OBJECTIONS AND OVERCOMING OBJECTIONS

Most Frequent Objections

It is too expensive

- I guarantee that the savings you get from using the product more than covers the cost of the product….and then some.
- Also, you need to remember that our dosage recommendation is only 1:4000. If you look at others in the market, they range anywhere from 1:750 – 1:4000.

I've tried other products out there and they don't work

- I understand that may be the case. Unfortunately, the market has been flooded with "additives" that "claim" to do a lot of things. It's important to note that not all additives are created equal.
- With a successful track record of close to 30 years, Xp3 products have been used across 25+ different countries.
- For further proof of how not all additives are the same, please take a look at this: *(here you can either put the video or do a demo for the client.)*

Tracking improved results is difficult or don't know how to do it

- Tracking improvements in the efficiency of an engine may prove to be tricky proposition, it may take time and effort, but be assured that at the end of the process you will prove that the improvements will produce an important savings.
- A long period (180 days) of comparing the mpg produced before and after the use of Xp3 will show an improvement not only in mpg both a reduction on the wear and filter damage.
- Easy tests you could follow to measure results:
    - Oil analysis
        - Review the metal parts on the oil analysis. Do this before and after the use of Xp3. You will notice a reduction in the mineral parts in the used oil. This will show that the use of Xp3 has reduce the wear and tear of the engine metal parts.
    - Filter:
        - The reduction in carbon particles will show in the cooperation of the filters.

It takes time to add the additive

- Doing anything in life takes time, but if we invest just a little bit of time, the rewards we reap outweigh the time we invest. Remember, this only takes a few seconds.

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Drivers, we can't get them to do it consistently

- This is normal, and we have heard it from others. In fact, some owners themselves sometimes don't do it consistently.
- That being said, the beauty of this product is that even if not done consistently, it is still beneficial. Some use is better than no use at all.
- Remember, there are no costs (product costs) associated with not using it, however, you could experience a reduction in efficiency and possible damage to your engine. Those two can be quite costly.

I am afraid it will void my car/engine warranty/I won't buy it unless you have a warranty

- Using a fuel additive will not void your car/engine warranty. First, its important to understand that no company will provide a warranty for products they do not manufacture. This is the reason Xp Lab provides a warranty for its products warrantying that they will not damage any engine. Xp Lab has two liability insurance policies that have been in place for more than 20 years, and during all these years, no claim has ever been filed claiming any damage.
- **Now, when someone says that the engine warranty is voided if the consumer uses any fuel or oil additive, this statement is incorrect and contravenes the Magnuson–Moss act** if the fuel after being treated complies with the fuel specifications for the fuel being sold in the market. The engine manufacturer cannot void the warranty according to the Magnuson–Moss act in such cases
- The Magnuson–Moss act was enacted by Congress in response to the widespread misuse by merchants of express warranties and disclaimers. The legislative history indicates that the purpose of the Act is to make warranties on consumer products more readily understood and enforceable and to provide the Federal Trade Commission with means to better protect consumers.
- The statute is remedial in nature and is intended to protect consumers from deceptive warranty practices. Consumer products are not required to have warranties, but if one is given, it must comply with the Magnuson–Moss Act.

All Other Objections

My engine is running just fine so why should I buy an additive?

- Your engine might be running perfectly fine today, however over time it will begin to break down with wear because fuel is an imperfect product. Fuel combustion produces carbons and corrosive materials that will end up reducing efficiency and damage your engine and injection system.
- Therefore, the use of the additive will not only improve efficiency when it is used, you should see it as preemptive treatment to avoid all the issues that fuel will cause your engine to have.

- Most importantly, remember that the cost of downtime can be HUGE, so it is best to prevent that from happening.
- Fuel is a natural product that even after being refined, still needs additional help to make it efficient to use in today's motors and machines. Additives can help reduce fuel consumption, maintain fuel injectors clean, stabilize light and heavy oils, disperse the existing water, greatly reduce fumes and emissions, has a detergent and antioxidant effect, work as an effective biocide, improve the pour point, reduce the corrosion problems generated during and after combustion, reduce maintenance costs and prolong the life of the machine, and increase the fuel's lubricity for fuels low (LSD) and ultra-low (ULSD) in sulfur fuels.

How come you can't guarantee or tell me a MPG savings I will get?

- The changes in MPG are based on a lot of factors that are unique to each vehicle, engine, driving patterns, fuel type, and road conditions. This is what makes it real difficult to define the exact number of miles per gallon your car will improve.
- What we can guarantee you is that your engine will continuously run more efficiently and operate as if new.

This is just an added cost for me:

- I understand that this seems like an added cost, however the cost of the product is not only covered, but exceeded, by the savings you will get from it. Not to mention the additional positive benefits, like reduced emissions and maintenance costs.

Why should I use Xp3 vs other products out there?

- As a rule, Xp Lab does not compare or analyze other products. Our focus is to make sure our products do exactly what we intend them to do.
- What we do recommend is for you to understand the difference between fuel additives, their characteristics, their base materials, and how they are formulated.
- A fuel additive should have the following four characteristics:
    - 1) Detergent, 2) Dispersant, 3) Lubricant, and 4) Microbiocide.
    - Xp3 has these, do the others have all four?
- A fuel additive can be derived from several different bases:
    - 1) Petroleum based, 2) Alcohol based, 3) Toluene based, or 4) Synthetic and Organic Compounds. If formulated correctly and with an understanding of the customer needs, the later, #4 is the best of the four possible bases.
    - Xp3 fuel improvers fall in this 4th category of fuel additives.

I have heard of your product freezing in the winter

- Our Xp3 winter is and has been always formulated with the objective that fuel once treated with Xp3 will not freeze, condition that has been always achieved.

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- The problem we faced during the winter months of 2014 was that our winter treatment was based on what we supply the oil refineries for them to formulate their winter fuel. This formulation was not designed to be stored outside and exposed to low temperature; oil companies do not require that condition.
- Starting the 2015 winter, we updated our formula to make sure that it not only provides the great benefits during the use, but made sure individual customers could store it in the harshest extreme cold temperatures.

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