

Petra Annual
INTERNATIONAL
CONVENTION

*A
Grand Slam
Event*



PETRA CARES



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*A Grand Slam
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Petra
Cares

UNLOCKING PURPOSE FOR THE VULNERABLE



PETRA CARES



- Foster teenagers (17-19) exiting the foster care program
- 60 teenagers will come through Petra Cares at no cost!
 - Education
 - Certification
 - 8-week course (technician / life skills)
 - Lone Star College
 - State of Texas
 - Job placement
- More to come...

80% of foster kids who don't get postsecondary education

Dead
Jail
Homeless

**SOBERING
STATISTIC**



UNLOCKING PURPOSE FOR THE VULNERABLE



PETRA ANNUAL INTERNATIONAL CONVENTION 2022

OPERATIONS AND R&D UPDATE



TOPICS



- Petra Operations/Technical Vision & Roadmap
 - Operation Petra Power
- Progress on Roadmap
 - 7-Month Recap
 - By Year End
- The Team
 - It's All About People
- What We Are Working On. *Sneak peak!*
- Summary



VISION AND OPERATION PETRA POWER



Vision: To achieve the position as a technical leader in the automotive products, equipment, and services industry, spanning both chemicals and non-chemical products. Also, to provide the best service to our distributor network globally.

- Operation ***Petra Power***

- ***Knowledge***- Enhanced Training & Technical Product Support
- ***Products***- Enhance and Expand
- ***Profit***- Maximize for All
- ***Confidence***- Create/Maintain with Product, Knowledge, and Service
- ***How***- Ensure in all things we do that we put Safety, Ethics, and Customers First



PROGRESS ON ROADMAP: 7-MONTH RECAP



- **Enhanced Products**

- Cooling System Conditioner, Cooling System Flush, A/C Compressor Oil w/UV dye, Universal Synthetic ATF, Synthetic Gear Oils, GDI Fuel System Cleaner

- **New Products**

- PetraBlaster™ (Cool and Linen), UltraCool™ EV Coolant, MAFS Cleaner

- **Enhance Quality**

- Increased supplier requirements & selection, improved QC process across production, increased capabilities for internal testing, improved documentation

- **Build the Team**

- New Operations Manager (Alfred) and added two Warehouse associates (Alyssa and Dustin) to complement experienced Operations team

- **Build Capabilities**

- Production/packaging line automation, added blending capability (radiator products), lab/QC testing capabilities, new lab construction (completion expected Nov 1)

- **Serve Distributors and Support Petra Sales Team**

- Technical service, technical service database, distributor training, technical articles in newsletter, bulletins on new and reformulated products, etc., updating SDS, regulatory support

- **Enhance Training**

- Added Fundamentals to Distributor Training Course (launched for Aug training class)



ROADMAP - BY YEAR END



- New Petra Lab!!
 - Instrumentation (2022)- automated viscometer, colorimeter, FTIR, titrations, lab oven, general lab equipment (pipettes, burettes, beakers...all the stuff that makes nerds like me smile)
- Complete Foundations Training section for all product categories
- Complete full regulatory review (SDS) and complete UFI registrations for EU plus adjustments for Canada VOC regulations
- Additional enhancements to current product line
 - Diesel Fuel Power, Gasoline Fuel Additive line (2001, 2002B, 2004B, 2011)
- More new products...
 - DPF cleaner
- More team members
 - Chemist/technician for QC and lab
 - Additional warehouse associates

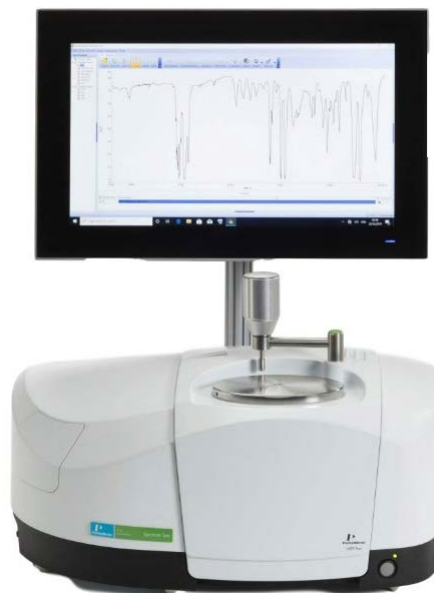


NEW PETRA LAB

- Approximately 200 ft² interior build out (next to training room)
- Will be the center for both quality and R&D
- State of the art instrumentation (3yr plan)
- Soon, complete with chemist/technician!



Anton-Parr
Automated Viscometer



Perkin-Elmer
Spectrum Two FTIR

WHAT WE ARE WORKING ON - SNEAK PEAK



- Comprehensive diesel solutions
 - Expand from EGR to include immediate DPF tank additive solution
 - On-vehicle DPF service, and off-vehicle DPF solution
 - Complement with an enhanced Diesel Fuel Power (PN 3001)
- New, unmatched gasoline fuel additive line



Stay tuned...more on these in the afternoon New Product Showcase!!



SUMMARY



- We have a plan to **POWER UP PETRA** and are making a lot of progress!
 - Products, training, lab, capabilities, and team
- We have an exciting and robust **new product pipeline**
- Petra is making a significant investment in:
 - People
 - Capabilities
 - Regulatory
 - Distributor support
- I want to hear from you, anytime, on any topic where we are doing well, need to improve, or when you have an idea that can benefit the Petra family!



PETRA ANNUAL INTERNATIONAL CONVENTION 2022

INFLUENCING CUSTOMER BEHAVIOR THROUGH VIDEO

Presented By
Tim Cannon



PURPOSE



AutoNetTV believes in helping today's consumers **understand the benefits** of automotive service and repair.



Everything we do is geared to explaining complex automotive topics in a way that is easy to understand, **motivating** the vehicle owner to perform needed maintenance.



We change the way consumers **view** their service center and vehicle.



THE AUTONETTV DIFFERENCE

Stunning 3D animations and motion graphics, a show-and-tell of maintenance and service, built with today's shop in mind. **A simple setup and easy to use.**

WHY VIDEO?

1/3

1/3 of all internet
Activity is spent
Watching videos.

-Hubspot

30 days

More video content
Is uploaded in 30 days
than all three major
U.S. TV networks
combined in 30 Years.

-Insights

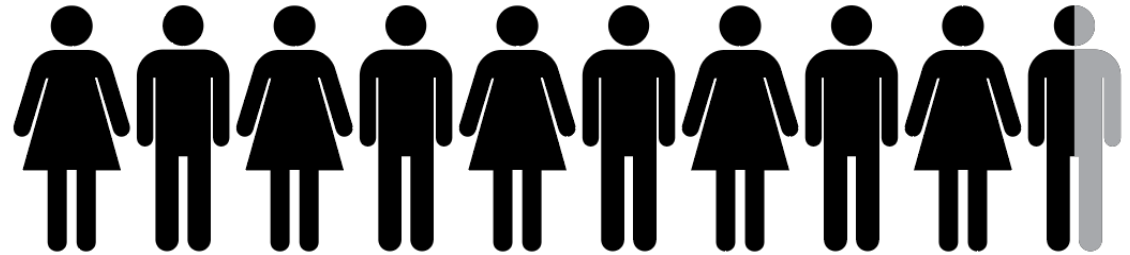
65%

65% of all businesses
plan to increase the
amount of money
they spend on videos.

-eMarketer

Sample Video: Wheel Alignment

DATA



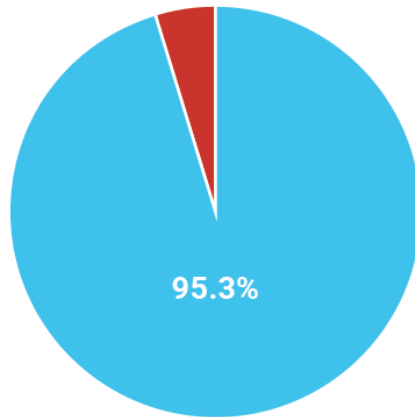
95%

Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text.

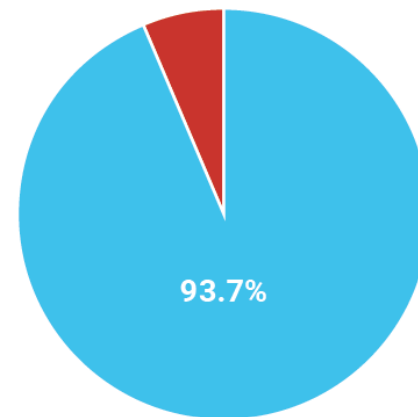
- Yans Media

Impact of AutoNetTV Car Care Videos

Survey of over **1,000 vehicle owners** across the U.S. After shown several AutoNetTV videos were asked, "If automotive service providers displayed these videos, how much would it increase ..."



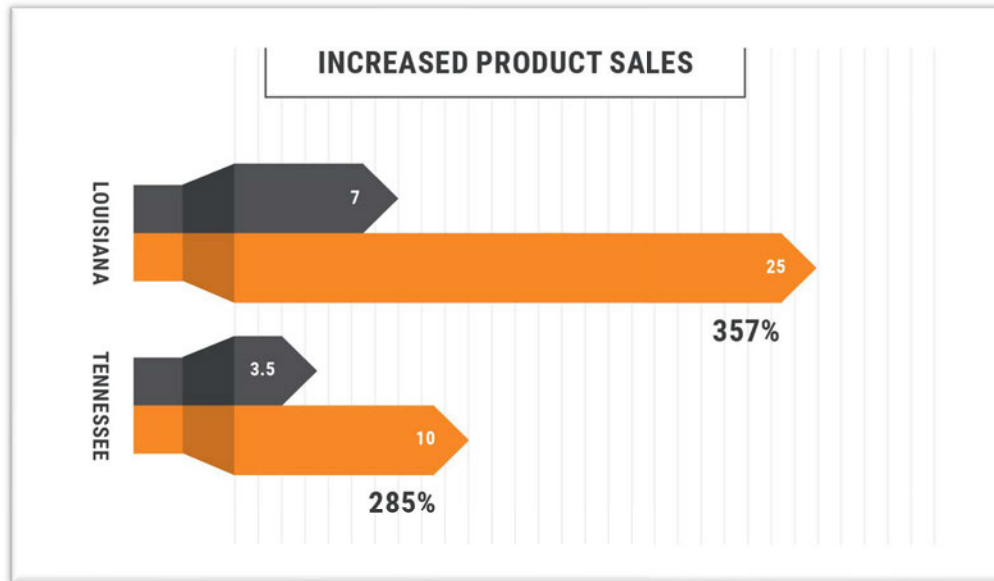
YOUR OVERALL FEELINGS OF
CREDIBILITY TOWARDS THAT
SERVICE PROVIDER?



YOUR WILLINGNESS TO
OBTAIN ADDITIONAL SERVICES
DISCUSSED?

Chevron: AutoNetTV Study

3-month test of the **sales uplift** impact by using AutoNetTV in two locations.



The results:

- ✓ Locations averaged **357% & 285%** increase in sales
- ✓ **More customer requests** for various services
- ✓ Greater acceptance by customers to **add-on sales** attempts

As reported to AutoNetTV by Chevron and owners of the participating locations.



PRODUCTS / SERVICES



Car Care TV Pro

- Hi-tech videos and menu/pricing (no audio)
- Corporate Promos
- Customizable
- Simple setup and worry-free use
- Content on Demand
- Dynamic weather
- Dealer provides TV



Car Care TV Pro

Sample Loop

Car Care Entertainment TV



- Hi-tech videos with audio
- Family friendly entertainment
- Customizable
- Simple setup and worry-free use
- Lowers the perceived wait time
- Dealer provides TV

Car Care Entertainment TV

AutoNetTV Service Topic List

- | | | | | |
|---|--|--|---|--------------------------------------|
| 1. Air Conditioning Service | 25. CV Boot Replacement | 46. Fuel Filter Replacement | 67. On-Board Diagnostics | 89. Timing Belt Replacement |
| 2. Alternative Fuel Vehicles | 26. CV Joint Replacement | 47. Fuel Injector Cleaning | 68. Oxygen Sensor Replacement | 90. Tire Repair |
| 3. Alternator Replacement | 27. Diesel Exhaust Fluid – DEF | 48. Fuel System Service | 69. PCV Valve Replacement | 91. Tire Replacement |
| 4. Battery Cable Replacement | 28. Diesel Maintenance | 49. Gasoline Direct Injection – GDI | 70. Power Steering Service | 92. Tire Rotation |
| 5. Battery Maintenance | 29. Differential Service | 50. Headlight Replacement | 71. Proper Fluids for Your Vehicle | 93. Tire Tread Depth |
| 6. Battery Replacement | 30. Disc Brakes | 51. Headlight Restoration | 72. Radiator Service | 94. TPMS |
| 7. Battery Test | 31. Distributor Cap and Rotor Replacement | 52. Higher Mileage Service Intervals | 73. Rear Axle | 95. Training Received by Technicians |
| 8. Belt Replacement | 32. Drive Train Service | 53. Ignition System - Coil Replacement | 74. Risk of Higher Oil Change Intervals | 96. Transfer Case Service |
| 9. Brake Calipers | 33. Drum Brakes | 54. Improving Fuel Economy | 75. Safety and Emissions | 97. Transmission Service |
| 10. Brake Fluid Exchange | 34. Duct Cleaning | 55. Intercooler and Turbo Duct Replacement | 76. Seasonal Inspections | 98. Trip Inspection |
| 11. Brake Pad/Shoe Replacement | 35. Economics of Maintenance | 56. Intro to Diesel Engine Maintenance | 77. Selecting New Tires & Wheels | 99. Tune-Up |
| 12. Brake Rotor Resurfacing | 36. EGR Valve | 57. Keys to a Long-Lasting Vehicle | 78. Serpentine Belt Replacement | 100. U-joint Replacement |
| 13. Brake Rotor/Drum Replacement | 37. Emission System Service | 58. Lower Control Arm Replacement | 79. Service Center Standards / Procedures | 101. Upsizing Wheels & Tires |
| 14. Brake Service | 38. Engine Air Filter | 59. Lubricate Drive Shafts | 80. Severe Service Requirements | 102. Valve Cover Gasket Replacement |
| 15. Budgeting for Maintenance & Repairs | 39. Engine or Transmission Mount Replacement | 60. MAF Sensor Replacement | 81. Shocks and Struts | 103. Water Pump |
| 16. Cabin Air Filter | 40. Ethics of Automotive Repair | 61. Maintenance-free Myth | 82. Spark Plugs | 104. Wheel Alignment |
| 17. Chassis Lubrication | 41. Exhaust Service | 62. Making Cars Last 200k Miles | 83. Starter Motor Replacement | 105. Wheel Balancing |
| 18. Check Engine Light | 42. Fall & Spring Checkup | 63. Nitrogen Fill | 84. Suspension Service | 106. Wheel Bearings |
| 19. Clutch Fluid Change | 43. Fallacy of Buying Cheap Tires | 64. Oil and Filter Change | 85. Suspension – Ball Joint | 107. Windshield Treatment |
| 20. Coolant / Antifreeze Service | 44. Following Recommended Intervals | 65. Oil Change – High Mileage Upgrade | 86. Suspension – Control Arm and Bushing | 108. Winter Preparation |
| 21. Coolant Leak Repair | 45. Fuel and Air Induction System Service | 66. Oil Leak Repair | 87. Synthetic Motor Oil | 109. Winter Tires |
| 22. Cooling System Components | | | 88. Tie Rod End Replacement | 110. Wiper Blade Replacement |
| 23. Custom Wheels & Tires | | | | |
| 24. CV Axle Replacement | | | | |

QUESTIONS?

How customizable is it?

The user can customize the entire screen, including service topics displayed, services, pricing, promos, Corp. promos, employee spotlights, social media information, integrations, etc.

What is the lead time? How long to set up?

Devices are typically shipped within 48 hours of sign up. With a TV already mounted, set up just takes a few minutes.

What type of technical support is offered? Who is the contact?

Unlimited tech support: 801-492-9900. Hours: Monday – Friday, 7AM – 4:30PM (MT) Website: AutoNetTV.com.

What is the pricing?

Continental Partner Pricing: \$69.00 per subscription per month, \$235 device cost.

How many different products does AutoNetTV offer?

Car Care TV Pro (menu board), Car Care Entertainment TV (waiting area), Car Care Plugin (video content for emails, websites, social media, vehicle inspections, etc.)



QUESTIONS?

What if we'd like to have other/more content?

AutoNetTV creates all its content in-house and is happy to fulfill unique content needs.

How do I enroll?

Call or email me with the information below!

Contact info:

Tim Cannon

O: 801-642-1507

TCannon@AutoNetTV.com



THE ART OF SELLING

Arnold J. Gacita, Sr.



THE ART OF SELLING



- Hunters
 - Finds/Closes new business
- Farmers
 - Maintain, protect and grow existing business



THE ART OF SELLING



- Hunters
 - Finds/Closes new business
- Farmers
 - Maintain, protect and grow existing business

BOTH ARE IMPORTANT IN A THRIVING BUSINESS



THE ART OF SELLING



- Hunters
 - Finds/Closes new business
- Farmers
 - Maintain, protect and grow existing business

BOTH ARE IMPORTANT IN A THRIVING BUSINESS

Rarely is one the same!



THE ART OF SELLING



- Attitude
 - Right Person (sales)
 - Believes in himself
 - Likable
- Persistence
 - Doesn't give up
 - Herpes
- Quick Draw
 - Thinks on their feet
 - Can react, pivot quickly
- Fearless
 - Isn't afraid to ask for the business
 - Thick skin
- Relationship
 - Build relationships
 - People buy from people they like



THE ART OF SELLING



- In the right place
 - Put people in the right place
 - Hunter
 - Farmer
 - Admin
- Results are the results
 - You will know quickly if they are sales oriented
 - Results will happen sooner than later
 - Remember a good salespersons will sell ice to Eskimos
- Pay
 - Pay is important
 - Great salespeople will work their pay plan
 - You get what you pay for



THE ART OF SELLING



- The 3 P's
 - **People**
 - Who are your people?
 - Who are your salespeople?
 - **Product**
 - Petra!
 - **Process**
 - What's your process?
 - War Room
 - Goals
 - Consequence

"You have to be prepared to fight for every sale and every dollar while understanding there are required sacrifices. Business is war!"

Kevin O'Leary



THE ART OF SELLING



- In the right place...
- Segmentation:
 - Petra Chemicals
 - PetraShield
 - PetraFlate
 - Front end items such as Paint/Leather/Fabric (mop and glow)
- Growth
 - Segmentation
 - Investment
 - Conquer and divide!



THE ART OF SELLING



- Segmentation:
 - Petra Chemical
 - PetraFlate/Front End
 - PetraShield
- All are different people. You usually don't have the cook serve as well, or have the mechanic perform heart surgery.
- Segmentation of people/role is important to sell into different markets and segments.



LETS DREAM



- With the right team
 - 18,666 New Car Dealers in the US
 - 20% penetration with 3+ services
 - That's 3,733 Dealers
 - X \$5,000 in sales a month = \$18.7M
 - X 12 months = \$224.4M
- Above no PetraShield, no PetraFlate – no F/I products;
 - Only Petra Chemicals/Service Drive and 3+ programs, selling \$5K a month.
- Now imagine with PetraShield, PetraFlate and all the F/I products?
- What about Used Car Kits?



THE RIGHT TEAM/RIGHT GOAL



- Team
 - The right team
 - In its right segment
 - Focused on a division within Petra
- Goal
 - Obtainable & Stretched Goals
 - Accountability
- We will get there! Together!



PETRA ANNUAL INTERNATIONAL CONVENTION 2022

PETRAFLATE & PRO KIT



F&I INDUSTRY



- F&I Products is a \$77B business
- Roughly 90% of new and 73% used car purchasers implemented financing and purchased an after-sale product
 - Ref - Edmunds,
<https://www.edmunds.com/car-buying/where-does-the-car-dealer-make-money.html>
- Automotive News study showed top auto groups F&I revenue grew 4.5% in 2020. Trend is continuing.
 - <https://www.autonews.com/finance-insurance/fi-profits-soar-largest-us-dealership-groups>



NATIONAL COMPETITORS



- Nitrogen
 - MOC – Green Machine
 - Nitrofill
- Paint, Leather and Fabric Protection
 - Zylon
 - Simoniz
 - Resist All
 - CalTex
 - ECP (Entire Car Protection)

Hire Someone From This Industry!



WHAT'S IN IT FOR YOU - PETRAFLATE



- Average Cost To Dealer - \$25 per cap kit
- Dealer Average Retail - \$700-\$1K
 - Usually Included In A Protection Package On Addendum
- Pre-Loaded On Every New & Used Vehicle
- Average Dealer Sells 150 Cars
- Average 90% penetration
- Amounts to \$3,375 per month in gross sales
- \$40,500 annual gross sales for 1 dealership
- 20 dealerships on Petraflate equals roughly \$810,000 in annual gross sales



WHAT'S IN IT FOR YOU – PRO KIT



- Average Cost to Dealer - \$208 (w/out packs)
- Dealer Retail - \$1,999
 - Average GP for Dealer - \$1,000-\$1,200
- 150 cars sold per month w/ 50% penetration
- \$208 x 75 cars
- \$15,600 per month in gross sales for distributor
- \$187,200 in gross sales per year for one rooftop
- Just 10 dealerships with our protection program can bring over \$1.87M in annual gross sales



DON'T MISS THIS OPPORTUNITY



- Become the experts and hire experts in the F&I world
- Significantly increase your value to ownership and management
- Become a one stop shop for several departments within the dealership
- Increase your exposure to ownership



AND COOL DEMOS

Petra Annual
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PETRA ANNUAL INTERNATIONAL CONVENTION 2022

PETRASHIELD



PETRASHIELD!!!

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CAR WASH INDUSTRY STATISTICS



- Global Car Wash Market was valued at \$29.3B in 2021
 - Expected to grow at a compound annual growth rate (CAGR) of 3.1% from 2022 to 2030

• Ref - Grandview Research, <https://www.grandviewresearch.com/industry-analysis/car-wash-service-market>

- US Market Value was \$13.9B in 2021
 - Over 60,000 car washes in the US
 - 90% of Car Washes are owned by small business owners
 - More than 72% of drivers in the US use professional car wash services regularly
 - North America accounts for more than 50% of global revenue

• Statista - <https://www.statista.com/statistics/296179/revenue-car-wash-and-auto-detailing-in-the-us/>



NATIONAL COMPETITORS



- Simoniz
- Stinger
- Ardex
- Auto Magic
- Car Brite
- American Car Beauty Pros

Hire someone from one of these companies!



HOW TO SELL TO - DEALERSHIP



- Service Manager or Parts Manager is usually the decision maker
- Take an inventory of competitive product that they use and in what size packaging
- Review costs and dilution ratios with management
- You can offer training, mixers or pressure washers to secure detail business
- Implement a detail menu and offering to increase sales for you and your customer



DETAIL MENU EXAMPLE



Wash & Detail Lineup

EXPRESS CAR WASH

- Exterior Wash

Car/ SUV
\$10 | complimentary
w/ service appointment
Truck/Van
\$15 | complimentary
w/ service appointment



FULL SERVICE CAR WASH

- Exterior Wash
- Hi-Glo Sealant
- Interior Vacuum*

Car/SUV
\$22 | \$12 w/ service appointment
Truck/Van
\$30 | \$15 w/ service appointment

DELUXE CAR WASH

- Exterior Wash
- Hi-Glo Sealant
- Interior Vacuum*
- Interior Armor-All (Dash & Tires)

Car/SUV
\$30 | \$20 w/ service appointment
Truck/Van
\$40 | \$30 w/ service appointment

CAR WASH ADD-ONS

	Starting At
Interior Vinyl Clean (Dash, Console, Doors).....	\$15
Upholstery Shampoo.....	\$29
Mats & Carpet Shampoo.....	\$29
Complete Interior Shampoo.....	\$50
Spot/Stain Removal.....	\$15
Pet Hair Removal.....	\$29

	Starting At
Leather Treatment.....	\$25
Interior Fragrance.....	\$5
Rim Detail & Tire Shine.....	\$25*
Rim Repair & Reconditioning.....	\$100/wheel
Hand Paste Wax.....	\$29
Paint touch up.....	\$19

**See adviser for details

DETAIL PACKAGES:

LX DETAIL PACKAGE

\$89
Car/SUV

\$109
Truck/Van

This smart money saving package provides high quality attention to detail using our professionally formulated products and highly trained expert to deliver superior cleaning and detailing service.

The LX Package includes:

- Basic Hand Wash
- Hi-Glo Sealant
- Interior Vacuum
- Windows Cleaned
- Dash & Console wiped clean with Armor All applied
- Floor Mats Shampooed
- Rim & Tire Detail with Tire Shine

EX DETAIL PACKAGE

\$149
Car/SUV

\$169
Truck/Van

The mid-range service package leaves your vehicle looking and feeling new again - inside and out! This 14-step package includes cleaning, detailing, hand waxing, interior treating and shampooing by our detail experts includes cleaning, detailing, hand waxing, interior treating and shampooing by our detail experts.

The EX Package includes:

- Basic Hand Wash
- Premier Hand Wax Application
- Interior Vacuum
- Windows Cleaned
- Dash & Console wiped clean with Armor All applied
- Floor Mats Shampooed
- Rim & Tire Detail with Tire Shine
- Leather Treatment
- Door Jamb Cleaning
- Spot & Stain removal

EX-L DETAIL PACKAGE

\$199
Car/SUV

\$219
Truck/Van

The ultimate detail package for your vehicle provides a 19-step cleaning, detailing, protecting and beautifying process that combines the best of our interior and exterior services at a money-saving price.

The EX-L Package includes:

- Basic Hand Wash
- Premier Hand Wax Application
- Interior Vacuum
- Windows Cleaned
- Dash & Console wiped clean with Armor All applied
- Total Interior Detailing including complete interior shampoo
- Rim & Tire Detail with Tire Shine
- Leather Treatment
- Door Jamb Cleaning

*Carpet cleaning does not include pet hair removal or stain removal. *Doesn't include scuff and scratch repair



WHAT'S IN IT FOR YOUR CUSTOMER



- One vendor to deal with
- One invoice for their admin department
- Superior products
- Potential savings
- Increase in sales with detail menu program



HOW TO SELL TO - CAR WASH/DETAIL CENTERS



- Cost Driven Conversation
- Compare Concentration Ratios
- Single Source For All Their Chemical Needs – Tunnel/Detailing
- Become a Consultant/Expert
- Provide Training For Detailers
- Demonstrate Products



WHAT'S IN IT FOR YOU



- Increase sales, become more valuable and become harder to replace
- Same visit, same customers you see today
- EV Proof
- Segmentation is a great opportunity to diversify and future proof your business.
- Become the experts and invest in Petrashield.



PETRA ANNUAL INTERNATIONAL CONVENTION 2022

NEW PRODUCT SHOWCASE



OVERVIEW



- New UltraCool™ EV Coolant
- New/Improved Diesel Line
- New Unmatched Gasoline Additive Line
- New MAFS Cleaner



ULTRACOOL™ EV COOLANT

New Product
4018G/4018G5



A LITTLE EV HUMOR



Tesla owners attempting to go on a
long roadtrip:



STATE OF EV MARKET



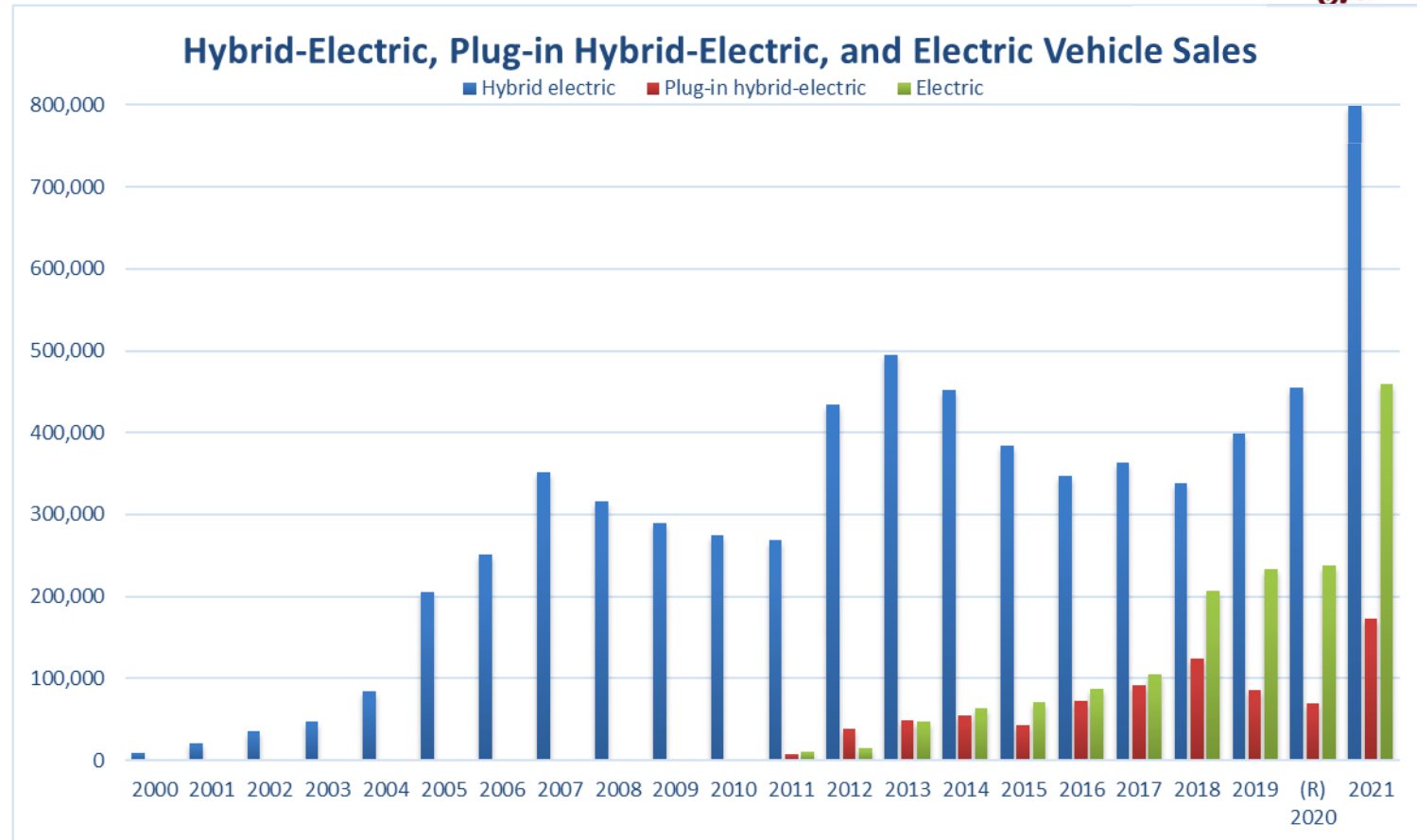
- Political forces, and OEM commitments, demonstrate that EV's are:
 - A growing reality
 - With increasing production and sales, now in millions of units
 - Showing diversity of design and evolving technology
- But still...less than 6% of global light-duty vehicle sales¹ and <1% of the global light duty market (around 1B vehicles)
- We need to not view this so much as a threat, or something to ignore, but rather a small but growing opportunity

¹ Based on combination on HEV, PHEV, and EV sales in 2021

Source: U.S. Bureau of Transportation Statistics



U.S. ELECTRIC VEHICLE SALES



While hybrid electric vehicles (HEVs) were first on the market, electric vehicles (BEVs) have quickly exploded in popularity. The year 2021 in particular is interesting for showing a near doubling in sales for HEVs, BEVs, and PHEVs.

Cumulative U.S. (only) EV car park is estimated at 7.4MM vehicles

Global demand estimate at 30.4MM vehicles annually by 2026

INTRODUCING PETRA ULTRACOOL EV COOLANT



Petra UltraCool™ Electric Vehicle Coolant (50/50 Prediluted)

PN 4018G (1gal) & 4018G (5gal) Product Data Sheet



Product Description

Petra UltraCool EV Coolant, featuring Super Low Conductivity technology, is a ready-to-use ethylene glycol-based coolant with very low electrical conductivity. This coolant is based on specialty corrosion inhibitors which imparts long-term, stable electrical conductivity that is essential for the safe operation of Hybrid and Battery Electric Vehicles across the spectrum of OEM EV vehicles. Conventional glycol-based engine coolants for ICE vehicle cooling systems are not suitable for EVs based on the need for corrosion inhibition but low conductivity in addition to specific material compatibility. UltraCool is compatible with polymers and elastomers including EPDM, silicone rubber and Viton (fluorocarbon). Also safe on automotive finishes.

Features

- Super low conductivity coolant (<50 µS/cm)
- Universal for all hybrid electric vehicles (HEV) and battery electric vehicles (BEV) across U.S., Asian, and European electric vehicles
- Extensively tested for material compatibility for all conventional and electric cooling system components
- Prediluted with deionized water to ensure low-conductivity and ease of use in the shop and to ensure maximum cooling efficacy

Benefits

- Safe; provides the required electrical resistance to insulate system from electrical conductivity and discharge from batteries and inverters
- Universal product- use across all HEV's and BEV's
- Designed and tested to protect expensive and sensitive electrical components
- Predilution provides a ready-to-use product for safety and efficacy



Appearance	Clear Liquid	
Density, g/cm ³	1.074	ISO 12185
Boiling Point °C	115	ASTM D 1120
Pour Point °C	-54	ASTM D 97
Freezing Point °C	-41	ASTM D 177
Refractive Index	1.389	ASTM D 1218
pH	6.0	ASTM D 1287
Electrical Conductivity, µS/cm 25 °C	14.0	ASTM D 1125
Temperature Range	Between -30 °C and 100 °C	
Storage	Store/Unopened, Air-Tight Container at 30°C Max For One Year	

- Unique and advanced fluid technology
- No pure competitors, yet...
- Easy to demonstrate
- A growth market
- Addresses HEV and pure BEV
- OEM opportunity



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petraautoproducs.com • 1-888-Petra-61 • info@petraautoproducs.com

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SS 4018G REV091422



NEW AND ENHANCED DIESEL FUEL SYSTEM LINE

New Products



COMPREHENSIVE NEW DIESEL FUEL SYSTEM LINE



- **Current service (engine/EGR) with machine assisted cleaning using 3002/3003/3004**

- **DPF Cleaning- Three Options**

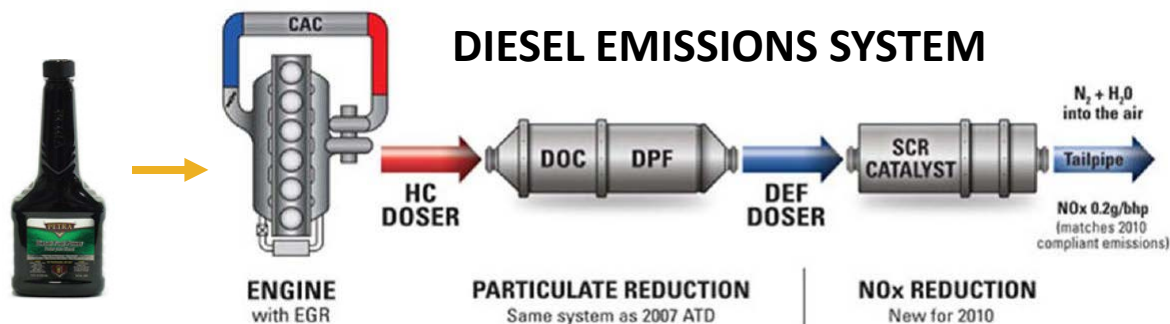
1. Tank treatment (FBC)- Outside U.S. only
2. On-vehicle (machine service)
3. Off-vehicle (cleaner only)



CURRENT SERVICE

- **New Diesel Fuel Power PPN3001**

- New multifunctional detergent package
- Reduces soot, reduces DPF regen cycles, reduces soot loading in oil and EGR
- Improved cetane up to 7 numbers
- Improve fuel economy up to 12%
- Treats up to 50 gallons (189 L)



DIESEL FUEL POWER- FIELD TESTING OIL FIELD SERVICES FLEET

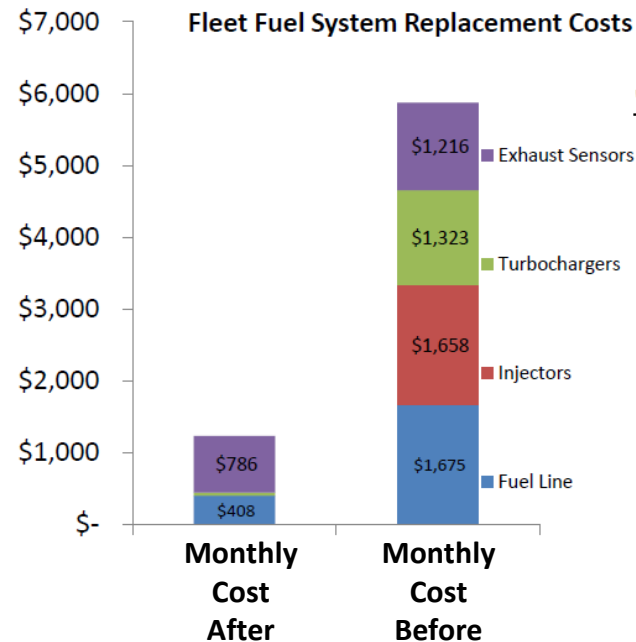
Before Petra Diesel Fuel Power

- High DPF regen (7-8/day)
- Turbo failures
- Exhaust system rplc
- DPF plugging
- Fuel pump failures
- Exhaust sensor failures



After Petra Diesel Fuel Power*

- 1 DPF regen/day
- Fuel economy improved by 12%
- Other failures gone
- 20-30% improved up-time

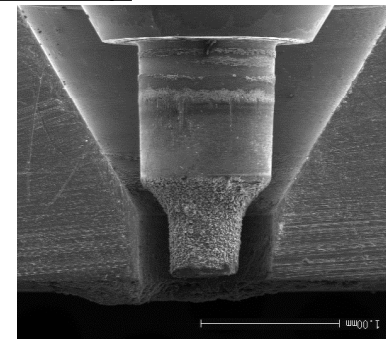
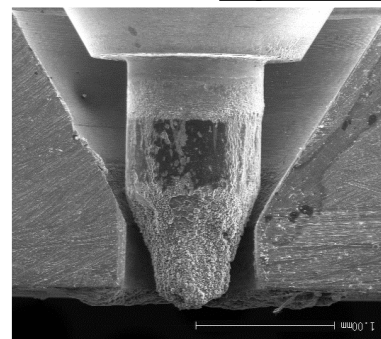


NEW DIESEL FUEL POWER- CLAIMS SUMMARY

Injector Clean Up

Test proven in common rail	✓
Keeps Clean against zinc deposits (DW10B) and XUD-9 performance	✓
Rapid Clean Up of zinc deposits (DW10B)	✓
Keeps Clean against metal carboxylates (DW10C)	✓
Real World IDID Keep Clean	✓
Rapid Real World IDID Clean Up	n.d.
Lowens maintenance costs	✓
Cleans up injector tips	✓
Cleans up internal injector parts	✓
Longer filter and engine life	✓
Maintains power	✓
Restores lost power	✓
Provides corrosion protection	✓
Provides enhanced lubricity to D975 fuel*	Up to 100 micron
Maintains fuel economy	✓
3-5% restored fuel economy	✓
Prevents sludge buildup in fuel tank	✓
Provide thermal stability	✓
Reduced black smoke & particulates (%)	✓
Increase cetane number	Up to 6

* Average of 10 fuels



Before Petra
Diesel Fuel Power



After Petra Diesel
Fuel Power

NEW UNMATCHED GASOLINE FUEL SYSTEM LINE

New Products



NEW GASOLINE FUEL SYSTEM LINE

The continuing drive to greater efficiency

Tightening emission standards are driving engine manufacturers to develop technology that delivers greater fuel economy



Market Changes

- Limits for CO₂
- Emissions Regulations

powerzol icons-engine-02.png



Hardware Changes

OEM actions to improve efficiency & reduce greenhouse gases

- Engine downsizing
- Gasoline Direct Injection (GDI)
- Turbocharging
- Gasoline Particulate Filters (GPF)

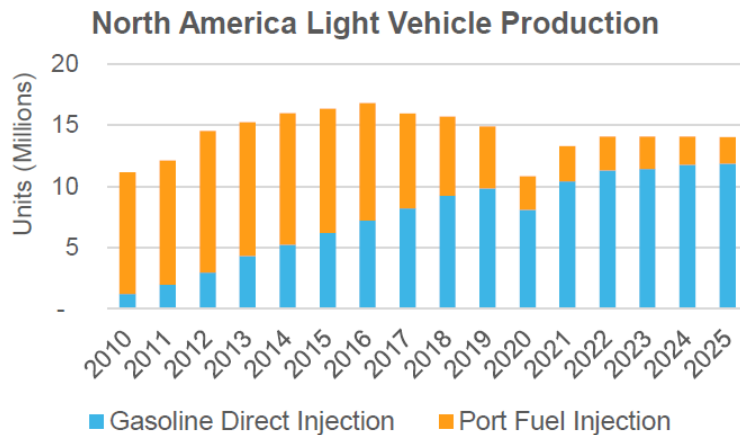
More efficient engine technology is being introduced to meet emissions standards.

NEW GASOLINE FUEL SYSTEM LINE



The market is rapidly transitioning to GDI

GD I technology will be deployed in the majority of new gasoline vehicles across the globe by 2025



Global GD I Production

GD I Engine Production by Region	'20-'25 CAGR	2025
North America	+8%	11.9M
South America	+47%	1.4M
Greater China	+12%	19.7M
Korea & Japan	+10%	6.6M
South Asia	+35%	1.8M

IHS Markit – AutoInsight, Light Vehicle Powertrain Forecast, May 2020. All rights reserved.

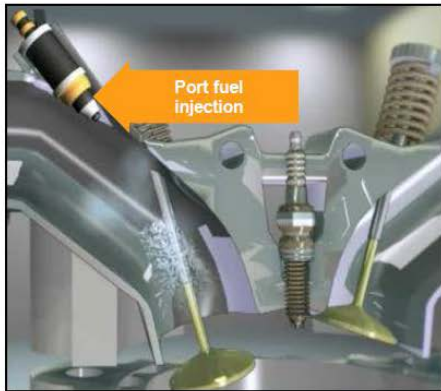
Automakers are increasingly adopting gasoline direct injection.



NEW GASOLINE FUEL SYSTEM LINE

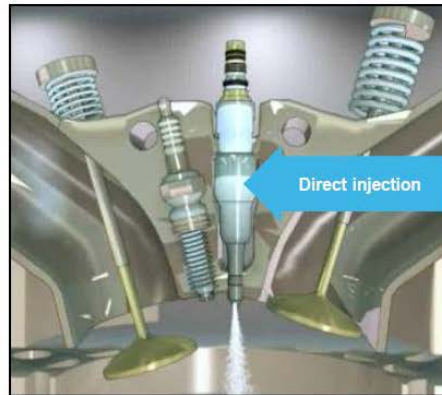
What is gasoline direct injection?

Port Fuel Injection



- Fuel is delivered less efficiently into the intake ports just upstream of each cylinder's intake valve
- Intake valves are washed and maintained clean with each fuel injection

Gasoline Direct Injection



- Fuel is directly and more efficiently delivered into the combustion chamber
- Intake valves are no longer cleaned with each fuel injection

Benefits:

- Better fuel economy
- Lower emissions
- Increase power output

The operating environment of a GDI engine is different and considerably more challenging than that of a PFI engine.

NEW GASOLINE FUEL SYSTEM LINE

The fuel additives challenge in GDI engines

Without the right fuel system cleaning properties, GDI potential is compromised

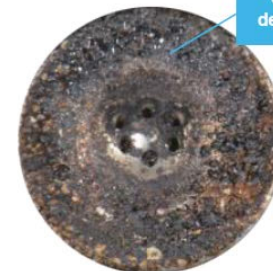
- GDIs have a high propensity for deposit build-up on injectors and valves, resulting in noticeable engine problems:
 - Drivability
 - Misfires
 - Check engine alerts
- Today's gas pump fuel satisfies the requirements of PFI engines, but is not enough to satisfy the needs of a GDI engine

PFI
Injector



2008 Jeep Compass
2.4L, OD = 96k

GDI
Injector



2015 Hyundai Sonata
2.4L. OD = 40k

To work as intended, GDI engines need the appropriate level of deposit protection.

NEW GASOLINE FUEL SYSTEM LINE



Complete fuel system cleaner differentiation

	Gas Treatment	Fuel Injector & Multi-system Cleaners	Complete Fuel System Cleaner (legacy technology)	New Petra Fuel Power Technology
Fuel injectors	1 drop	2 drops	3 drops	4 drops
Intake valves*		1 drop	3 drops	3 drops
Cylinder heads		1 drop	2 drops	3 drops
Piston tops		1 drop	2 drops	3 drops
PFI protection		1 drop	2 drops	3 drops
GDI protection			1 drop	3 drops

*clean-up performance for PFI technology only



NEW GASOLINE FUEL SYSTEM LINE



<i>Good</i>		<i>Better</i>	<i>Best</i>
Petra Injector Cleaner 2004B*		Petra Fuel Power 2001	Petra Fuel Power II 2011
Injector Cleaner	Clean-up	High Mileage	Fuel Economy
Fuel System Keep-Clean	Complete Fuel System Cleaner	Anti-wear	Instantaneous
	Fuel System Cleaner	Durability	Accumulated
	Injector Cleaner		Increased power, torque, acceleration

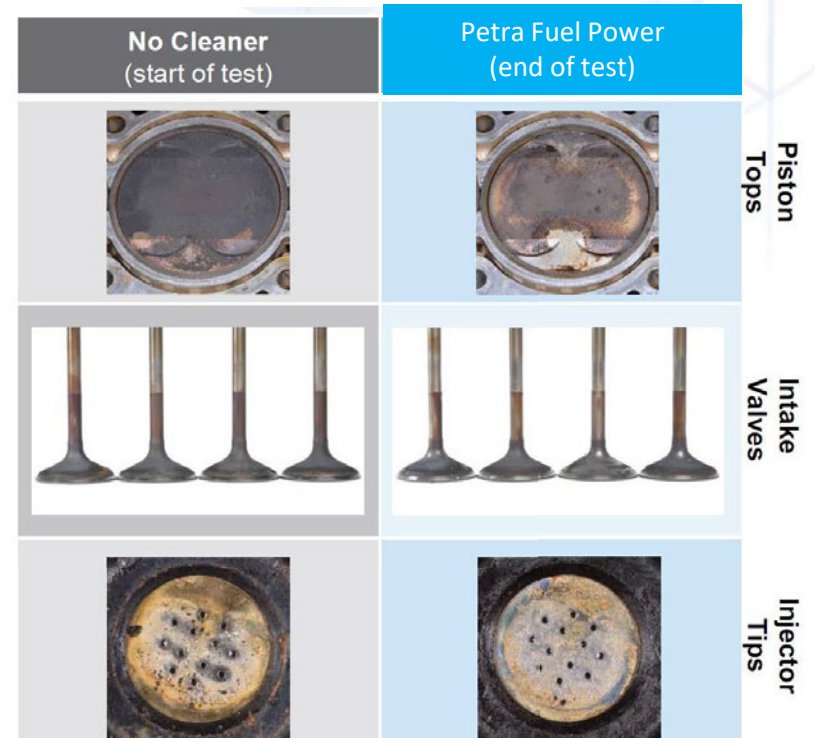
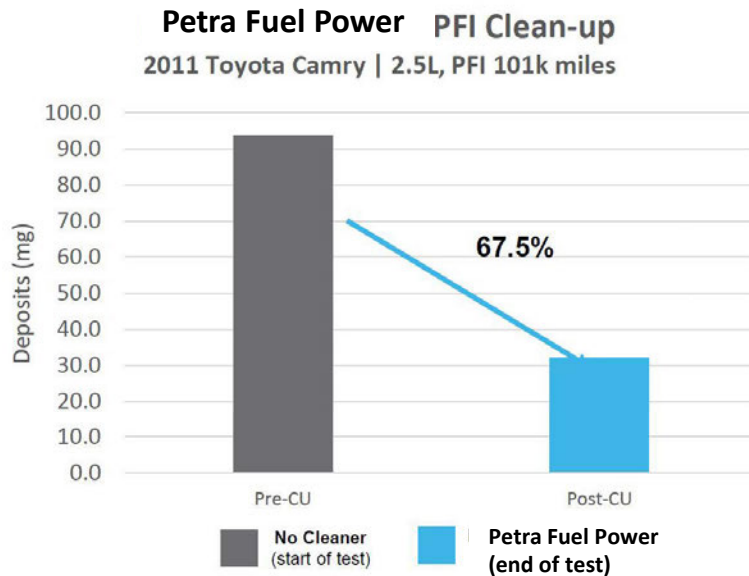
*Replacing current Octane Boost/Injector Cleaner

Represents industry leading technology, good/better/best tiering, and differentiating claims with strong technical documentation



NEW GASOLINE FUEL SYSTEM LINE

PFI clean-up performance



DIFFERENTIATED PERFORMANCE FUEL POWER II PN2011



Test Vehicle Overview



2011 Ford F-150
3.5L V6, GDI, 4WD
Twin Turbocharged



2014 Corvette Stingray
6.2L V8, GDI, RWD
Natural Aspiration



2016 Range Rover Sport
5.0L V8, GDI, AWD
Supercharged



2015 Hyundai Genesis
5.0L V8, GDI, RWD
Natural Aspiration



2014 Toyota Tundra
5.7L V8, PFI, 4WD
Natural Aspiration



2015 Audi Q5
3.0L V6, GDI, AWD
Supercharged



2017 Mercedes GLE400
3.0L V6, GDI, AWD
Twin Turbocharged



2016 BMW X5
3.5L I-6, GDI, AWD
Twin Turbocharged

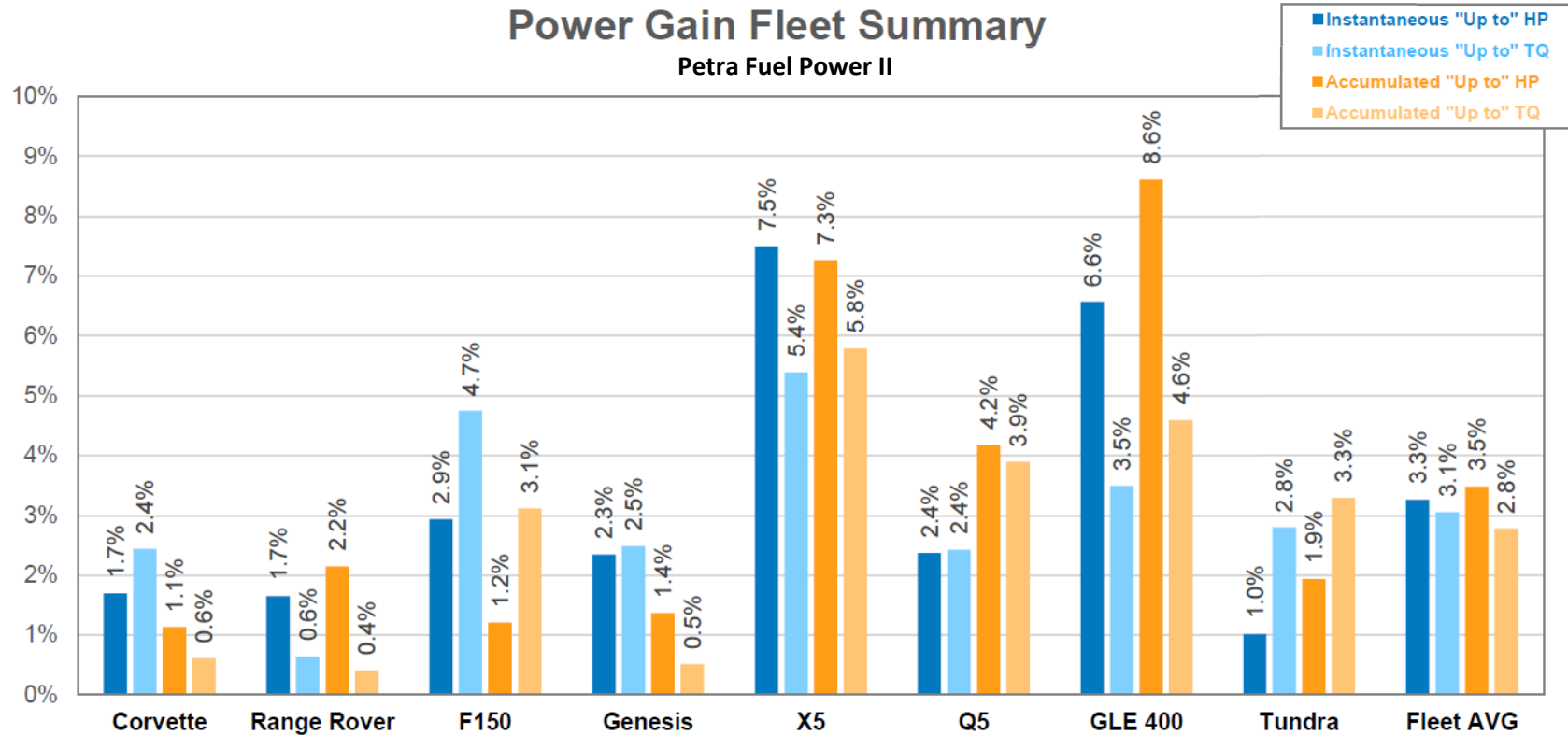


DIFFERENTIATED PERFORMANCE

FUEL POWER II PN2011

Power Gain Fleet Summary

Petra Fuel Power II



DIFFERENTIATED PERFORMANCE

FUEL POWER II PN2011

Mercedes GLE400 Max Power Gain

2017 Mercedes GLE400 (3.0L V6, GDI, AWD, Twin Turbocharged)



Fluid Additized	Horsepower (hp)	Torque (lb-ft)	Acceleration** (sec)
None (base)	279.1	340.1	6.81
Fuel	297.5 (+6.6%)	352.0 (+3.5%)	6.50 (+4.6%)
Oil and Fuel	303.2 (+8.6%)*	355.8 (+4.6%)*	6.40 (+6.0%)*



* Compared to Baseline, ** Acceleration run 0-100 km/h

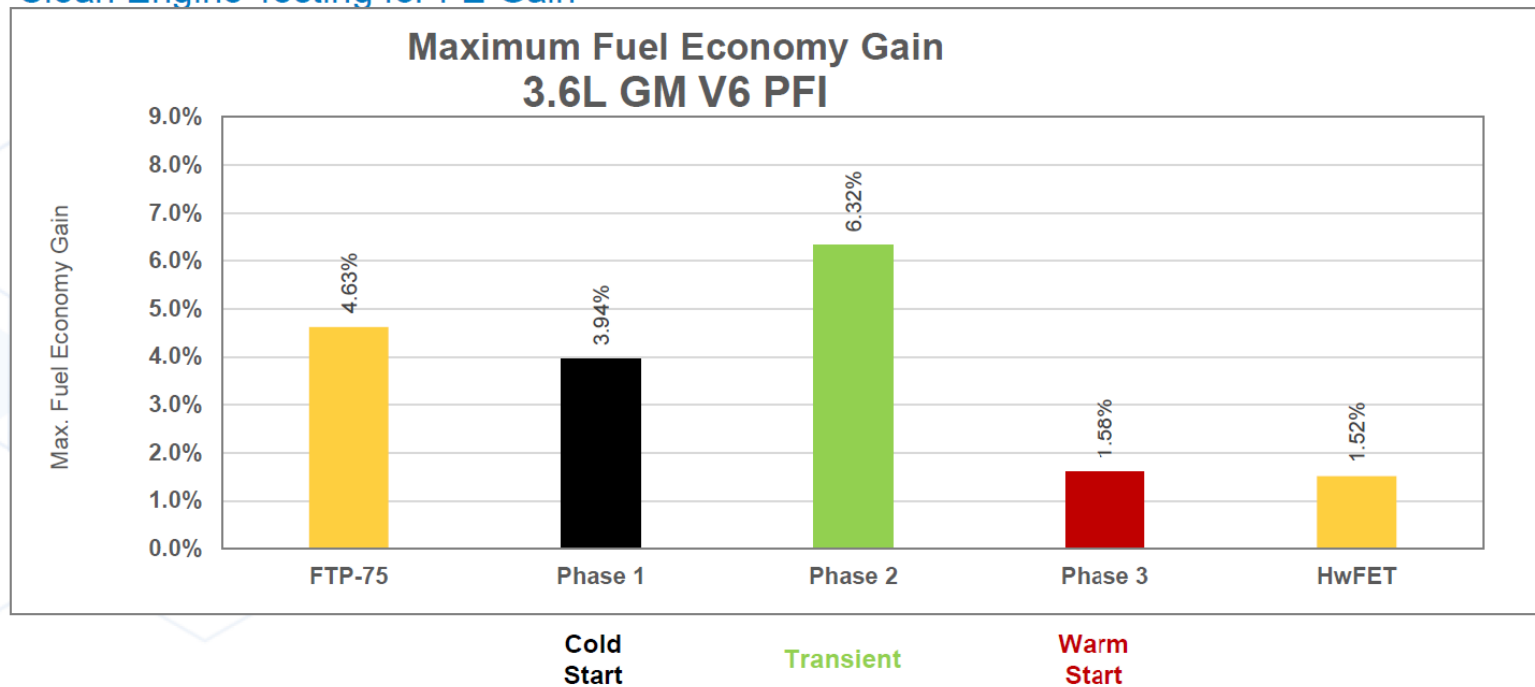
DIFFERENTIATED PERFORMANCE

FUEL POWER II PN2011



Maximum Fuel Economy - Fuel Power II

Clean Engine Testing for FE Gain



MASS AIR FLOW SENSOR (MAFS) CLEANER

New Product

PN 9031



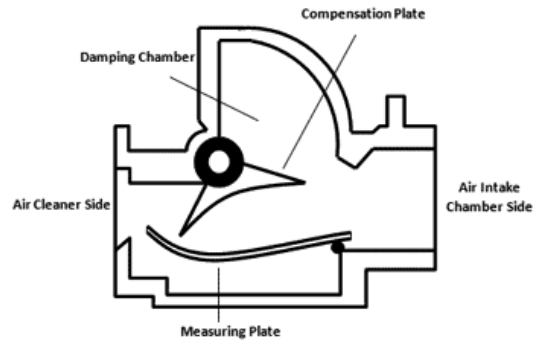
MAFS CLEANER PN 9031



- Addresses a missing, and critical part of the fuel system...the air flow sensor which controls air:fuel ratio, critical for optimized combustion
- A dirty air flow sensor is estimated to cause 10-15% loss of fuel economy and poor runnability
- Not addressed with current products (e.g., air intake cleaning) since the MAFS sits upstream of the throttle bore
- Several types:
 - “Hot-Wire”- Most common type, uses temperature change to monitor current flow through a platinum wire
 - Membrane/Plate- Similar in concept to the hot-wire design
 - Karman-Vortex: Monitors frequency using turbulence created in a special chamber. Note: Vehicles with this design should not be cleaned with 9031 (Toyota uses this in some vehicles)

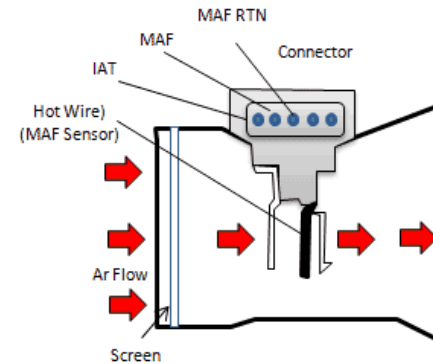


MAFS DESIGNS & KEY POINTS



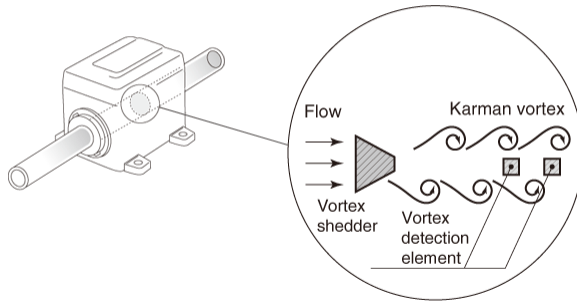
Volume Air Flow Sensor Employing a Deflecting Plate

Plate/Membrane Design



Mass Air Flow Sensor
Hot Wire Design

STRUCTURAL DIAGRAM OF A KARMAN VORTEX FLOW METER



Karman Vortex Design

**DO NOT ATTEMPT TO CLEAN
THIS STYLE MAFS**

Consequences of a Dirty MAFS...

- ✓ Incorrect air:fuel ratio
- ✓ Loss of power
- ✓ Loss of fuel economy
- ✓ Poor runnability

MAFS CLEANER PN 9031



Petra Mass Air Flow Sensor Cleaner

PN 9031 Technical Data Sheet

Performance Benefits

Petra MAFS Cleaner is a highly effective blend of solvents that are fast drying, non-conductive and safe to use on plastics, rubber and metal. Specifically formulated to quickly to remove oil, grease, dirt and grime from automotive (gasoline and diesel) mass air flow sensors to restore air: fuel ratio and improve power, runnability, and fuel economy. Designed to use on the most common types of mass air flow sensors (hot wire and/or plate/membrane types), not to be used on vehicles employing a Karman Vortex type MAFS.

Note: Does not contain CFC's or HCFC's and is ozone safe. This product is extremely flammable and must only be used on equipment that has been de-energized. It also must be allowed to dry and fumes evacuated from equipment before re-energizing. Due to VOC regulations, not available for sale in CA, CT, MD, PA, NJ, OH, MA, ME, MI, UT.

FEATURES & BENEFITS

- Highly effective solvent to remove oil, grease, and dirt to restore functionality of mass air flow sensors
- Non-conductive
- Safe on plastics and de-energized electrical connectors
- No CFC's or HCFC's; will not harm the ozone
- Dries quickly—leaves no residue

SPECIFICATIONS	
Form	Solvent Based Aerosol
Flash Point	N/A
Odor	Mild Solvent
Flame Extension	>18"
Color	Clear Water/White
Solubility in Water	Non-Soluble
Specific Gravity	0.71
% Volatile By Volume	100%
Propellant	Carbon Dioxide
Evaporation Rate	>2.5

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SS 9031 REV092722

- Exciting new addition to our fuel line and fuel programs!
- Addresses a component of the fuel system usually ignored, but VERY IMPORTANT!!
- Can restore drivability, power, and fuel economy but ensuring air: fuel ratio is optimized
- To be offered in 3 new fuel kits
 - 3-Part
 - 2350 (2001, 2003, 9031)
 - 2875 (2001, 2007B, 9031)
 - 2875B (2011, 2007B, 9031)



PETRA ANNUAL INTERNATIONAL CONVENTION 2022

XLR8 LAUNCH



XLR8!!!



XLR8™
ACCELERATE PERFORMANCE



FOCUSED ON THE QUICK LUBE INDUSTRY



- 18 products across all major categories
- Different formulas/less of from Petra product line
 - Important to maintain Petra product Integrity
 - 8oz
- No warranty or program, just quality products at a competitive price aimed at the:
 - Quick Lube
 - Repair Shop
 - Fleet Industry
- *QL is a \$10B business with over 28,643 quick lubes in operation in the US alone!
 - *IbisWorld



COMPETITORS

- Solid Start/True Brand
- Service Pro
- Full Throttle
- QMI
- Run-Rite



COMPETITIVE ADVANTAGES



1. Higher Quality Formulations Than Competitors
2. Competitive Pricing For the QL Market
3. Equipment Access Through Petra and Flo Dynamics Partnership



PRODUCT/MARKETING LOOK

Petra Annual
INTERNATIONAL
CONVENTION
*A Grand Slam
Event*

Engine Oil Treatment

PN X102 (8oz)

XLR8™
ACCELERATE PERFORMANCE

Product Description:

XLR8 Engine Oil Treatment is a premium product made from special additives and synthetic base oils. This product is compatible with all synthetic, semi-synthetic and mineral based engine oils.

Advantages & Uses:

- XLR8 Engine Oil Treatment is designed to improve the performance of your existing engine oil. Product will work in new vehicles as well as older vehicles.
- Add an 8 oz bottle of Engine Oil Treatment at the time of an oil change, by replacing 8 oz of the motor oil being added.

Features:

- Reduces engine friction and wear
- Extends life of oil
- Improves oxidation and thermal stability
- Helps keep engine clean
- Helps maintain fuel economy



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ATF Conditioner and Stop Leak

PN X502 (8oz)

XLR8™
ACCELERATE PERFORMANCE

Product Description:

XLR8 ATF Conditioner and Stop Leak is manufactured to create an additional lubrication and leak prevention benefit for transmissions being utilized under normal and severe driving conditions. This product is safe and effective in the use of all transmissions and with all conventional Automatic Transmission Fluids. When ATF breaks down, the deposits can prohibit flow, especially in the critical areas like the valve body and clutch packs. Seals and gaskets can become dry and brittle creating leaks and fluid loss as well.

Advantages & Uses:

- This product is safe to use with all OEM conventional Automatic Transmissions. It should not be used in CVT or Dual-Clutch transmissions that require specialized, non-ATF lubricant.
- Helps transmission fluid maintain lubrication properties for the recommended period of use by boosting the antiwear, antioxidant, and friction reduction additives.
- Helps prevent ongoing build up, varnish and other fluid breakdown related issues that can create costly repairs.
- Helps extend the life of the transmission by preventing issues related to worn and depleted ATF.

Features:

- Revitalizes Seals
- Oxidation Resistance
- Friction Durability
- Red to light yellow in color
- Easy pour in application
- Contains no alcohol or water
- Will not degrade any mechanical parts
- Reduces leaks due to dry gaskets and seals



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PRODUCTS



NAME	P/N	Name	P/N
Oil System Cleaner	X101	Automatic Transmission Treatment	X502
Oil Treatment	X102	CVT Transmission Treatment	X503
Engine Stop Leak	X103	DOT 3/32oz	X60332
Fuel Treatment	X201	DOT 4/32oz	X60432
Combustion Chamber Cleaner	X202	Power Steering Cleaner	X701
Diesel Fuel Treatment	X301	Power Steering Fluid 64oz	X703
Radiator Cleaner	X401	Power Steering Universal Fluid 64oz	X704
Radiator Treatment	X403	Power Steering Fluid 12oz	X706
Transmission Cleaner	X501	Windshield Washer Conc.	X901



HOW TO SELL



Deal directly with owner or GM

Price driven conversations

Product ease of use

Timely product delivery

Typically buy pallets
- One owner/multiple roof tops



HOW TO BUY/AGREEMENT



- Sign XLR8 Agreement
 - Cannot sell to a dealer
 - Immediate termination of XLR8 line if violate
 - Protect Petra
- Does not count towards Petra Purchases
- No Minimum
- Freight FOB Cypress, Texas
- 1 price for all
- NO PROGRAMS - NO WARRANTY
- Bulletin & Pricing will be issued tomorrow, with agreement

DESIGNED FOR QL MARKET



XLR8!!!



XLR8™
ACCELERATE PERFORMANCE

QUESTIONS?



PETRA ANNUAL INTERNATIONAL CONVENTION 2022

BATTERY 4 LIFE



B4L PRODUCTS – SERVICE DRIVE



- 9200B4L
- Existing Battery Kit w/ B4L Warranty
 - Customers receive a Battery 4 Life warranty with our Petra Battery Kit
 - Warranty is valid for the battery as long as customer owns the vehicle
 - Covers a maximum amount of \$325 (\$30 for labor install)
- Must be sold in service and customer must be registered on our registration site
 - www.petraregistration.com



B4L PRODUCTS – SERVICE CONT.



- Current Battery Kits
- If dealer sells 100 batteries per month dist. earns ~\$500 in monthly GP, \$6K yearly GP
- With B4L
- Same dealer sells 100 batteries per month dist. earns ~\$2K per month! \$24K per year
 - 25% increase in GP plus retention program for service department



B4L PRODUCTS – SERVICE CONT.



- 9004B4L
- Existing Battery Pads w/ B4L Warranty
 - Customers receive a Battery 4 Life warranty with our Petra Battery Pads
 - Warranty is valid for the battery as long as customer owns the vehicle
 - Covers a maximum amount of \$325 (\$30 for labor install)
- Must be sold in service and customer must be registered on our registration site
 - www.petraregistration.com



B4L PRODUCTS – USED CAR KIT



- 9900G5B4L
 - Same as 9900G5 kit with 9004B and B4L benefit
 - Must register customer at the time of sale – www.petraregistration.com
 - Same warranty as on the service drive – Lifetime w/ Max of \$325
- 9900G6B4L
 - Same as 9900G5 kit with 9004B and B4L benefit
 - Must register customer at the time of sale – www.petraregistration.com
 - Same warranty as on the service drive – Lifetime w/ Max of \$325
- 9900EVB4L
 - 9024, 6412, 4018G
 - Must register customer at the time of sale – www.petraregistration.com
 - Hybrid or EV w/ 50,000 miles or less
 - Vehicle must be three years or newer
 - \$10K Coverage on EV Vehicle or \$5K Coverage on Hybrid Vehicle



B4L PRODUCTS – USED CAR KIT CONT.

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*A Grand Slam
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- 9900G5B4L
- 9900G6B4L
- 9900B4LEV



PETRA ANNUAL INTERNATIONAL CONVENTION 2022

DAVID SPISAK



WELCOME DAVID SPISAK, PRESIDENT & CEO DISRUPTIVE GROWTH SOLUTIONS



- Considered THE Industry Expert in Automotive Retail
- “Creating Uncommon Success for Retail Automotive”
- 40 Years of Amazing Career & Life Experience
- 97% Employee Retention at his Dealership
- Generated \$29.4M in Net Profit in One Year
- One of Largest Sales of Dealership in U.S. History
- The Next Hour Will Leave Us
 - More Knowledgeable
 - Energized
 - Ready to Achieve
 - Reaching Higher Goals!

American Entrepreneur

Investor

Automotive Consultant

**Podcast Host of The David
Spisak Show**



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INTERNATIONAL
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*A Grand Slam
Event*



THANK YOU!