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**THE FUTURE OF FUEL**

## About FASS

Diesel Performance Products, Inc., creators of the Fuel Air Separation Systems (FASS), started in April 2003 with the design for semis and have gone through several major growth spurts in those seven years. It was later realized that they could market their systems to pickup trucks but the technology, unknown to FASS before, was loud inside the cabin when compared to what was heard in the semis.

FASS believed they could make the same difference in pickup trucks but they ran into a snag in the process. Their pumps were noticeably loud within the cabins. This was not detected in semis since so many other noises had overpowered the pump noise and therefore, was not noticeable. Beginning about mid-2006, they worked at it and consistently lowered the decibels over the years to the point they are now nine to eleven decibels quieter than their competition. At the same time, they are flowing about 32gph more for comparable models. For every three decibel reduction, the noise level is cut in half. This noise-reducing technology is now known as FS (FASS Silencing) Technology. With this newfound quietness came higher fuel flow, an added bonus for their customers. FASS works hard on achieving only the best for their customers and that trust is all that matters.

FASS has quickly established a reputation for doing what is best for their customers, not for the purpose of making more money, but for maintaining the loyalty of those who have their products.



“We cannot be beat when it comes to quality.” They have a strict standard that anything and everything can and will be improved. Whatever FASS manufactures goes through a series of about thirty tests from start of manufacturing to when it goes out their door. They ensure that each customer only receives their best when receiving a FASS product.

Because of the tests performed, FASS has a proven failure rate of less than 2% and is confidently able to offer a lifetime warranty on a great majority of their products. They engineer the products to outperform the claims made. This helps ensure the customer accomplishes the tasks at hand, easily and reliably, without any issues.

## **Patriotic Patronage**

Quality is the number one priority at FASS. No matter if a competitor is trying to undersell them by purchasing materials from another country, FASS will continue to offer the superior craftsmanship that comes from USA companies employing Americans. "If we cannot employ Americans, then who can we sell to?"

When a company purchases materials made by those who are working for the bare minimum, too often the quality of work also reflects the bare minimum. Customers have stated they could not afford to go with FASS for a certain job, went with the competition instead, and could immediately tell the differences between the two. Diesel Performance does realize the price tag is a bit higher, but sees their quality and documented long life as more than the equalizer.

95% of the machining and assembly is done under one roof to insure & maintain superior quality on all FASS products. They are targeting the FASS line to be 100% American made to meet their high standard for quality and to employ Americans. If they conduct business out of the country, it is with countries where we have a significant balance of exports and imports. However, they still rely on other American companies to provide them with high quality materials with which

to manufacture. When a company they have been working with moves their manufacturing to another country, they cut their ties with them to guarantee that the quality of work is never questioned and it's back to employing Americans.

## **Improve Everything**

FASS is committed to their dealers and retail customers. They are constantly making improvements to better their product and their company. They use Military Spec Coatings for treating high quality billet T-6061 Aluminum to ensure longer life in all their product lines. FASS also uses the more durable Viton O-rings that can be used with more fuels than standard O-rings and

extremely heavy duty long-lasting motors. By using components of the highest quality, FASS is able to offer a lifetime warranty on pick up applications and 4 years on class 8 applications. The list goes on and on through their products.

When they began with their Semi designs, they wanted to improve upon everything their pumps and filters could do. They achieved exactly that. Horsepower increased, along with fuel mileage, as well as fuel injector life in those vehicles. Over these attractive improvements consistent engine performance was achieved. This unending effort to improve product quality, and to save the buyer money, is what attracted customers to them then and continues to do so. The benefits of this work are evident to the customer every time they operate their vehicle while saving money at the pump.

## **Loyalty is Everything**

They want to show their respect for the loyalty shown by those dealers by protecting them. In order to protect their dealers, they have specific guidelines in order to maintain the FASS Dealership. If they did not go through this process, the dealers would be at jeopardy of losing money and be removed from their trusted dealers list and put on the violator list. After buying the qualifying product, the consumer must send in proof of purchase,



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just a receipt, and their registration card within thirty days of purchase.

FASS holds everyone to high standards and, although the competitors may badger them, they refuse to do so back. They maintain that comparisons are the only thing they need to look at with their customers to gain loyalty. For example: When comparing FASS with their number one competitor, "FASS is still operating under the same management as it was in 2003 while its competition has changed hands nine times and are on their 10th manufacturer since 1994," making it difficult to gain warranty fulfillment on a product purchased before the newest manufacturer took over as of November 2009.

MAP Pricing maintains that their products will not sell below a set price. An authorized dealer cannot under-price their merchandise or they will suffer the consequences of being terminated. Before MAP pricing was set into a legal contract, FASS still followed this code with their dealer network through a verbal contract since their inception.

On their website, [www.fassride.com](http://www.fassride.com), they provide all the information needed for the consumer to locate a dealer who can help them to purchase FASS products. Every dealer is given guidelines that they must adhere to for them to be able to sell a FASS product. If a guideline is not followed, such as underselling their product, or even selling their product under a different name, that dealer will



be terminated from their VIP List and placed on the Violator List. FASS extends this respect to their retail customers by ensuring that they only do business with trustworthy dealers. They stand behind these values to where they even terminated the 2nd largest WD in the diesel performance industry.

The true brick and mortar businesses respect and appreciate their high standards of ethics and morals. FASS ensures only true businesses in the automotive industry distribute their products; the protections that they offer make certain that their dealers are not forced to compete with someone that works out of their bedroom and is trying to earn "Beer Money". These businesses must employ Americans, pay mortgages, turn lights on and etc. The goal of FASS is to continue providing a superior product at competitive prices throughout a true automotive dealer network with the highest of ethics and morals.

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**Diesel Performance Products, Inc**

**866-769-3747 • 866-POWERHP**

**[www.fassride.com](http://www.fassride.com)**