

MEDIA KIT

N₂Revolution, Inc.

Overview

N2Revolution, Inc. was founded with the intent of developing and manufacturing environmentally friendly products. After exhaustive research and development N2Revolution, Inc. has introduced its flagship product, PurigeN98, to the U.S. market. PurigeN98 is designed to improve vehicle performance by optimizing the performance of the tires. Founder, Robin Pearl, developed PurigeN98 after a personal encounter inspired him to search for the most efficient existing technology that would improve tire safety. After discovering this technology (inflating tires with nitrogen rather than the more corrosive oxygen), he sought to refine it, applying proprietary methods, and delivered the best-of-breed PurigeN98 to the market.

Company Background

Originally Tire Gas Systems, Inc., which was founded in 2004, N2Revolution, based in Sunrise, Florida, is committed to a mission of developing and manufacturing leading-edge automotive solutions while helping the environment. The company set out to refine nitrogen inflation technology, which it has found to be the most effective method available for improving tire performance, extending the tire's life and reducing the number of tire-related incidents. Perhaps the most important and attractive feature of nitrogen technology was its ability to reduce the amount of gas that a vehicle consumes because of the markedly improved performance and handling. The company concentrated on improving the purity of the gas, which scientists had previously established would enhance effectiveness of the substance. The company met that challenge, developing PurigeN98, which, at 98%, is presently the purest on the market.

This seals N2Revolution's position as a leading innovator in the tire service space in the automotive industry.

Strategy

N2Revolution is taking an aggressive approach to delivering the technology to the average consumer, through a strategic rollout that targets car dealerships, auto and tire service centers, and fleet operators in South Florida and nationwide. Beginning with PurigeN98, the company seeks to advance its commitment to the environment by developing other leading-edge solutions to conserve energy and preserve the environment.

Led by a team of veterans from the automotive, environmental, engineering and scientific realms, the company is committed to developing high-tech, affordable and environmentally friendly innovations that enhance the quality of life of today's sophisticated consumer.

Flagship Product

PurigeN98

PurigeN98 is a state-of-the-art fuel-saving, tire inflation gas, consisting primarily of nitrogen. PurigeN98 offers the purest concentration of nitrogen on the market. Experts have long regarded the use of nitrogen to inflate tires to be a more effective method than oxygen, which is the prevailing method for a number of reasons. It extends the life of a tire considerably. Because it is 98% pure (versus the previous industry levels of 95% at the time the product was first introduced) PurigeN98 represents the highest guaranteed purity level of nitrogen on the market. Additionally, N2Revolution has a patent-pending method of guaranteeing PurigeN98's unprecedented level of purity, among other process, design and functional differentiating features of the Nitroflator, which dispenses the gas.

PurigeN98's inflation method represents a significant advancement and will fuel a paradigm shift in the general tire service industry, which has traditionally used plain compressed air rather than nitrogen.

PurigeN98 has gained massive word-of-mouth attention, with the initial announcement previewing the product launch registering nearly 250,000 click-throughs within days following the targeted announcement. Additionally, the company and its product were featured in more than 2,500 media outlets within that period, with the estimated buzz being considerably more as figures do not include online distribution points that are not traceable.

Similarly, following the initial announcement on August 17, 2005 a number of Nitroflators, which generate and dispense PurigeN98, were shipped throughout the state of Florida, the initial focus of the distribution strategy. Additionally there have been multiple order placements and multi-unit deals inked, and others still in the pipeline advanced. National response has been similarly vibrant.

PurigeN98 is being used to inflate tires on cars, vans, trucks, recreational and other vehicles, though it may also be used for bikes, ATV's, and any other device that uses rubber tires. N2Revolution is planning to eventually deliver PurigeN98 to those market segments as well.

The product is being made available to the U.S. market via a strategic rollout, which combines regional, national, industry segment and company-specific distribution of the Nitroflator, all in the effort to deliver PurigeN98 to the driving public.

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