

**PROVIDING A HEALTHY INTERIOR!  
GENERATING  
NEW PROFITS FOR YOUR BUSINESS**



**DrivePur**  
PROTECTION SYSTEMS

# The Problem

## **Germs, viruses and bacteria lurk in your car**

...Your customers, like most people, spend at least a few hours a day in the car--whether it's commuting to and from work, running to the grocery store or picking up the kids from a soccer game. But though they might think twice before touching the seat on a public bus or holding the rail on the subway, they probably don't think too much about their car's cleanliness. Sure, there are coffee stains from a few weeks ago on your cup holder and an inch of dust coating the dashboard. **But it isn't hurting anybody, is it?**

## **Research shows otherwise**

... The University of Arizona which has been researching germ hot spots for years, showed in a recent study that our cars are littered with bacteria--and in a few places you might not expect. The dashboard, for instance, turned out to have the second-largest amount of microorganisms present. While often untouched, its vents may draw bacteria into the air circulation system. The fact that it's usually the warmest spot in a car, since the sun shines directly on it, also promotes germ growth.

## **Who's at risk?**

... The study found that single people and men proved to have the cleanest cars, while married people and women had the most germs and bacteria in their vehicles. That's because women tend to drive the family car, which holds the car seats and harbors children's germs. The study found, more bacteria were isolated in vans and SUVs, typical family vehicles, than in cars.

# Study Found Various Germ Hot Spots

## Food Spills

Ever drop your morning donut in your car, or spill a few fries on the passenger seat? If you didn't clean the spot properly with a disinfectant, it's a hot spot for bacteria.

## Dashboard

Car dashboards, along with food spills, had 10 times more bacteria than radio knobs or seat belts, according to the study. Air is constantly flowing over the dash where germs and bacteria collect.

## Cup Holder

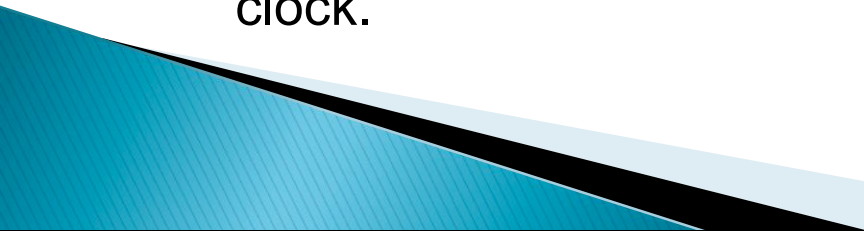
You've probably spilled coffee or soda on your cup holder at some point and thought nothing of it. That's why it's third in terms of the places in your car with the most bacteria.

## Seat

We touch it, we drop things on it and it's rarely cleaned. Seats are common spot for bacteria in many cars.

# **The Solution:**

## **An Innovative System of Disinfecting & Nano-Technology**

- One application provides continuous protection
  - Hypoallergenic, non-sensitizing and non-irritating to human skin.
  - Environmentally friendly and does not leach chemicals into the environment.
  - Eliminates common odor causing bacteria and mildew.
  - Safe on all equipment and surfaces.
  - The DrivePur System works to ensure that your vehicles interior is combating viruses, germs, and other contaminants around the clock.
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# Supported by Science

**“One effective method to destroy dilute concentrations of organic and chlorinated organic pollutants in air is heterogeneous photo catalytic oxidation (PCO), which uses a semiconductor catalyst such as TiO<sub>2</sub> and near-UV radiation to decompose contaminants...” “The large number and variety of chemicals successfully treated by PCO indicates potentially broad range of applications.”** *John L. Falconer, Ph.D. Professor of Chemical Engineering University of Colorado*

**“Photo catalysts for the destruction of indoor air pollutants, including VOC’s and gaseous inorganic pollutants such as nitrous oxides, carbon monoxide, and hydrogen cyanide...(Heller, 1996).**

**“Reports of tests show the technology capable of rapidly destroying toxic components of tobacco smoke such as formaldehyde, acrolein and benzene.”** *Taken from the American Lung Association webpage January 24, 2001*

**“...The PCO technique destroys pollutants in both air and water...”** *NREL National Renewable Energy Laboratory*

**“...Carbon 13 labeled ethanol (CH<sub>3</sub>(<sup>13</sup>)CH<sub>2</sub>OH) was absorbed on the catalyst and photocatalytically oxidized...”**

*Darrin S. Muggli; Sheldon A. Larson; John L. Falconer Journal of Physical Chemistry 1996*

**“...purification of air emissions contaminated with toluene via the heterogeneous photo catalytic oxidation (PCO) process...” “...Experimental results indicated that near to 100% conversion ratio of toluene are achieved...”**

*Chung-Hsuang Hung Photo catalytic Decomposition of Toluene Under Various Reaction Temperatures.*

**“...Photo catalytic oxidation (PCO) , a relatively new technology, shows promise for economically controlling hazardous air pollutants and volatile organic compounds from smaller sources, such as waste water treatment plants, dry cleaning facilities, painting facilities, carbon regeneration plants, air-stripping towers, soil venting processes, hazardous waste incinerators, and municipal landfills...”** *Melanie Louise Sattler Method for Predicting Photo catalytic Oxidation Rates of Organic Compounds*

# SMÖK™

## Permanently Removes Odor

A one of a kind, ready to use odor removal product that is specifically formulated to work in synergy with DrivePur's Systems.

**SMOK!** is very effective at getting rid of all odors including all tobacco odors.

**The Power of SMOK!** Is its ability to penetrate, seek out and react with the components of tobacco smoke (tar and nicotine) dissolving and converting them into non-toxic gaseous molecules without causing any damage to fabrics, materials or hard surfaces

**SMOK** is second to none when compared to other products found in the market place. Individuals who have tested and experienced this product commonly sum it up in two powerful words... *"It's amazing"*



# Shok™

## Disinfectant and Odor Neutralizer

A ready to use hospital grade disinfectant that is specifically formulated to work in synergy with DrivePur's Systems.

- Meets OSHA blood borne pathogen standard for HIV, HBV and HCV
- Removal of bacteria and germs
- Eliminating HA-MRSA, CA-MRSA, Staph, VRE, MRSE, impetigo & other pathogenic fungi
- Excellent for removal of odors, germs & bacteria build-up in air conditioning systems
- Eliminates most odors



# Prevnt™

- ▶ Easy-to-use antimicrobial treatment that inhibits the growth of a wide array of bacteria, mold, fungi, and algae on any surface.
- ▶ One application lasts for several months. Twice a year application is recommended.
- ▶ Great for use in high-touch, heavily-used areas like steering wheels, dashboards, radio knobs, door handles and all interior surfaces.
- Combats the growth of a wide array of bacteria, mold, algae, and fungi 24/7.
- ▶ Invisible and odorless.
- ▶ Environmentally friendly, non-toxic and non-leaching.
- ▶ Hypoallergenic, non-irritating or sensitizing to human skin.



# Touch Point™

## Cleaner and Antimicrobial Coating

A terrific off-line product to increase per ticket average

1. **CLEANS** everyday deposits of dirt, grime and other organic contamination.
2. **SHIELDS** surfaces against the adhesion & build-up of soil, grime and other contaminants with a water and stain repellent barrier coating for easier cleaning.
3. **PROTECTS** surfaces with an invisible, antimicrobial-resistant barrier coating which minimizes odor and germ causing bacteria, mold & mildew growth for up to 30 days.



# THE PROGRAMS

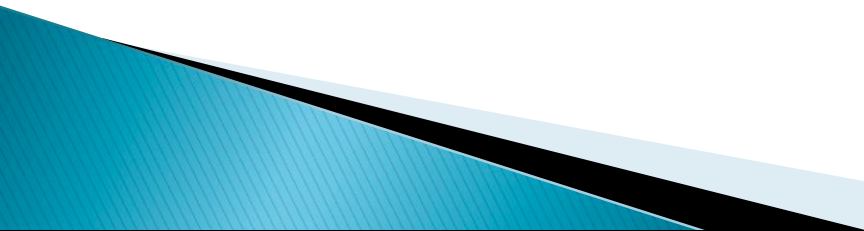
## ***“DrivePur HEALTH TREATMENT”***

- A GREAT INTERIOR DISINFECTING SERVICE
- TWO STEP PROCESS – SHOK & PREVNT
- TIME OF APPLICATION – 10 MINUTES

## ***DrivePur ODOR REMOVAL & HEALTH TREATMENT***

- A FANTASTIC ODOR REMOVAL & DISINFECTING SERVICE
- THREE STEP PROCESS – SMOK, SHOK, & PREVNT
- TIME OF APPLICATION 15 MINUTES

## **TOUCH POINT ANTIMICROBIAL PROGRAM:**

- A TERRIFIC LOW COST / CUSTOMER DESIRED SERVICE
  - USE AS A LOWER PRICED OFFERING OR PART OF A CUSTOMER RETENTION PROGRAM
  - MOST APPLICATIONS COST LESS THAN \$2.00
  - TIME OF APPLICATION 2 MINUTES
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# APPLICATION TIME MADE QUICK AND LABOR FREE WITH PurBlast

- Hands free application
- Simply add product and place PurBlast into vehicle
- Minimal clean up
- Less than 30 minute total process time
- Customer WOW factor
- Works in small or XL vehicles
- Used for application of Smok, Shok & Prevnt



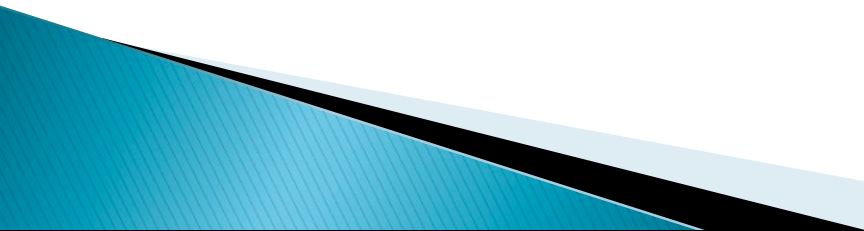
# Your Role

- ▶ Consumers are not aware of the harmful health effects from the micro-organisms growing inside their vehicles.
- ▶ Harmful allergens growing inside their vehicles; affecting the air they and their passengers breathe.
- ▶ To withhold this service from others would be poor service.



**If you don't educate them and offer a remedy, who will?**

# Success Stories & Opportunities

- **Groupon Program in Grand Rapids, MI**
  - **Auto Splash in Frisco, TX**
  
  - **Auto Dealers**
  - **RV Dealers**
  - **Taxi Companies**
  - **Limo Companies**
  - **Police / City / School**
  - **Heavy Duty Truck / Fleet Companies**
  - **Rental car agencies**
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# DrivePur Marketing

## ➤ Point of Sale DrivePur Marketing Available



## ➤ DrivePur Video

# Purchasing of DrivePur

- **Three packages available**
- **Distribution Network**
- **What is the Cost?**

**QUESTIONS?**



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