

The State of VESTA®

Biodiesel purchasers faced with the decision of what NOX Mitigant to purchase need to ask themselves: Why chose VESTA®? When you look at the history and performance of VESTA®, as well as the track record of California Fueling, the answer is actually quite simple.

VESTA® 1000, at a treat rate of 3000 ppm, was developed in partnership with the industry's leading trade association. VESTA® 1000's performance exceeded CARB's requirements in order to ensure NOX reduction, when only equivalency versus CARB diesel is required by statute. California Fueling, however, listened to its customers concerns regarding the costs associated with VESTA® 1000's treat rate, and in response, developed and launched VESTA® 5000 (1500 ppm) in March 2018 and VESTA® 5100 (1000 ppm) in June 2018.

By lowering treat rates by almost 70%, California Fueling was able to pass this savings on to its customers in the form of lowered treat costs. Furthermore, through our supply chain economics, simplified business partnerships, and other reductions in our pricing structure, VESTA® treat costs are one-third of what they were in December 2017. The state of VESTA® is strong, and our customers are reaping the benefit!

The LCFS credit price is in the range of \$190. Considering the average CI value for biodiesel and diesel, there's an alternative fuel premium value for biodiesel of \$1.64 per gallon. For B20, that corresponds to \$0.33 per gallon, not including "cap at the rack". VESTA®'s treat costs are a fraction of this benefit.

The benefits of VESTA® do not stop with its lowered treat costs. NOX Mitigation is a significant performance challenge, especially in California where the fuels are some of the cleanest in the world. Unlike lubricity, cold flow or detergency, NOX Mitigation requires significantly more additive and along with that comes a cost. Parties purchasing NOX mitigants know that the required performance cannot be achieved at the same use levels as most conventional additives. There's plenty of available literature supporting the level of additive required to provide NOX Mitigation in CARB diesel. When you use VESTA®, you know that you are getting what you purchased – an additive that performs as advertised. California Fueling stands fully behind all its VESTA® products as the only product in the market that not only provides NOX neutrality versus CARB diesel, but actually reduces NOX by as much as 1.9%. We've said before, trust but verify.

VESTA®'s pedigree is well documented; it's been tested more than any other competitive product in the marketplace; and through continued advancements in our technology and supply chain, treat costs are a fraction of what they were only 18 months ago. So at the end of the day, the question isn't, "why choose VESTA®?", but "how could you not choose VESTA®?"