

Keep On Truckin' With Fitch Fuel

- Improve Fuel Economy
- Increase Horsepower & Torque
- Reduce Emissions
- Reduce Carbon Buildup



The Fitch Fuel Catalyst: The First Permanent Fuel Treatment

Developed with over 10 years of independent testing, the fully patented Fitch Fuel Catalyst is the first product of its kind. Designed to keep fuel fresh, permanently, the revolutionary Fitch Fuel Catalyst provides a host of benefits that extend the life of the engine, protects the environment with reduced exhaust emissions while adding measurable horsepower, torque and fuel economy.

One installation provides continual benefits for 250,000 miles, effectively the life of your truck.

Spark plugs, injectors and carburetors stay cleaner. Low octane fuel performs like premium. There's no more need for fuel additives and stabilizers. Every tank of gas performs to its maximum capacity.

It's not magic -
It's Advanced Power Technology.



APSI, Inc. • 558 Lime Rock Road
Lakeville, CT 06039 • 888-881-2774
www.fitchfuelcatalyst.com



More Power, Better Performance, and Increased Fuel-Efficiency in an Instant



The Fitch Fuel Catalyst induces fuel to combust more completely through a chemical reaction which reduces the tendency of fuel to go stagnant when stored, pre-ignite, or cause knocking, smoke or soot when used. Other benefits proven to result from use of the Fitch Fuel Catalyst include reduced tailpipe emissions, better fuel economy, more power, and quicker acceleration. These benefits translate into more economical usage of yesterday's, today's and tomorrow's internal combustion engines and less environmental impact from their usage. The Fitch Fuel Catalyst is a Permanent Fuel Treatment that eliminates the requirement for additives of all kinds, including octane boosters and fuel stabilizers.

Instant **GRATIFICATION**

By **JIM RIZZO**

It's not often that a product (that's not an actual component or accessory for one of my hot rods) gets me excited. Especially those miracle products or "snake oils" as I refer to 'em, that promise to turn a smoke belching worn out engine into a powerhouse. But, I have to admit I've recently run across something that has really caught my attention.

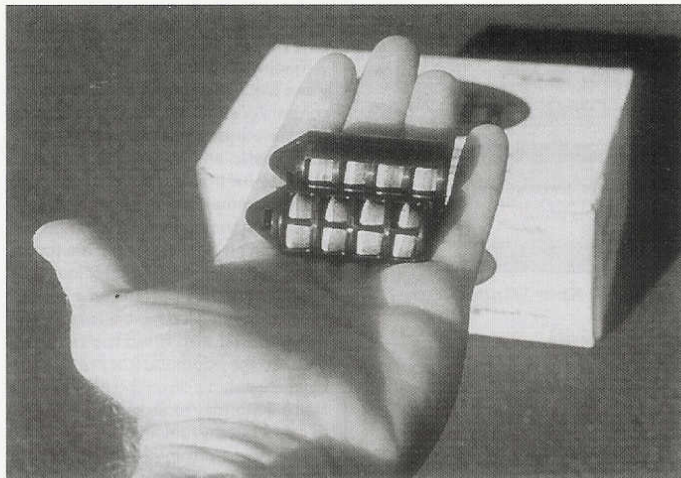
It all started a month or two ago when I received a press release from a company called Advanced Power Systems International touting a product called the Fitch Fuel Catalyst. According to the release, the addition of this revolutionary new product would nearly instantly provide more horsepower, better fuel mileage, and decreased emissions in everything from a weed whacker to a blown big-block. Yeah, right I chuckled to myself, I bet it'll grow you a new head of hair and get you a date with a super-model too. Well, truthfully, I continued to read the literature more for what I per-

ceived as entertainment than anything else. That is until I spied some documentation that really caught my eye. Enclosed were copies of emissions test results from a state of Connecticut testing station chronicling one poor soul's repeated attempts to get his daily driver through the test successfully. Now,

being from Connecticut, and having failed many an emission test there myself (believe it or not, Connecticut's emission testing is every bit as stringent as that of California), I instantly identified with this poor guy's heartache. After reading further and seeing that he finally passed the test after the addition of a



The Fitch Fuel Catalyst has been proving itself for years. In fact, after years of independent testing by the United States Department of Energy the Fitch Fuel Catalyst is the only product of its kind to be certified by the EPA for use with gasoline and diesel engines under 40 CFR 85.2114.



These self-contained capsules can be dropped directly into your fuel tank and go to work instantly, treating the fuel for increased performance and mileage by causing it to be burned much more completely.



Treating larger more powerful engines is handled more efficiently with the use of an inline canister containing a larger amount of catalyst. A unit such as this is ideal for a performance street engine.

Fitch Fuel Catalyst, I decided to check this out for myself.

Now before we go any farther, I'm sure you're wondering what the heck a Fitch Fuel Catalyst is, and what all this has to do with your emissions-exempt classic truck. Well, first off, the most important bonuses the Fitch Fuel Catalyst offers to those that haven't a need to fret over passing smog tests is the fact that these things will (above and beyond cleaning up emissions) increase both the fuel mileage and performance of an engine. I know this for a fact because I installed the catalyst in

my '57 Ranchero and experienced the improvements first hand.

My Ranchero was the perfect test vehicle as it's my everyday driver, and any change caused by the addition of the catalyst (good or bad) would be easily noticed. It's powered by a nearly stock, early 302 Ford, backed by a C4 automatic. It's a good runner, starts pretty easily (it normally takes a few cranks before it fires up), and moves along fairly respectably for a stock, small-block-powered vehicle of substantial weight. On a typical 60-mile daily round trip to the office and back the fuel mileage

FEATURES & BENEFITS

* The Fitch Fuel Catalyst is a patented, pre-combustion fuel technology that improves fuel combustion. Prior to combustion, the Fitch Fuel Catalyst works on the degraded properties of fuel to make them more combustible.

* The Fitch Fuel Catalyst is not a fuel additive and is not consumed by the fuel. It puts nothing into the fuel it simply causes an electrochemical reaction at the molecular level to improve combustion.

* On power sport vehicles such as motorcycles, ATVs, snowmobiles and jet skis, the product is simply dropped into the fuel tank.

* It is a maintenance free product that lasts the effective lifetime of the engine. The product is warranted for 5 years, 250,000 miles or 5,000 operating hours, whichever comes first.

* Motorcycles typically gain 3-5 hp with the use of the Fitch Fuel Catalyst.

* Motorcycles typically gain 3-5 lb-ft of torque with the use of the Fitch Fuel Catalyst.

* The Fitch Fuel Catalyst reduces ping, tailpipe smoke and internal carbon buildup in both two-stroke and four-stroke vehicles.

* The Fitch Fuel Catalyst has been tested for over 10 years in national independent laboratories and at universities for performance and emissions reduction.

* The Fitch Fuel Catalyst greatly reduces emissions of hydrocarbon, carbon monoxide and nitrous oxide in all power sport vehicles.

* The Fitch Fuel Catalyst helps keep fuel fresh, reducing the need for octane boosters and fuel stabilizers.

* The Fitch Fuel Catalyst reduces plug, carburetor and injector fouling, providing easier starting of the vehicle.

* It is a pre-combustion fuel treatment device that treats diesel, gasoline, (2+4) stroke, kerosene and JP-8 jet fuel on any size engine from small outdoor power equipment to engines of 10,000 hp or more.

* The Fitch Fuel Catalyst is helpful to all internal combustion engines.

worked out to be around 13 mpg (running premium fuel).

Testing the catalyst on the Ranchoero was a piece of cake because the catalyst consists of small stacks of metallic pellets surrounded in a cage of fuel-resistant plastic, and they're just dropped into the fuel tank. The catalyst starts working immediately upon being submerged in the fuel, and the results are felt within an extremely short amount of time. Well, I dropped a total of four units into my 16-gallon fuel tank on a Sunday evening figuring it'd have all night to do its magic. I'd also filled the tank and checked the odometer just prior to sliding the catalyst's down the filler neck so starting Monday morning I could begin to check out my fuel mileage.

The next morning I awoke and got ready to make my agonizingly slow trip into the office (those readers who reside here in SoCal can relate, I'm sure). I stumbled bleary-eyed to my truck, put the key into the ignition and gave it a twist. Well, instead of the Ranchoero's standard first start of the day full 3-second crank, the darn thing fired even before the ignition was twisted to its stop! Honestly, the thing had never cold-started that easily since I'd owned it. The trip to the office that morning was (for a change) a bit less congested. This allowed me to make nearly the whole 30-mile trip at speeds between 65 and 75 mph, and to drive just a bit more aggressively to see if I might feel a difference in acceleration and power. Now, I have no hard proof, but I swear the Ranchoero's performance noticeably increased. It seems as though throttle response improved and I was able to pull the hills 4 or 5 mph faster than the week before.

As the week progressed and I began to wrack up the miles, my attention turned to fuel mileage. By the end of the week it was time for a fill-up. I pulled into my regular station for a refill of premium, topped off the tank, and proceeded to figure out if I'd gained any fuel economy. Well, no lie, I picked up nearly 4 miles per gallon.

The following is some of the information that caught my interest in the first place. Some of the technical stuff is well over my head, but it's interesting just the same. At this point, all I can say is that I tried it, it worked for me, and I'm equipping all my personal vehicles with Fitch catalysts. So go ahead and read on, then make your own decision.


PRODUCT DESCRIPTION

The Fitch® Fuel Catalyst is a metallic alloy that functions as a heterogeneous catalyst in that it affects, but does not add anything to the fuel. It improves the combustibility of hydrocarbon fuels by treating the fuel immediately before it enters the combustion chamber. As the fuel is exposed to the fuel catalyst in the fuel tank of small engines or as it passes through a canister containing the catalyst in the fuel line of larger engines; the catalyst acts on the naturally degraded extreme ends of the fuel spectrum.

Most fuel is made up of high-energy constituents, which burn with a fairly high degree of efficiency. However, there are others, which tend to cause problems during the combustion process. The lighter components burn too fast at the beginning of the combustion process causing pre-ignition and the heavier ones burn too slowly at the end of the process causing both excessive smoke and carbon buildup. The fuel catalyst acts on both of these problem fuel components insuring that they burn with the same efficiency as the rest of the fuel. As a result, fuel burns cleaner and more completely in an improved combustion process.

By facilitating more complete combustion, the Fitch® Fuel Catalyst improves fuel economy and increases power, while reducing emissions. The use of this fuel catalyst also results in cleaner engine oil, reduced carbon buildup in the engine, easier starting, reduced maintenance, and prolonged engine life.

The Fitch® Fuel Catalyst may be used on any size internal combustion engine. The product is now in use on thousands of engines worldwide ranging from small 1/4hp string trimmers to large commercial and marine engines in excess of 5,000 hp, and can be used with gasoline, diesel, methanol and other liquid fuels.

The Fitch® Fuel Catalyst is maintenance-free and will last for the life of the engine in non-commercial applications or 250,000 miles or 5,000 operating hours in commercial applications. 

SOURCE

ADVANCED POWER SYSTEMS, INTERNATIONAL

558 Lime Rock Rd., Dept. CT
Lime Rock, CT 06039
(860) 435-2525
www.fitchfuelcatalyst.com