUP OF FUEL AS IT OXIDIZES AND DARKENS SOMEWHAT, AND WE SEE PARTICLES FLOATING IN THE FUEL.

GRAPHIC OF DARKENED FUEL FILTER OR ANIMATION OF FUEL GRADUALLY DARKENING THE FILTER.



TRANSITION TO TRUCK CLIMBING HILL AND/OR TRUCK ODOMETER FLUCTUATING FROM STALLING ENGINE.

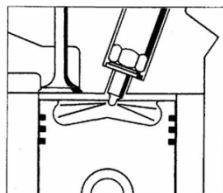
CLOSEUP OF DIESEL STORAGE TANK DIAGRAM. BLACK PARTICLES ARE FLOATING DOWN AND COLLECTING AT THE BOTTOM OF THE TANK.

SUPER TITLE: Asphaltene Agglomeration

SHOTS OF DIESEL VEHICLES ON THE ROAD.

DIAGRAM OF FUEL TANK WITH WATER DROPS CONDENSING ON THE INTERIOR SURFACE AND DRIPPING INTO THE FUEL.

GRAPHIC OF FUEL INJECTION SYSTEM. PERHAPS ANIMATION OF INJECTOR FIRING NORMALLY, THEN MISFIRING WHEN CONTAMINATED FUEL ENTERS THE COMBUSTION CHAMBER.



Direct Injection

things start to happen. A study by the University of Idaho found significant changes in the stability of diesel fuel over a period of four weeks.

For one, the fuel can start to age through oxidation. This is often seen as a darkening of the fuel as heavy, insoluble particles are formed...

that can gum up and plug fuel filters.

This causes decreased engine performance or stalling due to fuel starvation. SFX: REVVING OF A STALLING ENGINE.

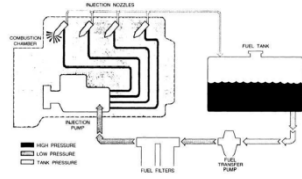
Worse, these heavy molecules build up at the bottom of your fuel tank, forming a thick, dark substance. This is called asphaltene agglomeration. As the name suggests, it's similar to asphalt or tar.

Not only does it contaminate your tank, it leaves you with a thinner fuel that produces less energy and decreased fuel mileage.

Water is another enemy of diesel fuel. It can enter your storage system through condensation or poor handling.

Along with dirt and asphaltene, it can cause a severe loss of power, even damage your engine. When contaminated fuel comes into contact with the heat and high pressure of the injection system, it can create carbon deposits that find their way...

DIAGRAM OF DIESEL FUEL SYSTEM.  
ANIMATION COULD SHOW  
PATH OF BAD FUEL AS  
IT DARKENS AND FOULS  
THE PARTS.



into internal injector parts...fuel passages...and eventually valves and piston rings...

VISUALS OF MECHANICS, TOOLS, OR  
WHATEVER SUGGESTS REPAIR.

leading to more frequent repairs...

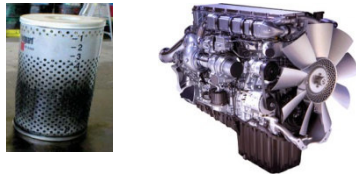
TRANSITION TO CALCULATOR WITH  
NUMBER IN WINDOW INCREASING IN  
AMOUNT SUPER-FAST, SAY FROM  
\$10,589.98 THROUGH \$27,760.42.

and higher maintenance costs.

GRAPHICS OF COLD WEATHER, AND CRYSTALS  
CLOGGING FUEL FILTER.

In cold weather, fuels with higher paraffin content can congeal into wax crystals that, along with ice from condensation, can plug fuel filters.

VISUALS SHOWING FILTER, ENGINE AND  
PARTS IN SOME WAY FOULING UP OR  
WEARING AWAY.



Over time, compromised diesel fuel will shorten the expected life of expensive filters...and ultimately diesel engines themselves...as their components foul up or wear out prematurely.

GRAPHICS OF CLOCK HANDS SPEEDED UP;  
CUSTOMER WITH ARMS FOLDED, LOOKING  
UPSET, MONEY BLOWING AWAY...OR  
SIMILAR EFFECTS.

And you know what that means: down time... delays...dissatisfied customers...lost profits...

HEAD SHOT OF PERSON NODDING IN  
PERPLEXED AGREEMENT.

By now you're probably wondering: how do I prevent all this from happening? Can I prevent this from happening?

SAME PERSON SMILING WITH KEEN  
INTEREST.

Here's the good news. *You can.* Easily and economically.

GRAPHIC OF STORAGE TANK WITH CLEAN,  
CLEAR DIESEL FUEL SLOSHING AROUND.

You can keep your diesel fuel protected and contaminant-free...from the time it's delivered...

FUEL IS INJECTED AND IGNITED IN  
COMBUSTION CHAMBER.

to the moment it unleashes its full energy potential  
through clean, efficient combustion....

TITLE:     DSG Fuel Science  
           Additives

with DSG Fuel Science Additives.

VISUAL: FUEL ADDITIVE BEING Poured  
INTO STORAGE TANK.

Treating your storage tanks regularly with DSG  
additives will prevent oxidation...asphaltene  
agglomeration...condensation...and contamination.

GRAPHIC OF FUEL BEING CIRCULATED IN  
TANK THROUGH A DSG FUEL POLISHING  
SYSTEM.

If fuel is stored more than 30 days, it should be  
"polished" with a DSG fuel polishing system, which  
periodically circulates the fuel to remove water and  
organic deposits.

GRAPHIC: POURING IN ADDITIVE  
MANUALLY...THEN THROUGH ON-BOARD  
DISPENSER.

And finally, for the very same reasons, fuel that's  
pumped straight into your vehicle or equipment tanks  
should also be treated with DSG additives. This can  
be done manually or through automated on-board  
dispensers.

TITLE:             Diesel Fuel  
                  Maintenance Program

This simple and cost-effective fuel maintenance  
program can save you untold costs and disruptions to  
your business down the road.

VISUALS OF DSG PRODUCTS AND LOGOS.

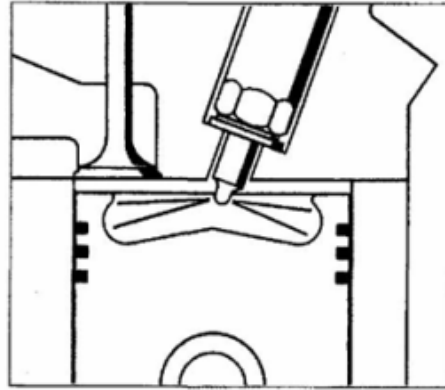
Click on the link below to learn more about DSG Fuel  
Science Additives...and how they can protect the  
lifeblood of your business..

FADE TO BLACK.

Reference Visuals:



Diesel Fuel Filter



Direct injection



Diesel Fuel



Diesel Fuel Storage Tank



Diesel Engine

Diesel Fuel System

