



FOCUS 2008

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AUTOMOTIVE MARKET

As the cost of fuel skyrocketed to over \$4.00 a gallon earlier in the year, consumers scrambled to find reputable fuel savings products for relief. The Fitch Fuel Catalyst rapidly became one of the favored aftermarket products to save money at the gas pump. With retail demand on the rise, national distributors like Summit Racing, J.C. Whitney, 4 Wheel Parts, 4 Wheel Drive, Auto Anything, Accessories Unlimited, and Stylin Trucks began promoting Fitch through their retail outlets and on their websites.

In September, consumer spending in all markets began to decline due to the negative impact caused by the financial institutions. The automotive OEMs and aftermarket was one of the biggest markets affected. SEMA reported one of the lowest attendances to their show and a substantial decline in aftermarket product purchases. Although economic times are tough, consumers are resilient and the industry will recover in time. APSI will continue to advertise Fitch in consumer magazines for 2009 and facilitate brand recognition in the automotive market as well as other markets. During the first eight months of 2008, momentum in the automotive aftermarket created a very high level of Fitch brand awareness and credibility. Although consumer spending has slowed down, Fitch continues to push forward with more advertising and published product reviews for 2009 to keep the name in front of the consumer.

PRODUCT REVIEWS

Diesel Power Magazine

Reported: 1.15 mpg increase in fuel economy

8 Lug Diesel Magazine

Reported: 1.5 mpg increase in fuel economy

4 Wheel & Sport Utility Magazine

Reported: 2.6 mpg increase in fuel economy

Off Road Magazine

Reported: 2.11 mpg increase in fuel economy

4 Wheeler Magazine

Reported: 1.37 mpg increase in fuel economy

More Satisfied Customers

I do have some good news (I saved a bunch of money with Fitch on my truck) thought I was going to Geico. The product worked well in my 02 ford excursion diesel allowing me to get 23.6 miles per gal. (as long as I stayed below 2,000 RPM's) I would be able to talk to some of the other refugees in your area, just send them my info.

Bruce Booth

*Chief, Facility Manager
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"I have an older model Chrysler Concorde with a 3.5 liter high performance engine that has never ran well on anything but 91 Octane or greater. I have tried using the cheaper 87 Octane fuel several times and it caused 'engine knock' and 'engine run on' which made the car sound like a diesel! After installing the drop in Fitch Fuel Catalyst I decided to try the 87 Octane fuel again just to see what happened. Amazing is all I can say! I wish that someone had sold me Fitch 10 years ago, I calculated the savings and it would have been over \$ 1500.00 in savings for my \$ 149.00 investment. Now I am getting better gas mileage and saving 20 cents per gallon just by being able to use the cheaper fuel."

Jeff Eagle, US Navy Submarine Force, Ret

I just got a Fitch for my 05 Dodge Ram 3500 5.9l Turbo diesel and installed it a couple of days ago. I drove it a couple of hours on a trip today and it averaged 22.7 mpg, averaging about 67 mph. Before I could only get 20 mpg averaging 70 mph and 22 mpg at only 60 mph. If you'd like, I can email you info on my month-long trip data pulling my 12,000 lb fifth wheel trailer. The Lexus is doing great as well. I actually went to South Haven, MI last week and we got about 26.7 mpg round-trip. I have never gotten mileage

like that. I'd say that before Fitch, the best I could do on a trip like that would be about 24 mpg.

Shane R. Kracker

I'm an old gear-head, cutting my teeth on a number of 1960's and 1970's muscle cars. Now in my fifties, I can't get enough of shows like Horespower TV. On a recent episode, the techs ran some impressive tests on a high-performance engine with a Fitch fuel catalyst, showing increased power and improved fuel consumption, as well as reduced emissions. I knew I had to get one for my 1972 Ford Torino. With 86K original miles, it has a fresh 351C engine with lots of performance upgrades. After installing the Fitch unit, I had a dyno run on it, and it pulled another 10 horses without any kind of tuning. Not long after, I had to get the car smogged, and was quite worried since the last time I had the car tested for emissions, it failed. To my surprise, it passed with flying colors! Since this is really a fair-weather car, I only put a few hundred miles on it a year (not to mention a number of 1/4 mile runs at the local dragstrip). I can honestly say the car starts easier and runs better after long periods of non-use than it ever has. It's nice knowing I don't need to worry about the gas going sour from sitting in the tank for months on end. If you're like me, seeing is believing, and Fitch sure has made a believer out of me. You gotta get one!

Regards,

Gary J. - Eagle, ID



Before putting in the fitch catalyst, I was getting 11.5 mpg in town and 17.5 on the highway. Immediately after installation, there was a shocking perfect idle from my diesel engine and it was sooooo quiet. That was worth the cost in itself!!! One week after installation, we took an 8 hour trip on the highway. The trip computer in the truck said we were getting 18.5 mpg. At the first fillup, we did the calculation and it was actually 22.4 averaging 70mph here in Texas, with 5mph crosswind!!! In town I am getting 13.5-14.0 mpg. This will allow a full return on this investment in 4200 miles on my Diesel, thats a savings of almost .07c per mile driven. That takes Diesel prices down .35c/gallon, from \$3.89 to \$3.54 with the Fitch, if my calculations are correct, that's like a federal tax break! THANKS!

Jon F Barnett - Houston, TX

"I have a 2000 Toyota Tundra V8 that I use for daily commutes in my insurance business, as well as on the weekend towing my boat to the lake. Jeff Eagle sold me one of the Green Machines to test under the 90 day money back guarantee...all I can say is, what a difference! My mileage has improved about 2.5 - 3 miles per gallon depending on driving conditions. That works out to almost a 16% increase in fuel economy. I am so happy with the

results that I bought one for my boat and I just ordered one for my new 2005 V8 Sequoia."

**Steven Mainville - Mainville Insurance Agency
Overland Park, KS.**

Fitch - UL Listed

The Fuel Catalyst is now listed as a UL (Underwriters Laboratory) approved product for the commercial & residential oil burner market.



The Fitch Fuel Catalyst is the only oil burner upgrade that can quantify its benefits to a residential burner in a matter of minutes. Independent tests conducted with the ICPA (Independent Connecticut Petroleum Association) have collaborated with APSI to outline the below procedure to demonstrate the best results with the Fitch Fuel Catalyst on a residential burner:

1. Must be installed by a licensed technician
2. Oil burner/furnace must be cleaned & operating efficiently prior to installation
3. Efficiency test, smoke, stack temperature recorded prior to Fitch installation
4. Proper installation of Fitch - Vertical
5. Post Fitch efficiency, temperature and smoke test tested (typically temp rises)
6. Reduce nozzle size accordingly to stack temperature increase. (typically .15 - .35 reduction)

If you are located in Connecticut, please contact APSI/Fitch about receiving an information package outlining a State of Connecticut Rebate Program available to residential homeowners for furnace/boiler repairs or upgrades. Fitch Fuel Catalyst consumers are currently participating in this program and you too can take advantage of the rebate available.