



March 21, 2001

The Lubrizol Corporation Licensed by Clean Diesel Technologies, Inc. as European Distributor, Blender of Diesel Fuel Additive that Helps Prevent Clogging of Soot Filters

CLEVELAND, Ohio, March 21, 2001 . . . Through an exclusive agreement with Clean Diesel Technologies, Inc. (EBB:CDTI), The Lubrizol Corporation (NYSE:LZ) will be a licensed distributor and blender of CDTI's patented Platinum Plus fuel additive technology, which helps stop clogging of particulate filters used to trap soot emitted from diesel engines. The seven-year contract covers diesel original equipment manufacturers, original vehicle manufacturers and the retrofit market in Europe.

Platinum Plus is a platinum and cerium catalyst that, when mixed with diesel fuel, facilitates the combustion of carbon-rich particulate (soot) into carbon dioxide, removing the particulate from the filter. This combustion of particulate, also known as "regeneration," prevents particulate filters from plugging with soot. Typically, particulate will combust on its own, but only at temperatures higher than those generally found in diesel exhaust systems. Trap additive technologies, such as Platinum Plus, lower the temperature of particulate combustion, allowing soot to be "burned off" at normal exhaust temperatures.

The use of diesel particulate filters is becoming mandatory for diesel equipment used in mining, tunneling and construction throughout Switzerland, Germany and Austria. Other countries in Europe, as well as the U.S.A., Japan, Hong Kong and Taiwan, have announced programs calling for the retrofit of filters in both on-road and off-road engines. Increasingly tighter environmental regulations and consumer pressure for "cleaner diesel vehicles" is spurring the widespread use of particulate traps in new heavy- and light-duty vehicles.

"This agreement will combine CDTI's patented technology with Lubrizol's established reputation in the fuels and lubricants markets, as well as its extensive distribution, sales and service capabilities in Europe," said J. D. Peter-Hoblyn, Chief Executive Officer of Clean Diesel Technologies, Inc.

"Platinum Plus has proven its effectiveness with most commercial filter types. It is compatible with current diesel fuels or low sulfur diesel fuels and can be used in conjunction with lower cost uncatalyzed or lightly precatalyzed particulate filters. The extremely low additive dose rate minimizes ash buildup in the filter thus providing maximum filter life."

CDTI recently completed testing with Platinum Plus against the VERT criteria, a highly influential European agency, and is now listed as an approved additive. VERT (Verminderung der Emissionen von Realmaschinen im Tunnelbau - "the reduction of emissions from real tunnel construction equipment") was created by Swiss, German and Austrian authorities to set standards for diesel exhaust emissions reductions in tunnel construction.

"As diesel emission regulations become more stringent, we want to provide customers with options for complying with these tougher standards," said Dan Sheets, Global Business Manager of Lubrizol's fuels refinery and oilfield products group. "It is clear that the use of diesel particulate filters to reduce pollution is a viable and growing option. Likewise, the Platinum Plus technology is a "here-today" solution for regenerating particulate filters, a process necessary to help filters reduce particulate emissions. The opportunity to go to market with CDTI's technology is timely, meets market needs and takes advantage of Lubrizol's capabilities in high-performance fluid technology."

About Lubrizol

The Lubrizol Corporation is a fluid technology company concentrating on high-performance chemicals, systems and services for industry and transportation.

About Clean Diesel Technologies, Inc.

Clean Diesel Technologies, Inc. is a specialty chemical company with patented products that reduce emissions from diesel engines while simultaneously improving fuel economy and power. Products include Platinum Plus(R) fuel catalysts, the Platinum Plus Purifier System, and the ARIS(R) 2000 urea injection systems for selective catalytic reduction of NOx. Platinum Plus and ARIS are registered trademarks of Clean Diesel Technologies, Inc. For more information, visit CDT at www.cdti.com or contact the Company directly.

Certain statements in this news release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known or unknown risks, including those detailed in the Company's filings with the Securities and Exchange Commission, uncertainties and other factors which may cause the actual results, performance or achievements of the Company, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof.

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