



SUZUKI MARINE TEAMS UP WITH FUEL1 (A PURFUELS RETAILER OF SUSTAINABLE MARINE FUEL)

Suzuki Marine has teamed up with Fuel 1 to help create an opportunity to get the dealer network to offer certified sustainable marine fuels for dealers to provide to their customers. At our Suzuki Marine U.S. Technical Center these fuels are exclusively used when testing on all engines during evaluation, durability trials, and performance benchmarking. Thus, confirming Suzuki Marine's products work efficiently under real boating conditions. By teaming up Fuel 1, a national retailer of advanced fuel delivery and portable fueling systems, Suzuki Marine can help to get a premium, ethanol-free fuel designed for marine use to our dealer network. This partnership enables dealers to offer customers access to cleaner and more reliable fuel and assist in improving performance, reliability, and supporting sustainability goals.

Key Benefits of PurFuels Sustainable Marine Fuel:

- **Drop-In Simplicity:** Fully compatible with existing marine engines with no modifications required. The sustainable fuel comes to you preblended and ready to go.
- **Ethanol-Free Stability:** Eliminates water absorption and phase separation, delivering up to 3+ years of storage stability.
- **Fuel System Protection:** Reduces corrosion and wear on hoses, seals, and critical components.
- **Built for Marine Conditions:** Performs consistently in high humidity, temperature swings, and extended storage cycles.
- **Cleaner Performance:** Burns cooler and cleaner, supporting reduced emissions and optimal engine efficiency.

Industry Validation:

- Tested and approved sustainable marine fuels, including advanced ethanol-free and butanol-based blends.
- Improved resistance to phase separation and moisture contamination for over 3 years.
- Greater compatibility with marine fuel system materials.
- Comparable performance to traditional fuels without the negative effects of ethanol.
- Reduced evaporative emissions and cleaner fuel handling.

Performance & Reliability Boaters Can Feel:

- 93 Octane (PurFuels) Ethanol-Free fuel is acceptable to be used in all Suzuki Marine engines.
- Unlike traditional fuels, PurFuels contains no harmful metals or ethanol contamination, eliminating the risks commonly associated with pump fuel alternatives.
- Operate in humid or saltwater environments without having issues with vapor separation.

Fuel 1 Delivers:

- **Access:** Expands availability of premium, sustainable marine fuel nationwide.
- **Confidence:** Provides dealers and customers with a trusted, Suzuki-aligned fuel solution.
- **Protection:** Reduces ethanol-related failures and maintenance issues.
- **Performance:** Enhances engine operation with high-octane, ethanol-free fuel.
- **Profitability:** Introduces a new, scalable revenue stream for Suzuki dealers.

Fuel 1 Dealer Advantage:

- **Zero Upfront Costs:** Have the opportunity to partner with Fuel 1 and deploy a fully supported fueling ecosystem without capital investment.
- **Free Micro-Station Deployment:** Fully branded, portable fueling stations installed at your location
- **Portable Distribution Systems:** 20-gallon exchange pods, tote programs, and direct fueling solutions
- **Revenue Share Model:** Turn every gallon sold into profit with recurring income streams
- **No Operational Burden:** Fuel 1 manages compliance, liability, inventory, refueling, and point-of-sale systems
- **High-Margin, Recurring Revenue Center:** This program assists in increasing service visits, parts sales, and overall dealership traffic.

Fuel 1 Unmatched Support, Marketing & National Exposure:

- Fuel 1 actively markets your location to the world, connecting boaters with trusted Suzuki Marine dealers offering sustainable, high-performance fueling solutions.
- National marketing campaigns driving customers directly to your dealership.
- Dealer spotlighting across Fuel 1 Direct and partner platforms.
- Invitations to participate in Fuel 1's national sponsorships and marine events.
- Customer aggregation tools that position your dealership as a destination for premium marine fuel.

Fuel 1 Next Steps:

- This collaboration represents a major step forward in marine fueling by combining Suzuki Marine's dedication to better performance, reliability, and supporting sustainability goals with each engine.
- Fuel 1 will be reaching out directly to Suzuki Marine dealers to introduce tailored program options designed to increase revenue, enhance customer experience, and simplify fuel operations.
- This program delivers immediate value without staffing requirements, no capital investment, and full operational support, while positioning your dealership to offer reliable and sustainable fuel solutions.

FUEL 1 Contact Information:

Business Name : Fuel 1 Solutions

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Website: www.fuel1direct.com

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Suzuki Marine, in collaboration with Fuel 1, is working to continually establish sustainable marine fuels to both existing and prospective dealers, with the goal of benefiting customers.