

# Fuel Additives are Fine—as Long as You Know What You’re Adding

Your business is built on trust and speed, ensure that’s reflected in the brands and products you sell

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**Any successful and experienced operator** will agree that trust and reputation are their most valuable assets, and these key ingredients are not worth compromising at any cost. So, it is critical to have confidence in what you are selling and installing into your customer’s vehicles—including recommending add-on products like aftermarket fuel additives. Used regularly, a premium fuel additive will help to optimize a vehicle’s performance, minimize emissions while maximizing power and fuel economy—all of which is a win-win for both you and your customers. Therefore, consider these important questions when selecting aftermarket fuel additive brands to stock in your shop and recommend to your valued customers.

First, consider the integrity and reputation of the supplier. Is the fuel additive an established, reputable brand from a well-known company that stands behind its products? Is the product recommended and used by leading automakers? If so, then this should give you and your customers peace of mind as a quality assurance stamp.

The next question to consider is whether the fuel additive product performs as promised—will it work as advertised? Have you heard or seen any feedback from experienced mechanics, customers, online forums or blogs? Have you used the product yourself to see if you’ve noticed improved responsiveness and better fuel economy? Are you really comfortable putting the product into the vehicles of family and friends and be subject to their feedback and scrutiny?

Last and most importantly, is this product the right thing for your customers? Will the fuel additive improve vehicle performance or solve problems the customer is experiencing, like: sluggishness, rough idle, lost fuel economy, stuck fuel gauge from using lower quality fuels, or knocking or pinging in older vehicles? Equally important to point out are good maintenance practices, like using a quality fuel additive at every oil change interval to help keep vital engine parts clean by removing carbon deposit formations that naturally build up over time in the fuel combustion process.

Adding a quality, pour-in fuel additive brand known for performance

improvement and recommended by major automakers can enhance customer loyalty through your vehicle maintenance services, while contributing to your profitability. Your ability to match the right product to the customer’s need is one reason they will keep coming back to you as a valued and trusted shop. Also, oil change services are about speed and convenience. Since pour-in fuel additives take about 1 minute for a technician to pour into your customer’s gas tank, execution is so easy!

There are pour-in fuel additives that come from reputable companies, have been used by automakers for years, have proof of performance and real-life customer and mechanic satisfaction stories. Fred Saraiva, who owns a Havoline® xpress lube® in Yuba City, Calif., stocks and recommends Chevron’s Techron® Complete Fuel System Cleaner and Techron® Diesel Fuel System Cleaner to his customers.

“Offering Techron to my customers is a no-brainer. My customers understand the value once we explain that it’s important to regularly use a fuel additive to clean and protect their vehicle’s engine. Plus, Techron is a premium fuel additive and a brand that my customers know and trust. It’s a quality Chevron product that I regularly use in my own vehicles,” says Saraiva.

Your successful oil change business is built on trust and speed, reflected in the brands and products you sell and the customer service you deliver. As a best practice, be sure to apply those same standards when selecting quality, pour-in aftermarket fuel additive brands that you recommend and install into your customer’s vehicles.

**“Adding a quality, pour-in fuel additive brand known for performance improvement and recommended by major automakers can enhance customer loyalty...”**

—Bill Beyerle, automotive installed sales manager, Chevron Lubricants

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