State of California
AIR RESOURCES BOARD

EXECUTIVE ORDER D-579-1
Relating to Exemptions Under Section 27156
Of the vehicle Code

NORTH MARKETING, INC.
"MAXMILE"

WHEREAS, Vehicle Code Sections 27156 and 38391, and Section 2222(e), Title 13, California Code of Regulations, authorize the California Air Resources Board and its Executive Officer to exempt add-on and modified aftermarket devices from the prohibitions of Vehicle Code Section 27156.

WHEREAS, North Marketing, Inc. of 1290 Lawrence Station Road, B-7, Sunnyvale, California 94089, has applied to the Air Resources Board for exemption from the prohibitions in Vehicle Code Sections 27156 and 38391 for Nippan Kenkyuujo CO., LTD's MaxMile device.

WHEREAS, pursuant to the authority vested in the Executive Officer by Health and Safety Code Section 39515 and in the Chief, Mobile Source Operations Division by Health and Safety Code Section 39516 and Executive Order G-02-003, the Air Resources Board finds that:

1. The MaxMile consists of ceramic catalytic balls in a polypropylene sac deposited in gasoline/diesel vehicle fuel tank through the opening for the fuel gage.

2. The fuel tank is part of the required motor vehicle pollution control system.

3. The MaxMile is intended for use with a required pollution control system of any vehicle and fuel system except vehicles powered by electricity.

4. The MaxMile by being installed in the fuel tank constitutes a modification of the original configuration of the fuel tank; however, the materials of the MaxMile will not react adversely with fuel or gas tank material.

5. The MaxMile is a device subject to the prohibitions of Vehicle Code Section 27156 and an add-on part as defined by Title 13, CCR Section 1900 (b)(1).

6. The MaxMile does not reduce the effectiveness of any required motor vehicle pollution control system.

7. The Air Resources Board, in exercise of technical judgement, is aware of no basis on which the MaxMile will provide either a decrease in emission or an increase in fuel economy.

8. It has not been determined what effect the use of the MaxMile may have on any warranty; either expressed or implied, by the manufacturer of a motor vehicle on which the device is installed.

9. The MaxMile is not a certified motor vehicle pollution control device pursuant to Health and Safety Code Section 43644.

10. The Air Resources Board by granting an exemption to North Marketing, Inc. for the MaxMile does not recommend or endorse in any way the MaxMile for emissions reduction, fuel economy, or any other purpose.

IT IS HEREBY RESOLVED that the MaxMile is exempt from the prohibitions of Vehicle Code Section 27156 for installation on 2005 and older model-year gasoline and diesel vehicles subject to the following conditions:

1. No changes are permitted to the MaxMile device as described in the application for exemption. Any changes to the MaxMile or any of its component, or other factors addressed in this order must be evaluated and approved by the Air Resources Board prior to marketing in California.

2. Marketing of the MaxMile without a permanent label showing the Executive Order number or marketing of the MaxMile for an application other than the one stated in this Executive Order shall be prohibited unless prior approval is obtained from the Air Resources Board. Exemption of this product shall not be construed as an exemption to sell, offer for sale, or advertise any components of the MaxMile as an individual device.

3. Any oral or written references to this Executive Order or its content by North Marketing, Inc., its principals, agents, employees, distributors, dealers, or other representatives must include the disclaimer that the Executive Order or the exemption it provides is not an endorsement or approval of any emissions reduction claims for the MaxMile and is only a finding that the MaxMile is exempt from the prohibitions of Vehicle Code Section 27156.

4. This exemption shall not apply to any device, apparatus, or mechanism advertised, offered for sale, sold with, or installed on a motor vehicle prior to or concurrent with transfer to an ultimate purchaser.

5. No claim of any kind, such as "Approved by the Air Resources Board" may be made with respect to this Executive Order in any advertising or other oral or written communication.

THIS EXECUTIVE ORDER DOES NOT CONSTITUTE A CERTIFICATION, ACCREDITATION, APPROVAL, OR ANY OTHER TYPE OF ENDORSEMENT BY THE AIR RESOURCES BOARD OF ANY CLAIMS OF THE APPLICANT CONCERNING ANTI-POLLUTION BENEFITS OF THE MAXMILE.

Violation of any of the above conditions shall be grounds for revocation of this order. The order may be revoked only after ten day written notice of intention to revoke it, during which period the holder of the order may request in writing a hearing to contest the proposed revocation. If a hearing is requested, it shall be held within ten days of receipt of the request, and the order may not be revoked until a recommendation is made, after the hearing, that grounds for revocation exist.

Executed at El Monte, California, this 19TH day of May 2005.

Allen Lyons, Chief
Mobile Source Operations Division