

**Fuel Exchange
Racing Additives**



**Increase REVENUE
Increase FOOT TRAFFIC**

FUEL 1™



BE A DEALER!

All Fuel 1 Dealers will be represented by Fuel 1 Direct Marketplace as a stocking dealer. Fuel 1 will drive customers to your store for pickup of premium Fuel 1 products. Dealers will have direct revenue from all products sold in their store or online through Fuel 1 Direct.

REGISTER FOR FREE @ [FUEL1DIRECT.COM](https://fuel1direct.com)

No initial investment, Fuel to sell and use at your facility. Reorder Revenue!

Ask us more: dealers@fuel1.solutions

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COMPARE COMPETITION



**VP Performance Unleaded
"REG" Racing Fuel 5 Gallon
Retail: \$100.00 + \$54 to ship
NOT STREET LEGAL
Per Gallon Price: \$30.80**



**SUNOCO OPTIMA 95
OCTANE RACE FUEL
NOT STREET LEGAL
Retail: \$142.92 w/shipping
Per Gallon Price: \$28.58**



**Fuel Factory "2 WL"
Unleaded Racing Fuel 5 Gal
NOT STREET LEGAL
Retail: \$171.03 + \$54 shipping
Per Gallon Price: \$45.06**



**PurFuels E-Free Street 93 Octane
Non-Ethanol Fuel with Slipstream
Distributed by Fuel 1 Direct - Exclusively
STREET LEGAL!!!
Marine & Powersports Formulated
Green Marine and Clean Oceans Certified**

**Pickup and Return 20G Pod
Per Gallon Price: \$6.95 Retail***

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*Comparison Prices and Products as of 8-31-2025, sourced from google shopping site

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DEALER BENEFITS



**Free* Fuel Storage with Pump.
Monitored Fuel w/auto ReFill.**

**STREET LEGAL - Hi Performance Fuel
MARINE - POWERSPORTS - LANDSCAPE**
Dealer Fuel Management App & Platform
Fuel 1 buys exchange pod refills from you!

**Regional and National Mass Marketing,
promoting your MARINA or DEALERSHIP!**



**CUSTOM "Featured" Store
Sell your products & repair services!
TERRITORY SECURED
INCREASED FOOT TRAFFIC!**



**Fuel 1 Supplied & Marketed
20 Gallon Stackable Pod for Pickup
Full Line of Slipstream Additives
Revenue on all Fuel 1 Direct Products.**

PURFUELS

**E-Free Street 93 Octane
Non-Ethanol Fuel with Slipstream
Distributed by Fuel 1 Direct Dealers Only!
Suzuki Marine Endorsed Clean Oceans Fuel
Marine & Powersports Formulated
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*Qualifications are required represented in the Dealer agreement.