



Newsletter/Website Article For Car and Motorcycle Clubs in Cleveland

Improved Amoco Ultimate® From BP Celebrates Its First Year in Cleveland!

It's been a year since Amoco Ultimate® from BP was introduced in the Greater Cleveland area. As a way to show our appreciation, we've provided your Club President with three \$25 BP fuel cards that will be given away at an upcoming club function or meeting.

At BP, we know that Cleveland-area custom car and motorcycle club members love their rides. Nobody takes better care of their machines, and nobody is more particular about the fuel that goes in them.

That's why we were excited to celebrate the first anniversary of our "more performance, less pollution" Amoco Ultimate® premium fuel in your area! We're also celebrating the conversion of all our Amoco stores to the BP brand in the Cleveland area and thank you for your support of our fuels.

Last year, Amoco Ultimate® in the Cleveland area was reformulated to contain twice the level of detergent additives as before, so that all the benefits of cleaning up harmful engine deposits can now be achieved in only five consecutive tankfuls! Of course, Cleveland-area car and motorcycle club members are also concerned about performance, and there's much more to Amoco Ultimate® from BP than just ultra low sulfur and a superior additive package. Amoco Ultimate® still has 93 octane and is the best overall performance fuel you can buy for your high performance car or bike.

Thanks for helping us have a successful 2004! We appreciate your support of Cleveland's best-selling premium gasoline, Amoco Ultimate®.