

The 4 major benefits of the unbeatable cleaning power of Texaco with **TECHRON** in all grades of Texaco gasoline.

When you use Texaco with Techron®, every fill-up helps protect and maintain your engine's performance.

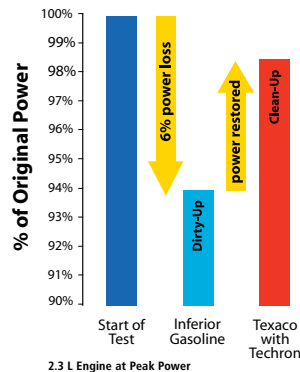
Helps restore lost performance and acceleration.

Excessive engine deposits can form before you click over 10,000 miles on your odometer. That's why it's important for both old and new cars to use a fuel like Texaco with Techron. Its unbeatable cleaning power helps restore lost power and acceleration—caused by the build-up of

harmful deposits on fuel injectors, intake ports, manifolds and valves. And continued use helps keep vital engine parts free from performance-robbing deposits.

Helps minimize exhaust emissions.

The unbeatable cleaning power of Texaco with Techron helps remove deposits that can contribute to harmful emissions. For over 30 years, the Big Three Detroit automakers have relied on gasoline with Techron to help them pass the tough EPA emissions system durability test. When it's that important, automakers are going to use what works.



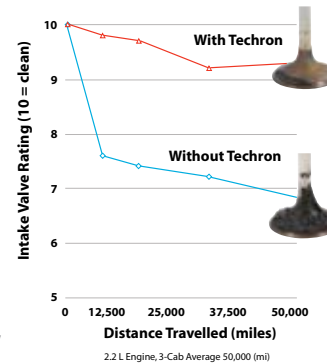
Helps maximize fuel economy.

A clean engine burns fuel more completely and efficiently. Texaco with Techron helps prevent the grimy deposits that can degrade your engine's cleanliness and lower gas mileage. Our advanced additive technology helps to maximize fuel economy.

Proven performance.

If you want to test automotive performance under "real world" conditions, it doesn't get more real than the demands placed on a fuel by a taxi cab. That's why we partnered with a U.S. taxi cab company and put our technology to the test. For over

85 million miles we have demonstrated the unbeatable cleaning power of Texaco with Techron.



A leader in gasoline performance.

Gasolines with Techron were the first gasolines to be qualified as meeting the U.S. and Canadian gasoline performance standard known as TOP TIER Detergent Gasoline. BMW, General Motors, Honda, Toyota, Volkswagen and Audi believe that TOP TIER Detergent Gasoline results in better overall performance for their cars. Yet Texaco with Techron goes even further, exceeding TOP TIER standards in all three grades. **For more information, please visit www.texacowithtechron.com.**



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*When it comes to your car,
performance is everything.*

Same goes for your gasoline.



with
TECHRON

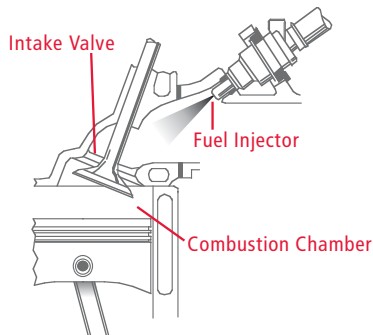
All Texaco gasoline grades contain our technologically advanced, specially formulated and patented fuel system cleaning ingredient, **Techron®**.

What is **TECHRON**?

Techron is a patented cleaning additive in Texaco gasoline. Techron technology was introduced in 1980, and today, Texaco with Techron represents the leading edge of gasoline additive technology and is unbeatable in helping keep vital engine parts clean and cars running their best.

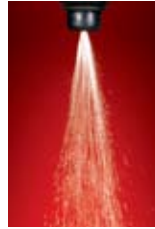
How does it work?

Texaco with Techron helps bring out your engine's best performance by helping keep vital engine parts free from harmful deposits. The formation of carbon deposits is a natural result of conditions inside the engine. All gasolines in the U.S. have a deposit-control additive, but not all additives are equal. Techron with Polyether Amine chemistry not only helps keep engines clean, it even cleans up deposits lower quality gasolines leave behind. And remember, all Texaco gasoline grades — Regular, Plus and Premium — contain the unsurpassed cleaning power of Techron.



Texaco with Techron is unbeatable at helping clean and keeping clean the vital engine parts in your car's fuel system.

Texaco with Techron helps keep your car's intake system clean, including fuel injectors and intake valves, as well as intake manifolds.



Clean Fuel Injector



Dirty Fuel Injector

Fuel injectors are designed to meter and deliver fuel to the engine in a precise pattern of fine droplets. The fuel is atomized through a hole in the tip of the fuel

injector that is about the size of the period at the end of this sentence. Deposits here can inhibit fine droplet formation which can lead to hesitation, power loss, poor acceleration, decreased mileage and increased emissions.

Combustion chambers are where the fuel and air mixture is ignited to produce power. As spark plugs fire, combustion of the fuel-air mixture in the chamber drives pistons which turn the crankshaft via connecting rods. Deposits here can cause knocking or an unexpected reduction in power, a loud banging noise during cold starts and increased emissions.

Intake valves are like metal doors that open and close at specific intervals during the combustion cycle, controlling when the air-fuel mixture enters the combustion chamber. Deposits here can restrict and alter the critical flow of fuel and air into the engine, essentially choking off performance by creating inefficiencies in combustion.

Fuel injection clean-up starts in only one tank full.

Texaco with Techron cares for your car by removing deposits left by lower quality gasolines. In fact, only one fill-up can help clean your fuel injectors, and on-going use will help keep fuel injectors in tip-top shape.

Cleaning without causing excess combustion chamber deposits.

Some "clean" gasolines clean intake systems, yet create new deposits in combustion chambers. Texaco with Techron minimizes contributions to harmful combustion chamber deposits that can trap heat and increase the octane requirement the engine needs to prevent knocking. In many later model cars and trucks, a knock sensor will automatically delay spark timing to compensate. So you won't hear knocking, but you may lose power and acceleration under certain conditions, especially under heavy acceleration when you want power most.

Clean intake valves are the gateways to great performance.

Deposits form on intake valves when fuel, lubricant residues, exhaust gas or weak fuel additives break down due to high temperatures. These deposits can adversely affect the efficient flow of the air-fuel mixture into the engine, which can affect fuel economy and reduce power and acceleration. Like valves leading to the heart, intake valves should be clean.



Lower quality gasoline



Texaco with Techron

After just 10,000 miles