

Diesel Models:

Make	Model	Year	FUEL TYPE/ Engine	Mileage	Emission Test Results* Before BlueOptimize™	Emission Test Results* After BlueOptimize™	% Emission Reduction
Mini	Cooper	2007	Diesel /1.6i	27000	0.09	0.04	55%
BMW	325i	2010	Diesel/ 3.0 TD	22935	0.1	0.04	60%
Citroën	D53	2010	Diesel/ 1.6 HDI	14794	0.07	0.04	43%
Range Rover Sport	TD6	2010	Diesel/ V6	5640	0.09	0.06	33%
Range Rover TDV8	Vogue	2011	Diesel/ V8 4.4	200	0.08	0.06	25%

Petrol Models:

Make	Model	Year	FUEL TYPE/ Engine	Mileage	Fast CO2% Before BlueOptimize™	Fast CO2% After BlueOptimize™	Natural CO2% Before	Natural CO2% After	HC Before (PPM)	HC After (PPM)
Ferrari	458 – 8 GF	2010	Petrol/4.5 V8	1251	0.00	0.04	0.04	0.03	46	7
Audi	S3	2010	Petrol 2.0 tfsi	6050	0.08	0.02	0.00	0.00	6	3
Aston Martin	AMv8	2009	Petrol 4.3l	34517	0.00	0.00	0.00	0.00	17	6

BlueOptimize is proven on a huge range of vehicles of all ages and mileages, and being used on different terrains, for different purposes and by drivers who demand vastly different things from their motoring. Blueoptimize means that you don't have to rush out and buy the latest 'eco-car' to do your bit for the planet and reduce motoring costs. Instead, drive your car your way... **and have the 'blueness' switched on!**



Reassuringly Powerful Solutions

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See the blueness

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Introducing a new product designed to lower CO2 emissions and boost fuel efficiency – without compromising performance and driver enjoyment.

blueoptimize

blueoptimize

Blue Optimize will enhance your driving experience, whilst helping you look after the planet



VIEZU TECHNOLOGIES **blue is the new green**



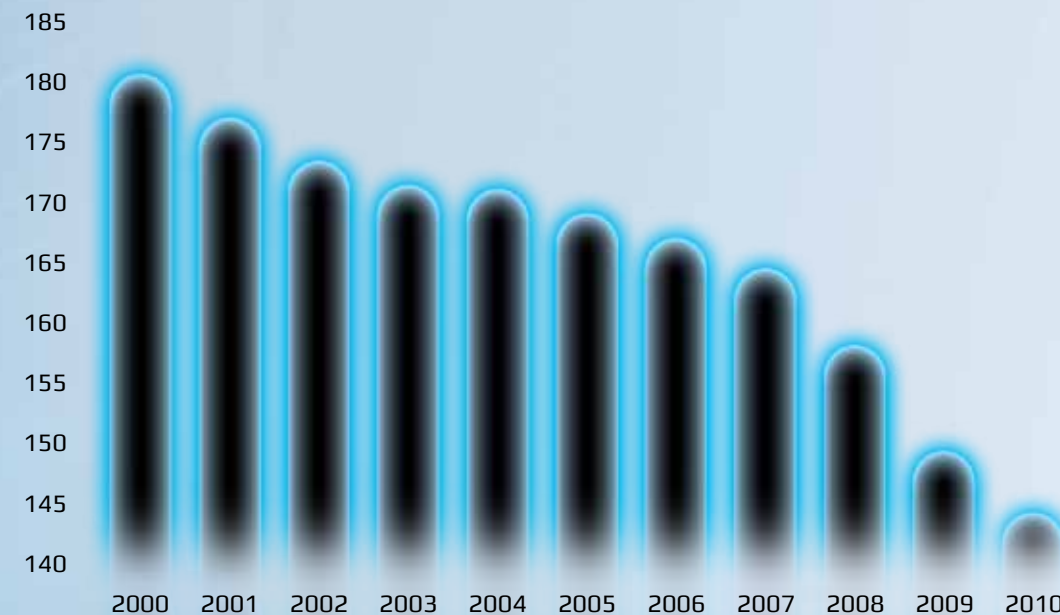
For Vizu, blue is the new green

BlueOptimize - Designed around the individual

No matter what your vehicle or driving style, from long distance touring or performance enthusiast to city commuter; BlueOptimize will enhance your driving experience, whilst helping you look after the planet - and your money.



Carbon Dioxide (CO₂) Car Emissions²



In 2008, new EU legislation on emissions targets for European vehicle manufacturers set revised targets of 130g CO₂/km¹ to be achieved by 2015 and 95g CO₂/km to be achieved by 2020, subject to assessment.

Manufacturers have striven toward making massive improvements in modern vehicles year-on-year and the following table represents industry data on environmental performance

Some manufacturers have tackled the emissions-reduction game by investing in efficient, turbocharged diesel engines, stop-start technology and brake energy regeneration instead of hybrid systems.

And pooling all this technology together in a seriously clever design to show off green credentials and flaunt it to the anti-4x4 crowd too no doubt!

How do you create, let's say, a BMW X5 that returns 43.5mpg and 172g/km of CO₂ while still hitting 60mph in under nine seconds? Erm, not easily and it does not come cheap either.

So what about older vehicles? Drivers still want to be green, or rather blue and they want to save on fuel costs and they don't want to lose power and performance; now that's got to be impossible right?

WRONG! Vizu's Award winning BlueOptimize has all the answers, thousands of drivers in the aftermarket sector are now enjoying new blue credentials by switching their vehicle to the BlueOptimized world, an engine tune up that simply works.

¹ The average CO₂ emissions rating is g/km (grams of carbon dioxide per kilometre driven)

² Data source The Society of Motor Manufacturers and Traders Motor Industry Facts 2011. Traders Motor Industry Facts 20 kilometre driven)