

# releasing





Oil companies around the globe are making difficult decisions everyday. They must balance **the world's demand for cleaner fuel**, whilst continuing to meet their own marketing and financial targets.

The development and introduction of new and more advanced technologies for refining crude oil has enabled some refineries to meet new national and global fuel standards. And, at the same time, has allowed them to maintain the octane level in their refined fuels.

# the potential

Obviously, the upgrading of refineries is a **complex process that requires time and investment**. For oil companies that need an immediate and more flexible solution to the challenges facing the oil industry alternatives must be considered.

So the **big question** is...which one do you choose?

---





## Your safe, proven, flexible octane solution

mmt® fuel additive has been around since the 1950's and unlike alternative solutions the reason it has survived the passage of time is because it is a straightforward additive that not only meets but exceeds the expectation of oil companies.

The benefits of mmt® start right at the refinery, increasing octane levels and helping oil companies alter fuel composition to meet the stringent environmental and fuel specifications that are so crucial to reducing emissions and energy consumption. And in doing this mmt® keeps the cost of gasoline low.

In addition, and of growing importance, mmt® also **reduces the emissions of carbon dioxide** at the refineries, a greenhouse gas responsible for global warming.

If all that isn't convincing enough, for the end user mmt® not only helps to keep the cost of gasoline down and reduce fuel consumption, but because it produces a cleaner burning gasoline, it actually helps vehicles maintain their emission performance over their useful life by protecting catalysts and oxygen sensors from degradation.

mmt<sup>®</sup> is a fuel additive that not only raises octane levels, but also improves performance, lowers emissions, reduces fuel consumption and provides all-round smoothness. And all without the detrimental side effects that can accompany other alternative fuel solutions.

The main component of mmt<sup>®</sup> is manganese, an element that occurs quite naturally in our environment, and something that we actually need to absorb into our bodies just to stay healthy. Every time we drink a glass of water, a cup of tea, or eat a banana for instance we are absorbing manganese naturally into our bodies. We can now even buy manganese supplements in our health shops in order to balance our diet.



Being a natural constituent of soil and dust, it is also something we breathe and absorb naturally through the airways everyday. Regardless of its use in fuel, the quantity of manganese in air from mmt<sup>®</sup> remains minimal and presents no concerns and no risk to either human health or our environment.



The **most tested** fuel additive in history

With our determination over the years to demonstrate the science behind mmt<sup>®</sup>, and its performance capability, it has evolved as the most tested fuel additive in history.

Having now run more exhaustive tests, over a longer time frame than any other fuel additive, not surprisingly, ***we have amassed huge volumes of data on the performance benefits and long-term effects of our product.***

These include performance in consumer vehicles, refinery operation and the impact that the all-round lowering of emissions has on our environment.

This vast amount of data that we have gathered over the years is a huge benefit, that we are willing to share with you. And the deeper you delve into the research and comparative analysis available when considering alternative solutions to mmt<sup>®</sup>, the more certain and more comforted you will feel about choosing mmt<sup>®</sup>. Secure in the knowledge that it is supported by undeniable truth.



***mmt***<sup>TM</sup>

***releasing  
the potential***

To differentiate mmt® from other fuel solutions we have created a new identity that assures its position in the forthcoming world of cleaner fuels.

The reason that we have chosen the hummingbird as the visual symbol to represent the mmt® brand is because of the many similarities with the functionality of mmt®.

The high performance hummingbird takes only tiny amounts of the purest nectar to give it the energy it needs to flap its wings at such speed, faster than any other bird.

And in the same way, just a few drops of mmt® become the nectar that releases the potential in your fuels and increases performance levels.



So...if you are a customer, contemplating making the switch to mmt<sup>®</sup>, you'll be reassured to know that mmt<sup>®</sup> is a product that has been tested to its limits, over an exhaustive period of time and produced and supported by Afton Chemical - a leading company within the fuel additive marketplace. Supported by all of the above, and the research capabilities of Afton Chemical, it certainly makes your decision a lot easier!

---

***imagine***  
***the potential***



**Afton Chemical Limited**

London Road, Bracknell, Berkshire RG12 2UW England  
tel: +44 (0) 1344 304141 fax: +44 (0) 1344 420666 [www.aftonchemical.com](http://www.aftonchemical.com)