

NEW FROM THE OUTLAW®



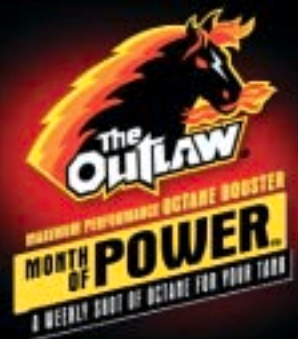
The Outlaw®
Maximum Performance
Octane Booster is four shots of
octane booster in one convenient
pack. And because one canister treats
one tank, it can be used with every fill-up,
encouraging repeat purchases among
your consumers.



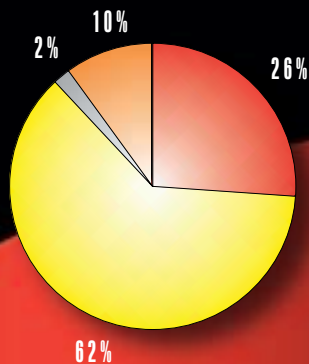
Endorsed by *Dale Earnhardt Jr.*™

Selling Points

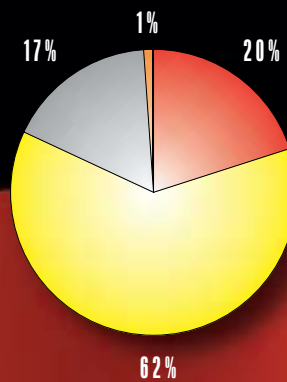
- ▶ Helps reduce knocking and pinging
- ▶ Helps maintain mileage
- ▶ Helps reduce emissions
- ▶ Contains the most thoroughly tested additive ingredient on the market
- ▶ Safe to store in the trunk of your vehicle
- ▶ USAGE: Add to gasoline tank, then fill tank. Do not refill until tank near empty
- ▶ Last year, the purchase of premium gasoline by consumers hit a 14 year low
- ▶ However, octane boosters were up 12.7%



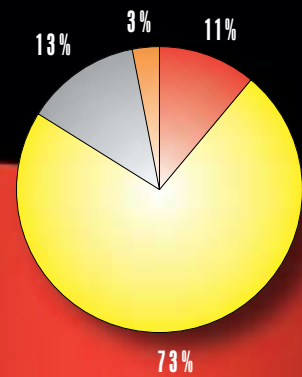
1987



1994



2000



- Premium
- Regular
- Mid-grade
- Other

Case Specifications

[Product]

- ▶ Item Stock Number: 63372
(4 canisters/pack, 6 packs/case)

[Package]

- ▶ Unit UPC (one pack of four canisters):
0 74245 90001 2 (replace with bar code)
- ▶ Case UPC (six packs/case):
0 00 74245 80001 5 (replace with bar code)
- ▶ Inner Carton Dimensions:
2.75" x 2.78125" x 6.34"
- ▶ Master Shipping Carton Dimensions:
L: 8.9" W: 6.1" D: 7.1"

Pallet Specifications

- ▶ 32 cases/layer
- ▶ 5 layers/pallet
- ▶ 160 cases/pallet
- ▶ Case Weight: 7.4 lbs.
- ▶ Pallet Weight: 1,234 lbs.

