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**THE INTRODUCTION OF ULTRA LOW SULFUR DIESEL FUEL –  
A SUCCESS STORY**

Bradley D. Oberg

Senior Manager of Quality Assurance, TE Products Pipeline, Houston, Texas USA

The introduction of ultra low sulfur diesel (ULSD) fuel into the US fuel distribution system in June of 2006 was a much anticipated event. Despite dire predictions of product contamination, fuel shortages, price spikes and market disruptions, the roll out of ULSD has been relatively smooth and quiet. This paper will explore some of the reasons why the big event appears to be a non event and projects into the future to see if the trend will continue.