WHAT IS CLAIMED IS:

1. A fuel composition for a fuel injected diesel engine comprising: a major amount of fuel, a cetane improver, and ~~a minor effective amount of~~from more than 5 ppm to 200 ppm based on a total weight of the fuel of a reaction product of (i) a hydrocarbyl substituted compound containing at least one tertiary amino group wherein the hydrocarbyl substituted compound is selected from the group consisting of C_{10}-C_{30}-alkyl or alkenyl-substituted amidopropyldimethylamines and C_{12}-C_{200}-alkyl or alkenyl-substituted succiniccarbonyldimethylamines and (ii) a halogen substituted C_2-C_8 carboxylic acid~~, ester, amide, or~~ salt ~~thereof~~, wherein the reaction product as made is ~~substantially devoid of~~ free of non-covalently bonded anion species, and wherein the minor effective amount of reaction product is an amount sufficient to improve engine performance.

2. The fuel composition of claim 1, wherein the fuel has a sulfur content of 50 ppm by weight or less.

~~3. The fuel composition of claim 1, wherein the hydrocarbyl substituted compound comprises a hydrocarbyl-substituted, carbonyl-containing compound selected from the group consisting of acylated polyamines, fatty amide tertiary amines, fatty acid substituted tertiary amines, and fatty ester tertiary amines.~~

~~4. The fuel composition of claim 3, wherein the amines are selected from the group consisting of C_{10}-C_{30}-alkyl or alkenyl-substituted amidopropyldimethylamines, and C_{12}-C_{200}-alkyl or alkenyl-substituted succinic-carbonyldimethylamines.~~

~~5~~3. The fuel composition of claim ~~3~~1, wherein the amines are selected from the group consisting of oleylamidopropyl dimethylamine, and cocoamidopropyl dimethylamine.

~~6~~4. The fuel composition of claim 1, wherein the hydrocarbyl group of the hydrocarbyl substituted compound is selected from the group consisting of linear, branched, substituted, cyclic, saturated, and unsaturated~~,~~ compounds and compounds containing one or more hetero atoms.

~~7~~5. The fuel composition of claim 1, wherein the hydrocarbyl groups of the hydrocarbyl substituted compound are selected from alkyl~~,~~ and alkenyl~~, and alkanol~~ groups.

86. The fuel composition of claim 1, wherein from about 0.1 to about 1.0 moles of (i) are reacted with from about 1.0 to about 0.1 moles of (ii).

97. The fuel composition of claim 1, wherein the halogen substituted acetic acid or salt thereof C_2-C_8 carboxylic acid salt comprises sodium chloroacetate.

10. The fuel composition of claim 1, wherein the amount of reaction product in the fuel ranges from about 5 to about 200 ppm by weight based on a total weight of fuel.

118. The fuel composition of claim 1, wherein the amount of reaction product in the fuel ranges from about 10 to about 150 ppm by weight based on a total weight of the fuel.

129. The fuel composition of claim 1, wherein the amount of reaction product in the fuel ranges from about 30 to about 100 ppm by weight based on a total weight of the fuel.

1310. The fuel composition of claim 1, wherein the fuel contains bio-diesel components and wherein said improved engine performance comprises engine power restoration by at least about 80% when measured according to a CEC F98-08 DW10 test.

1411. The fuel composition of claim 1, wherein the fuel contains bio-diesel components and wherein said improved engine performance comprises engine power restoration by at least about 90 % when measured according to a CEC F98-08 DW10 test.

1512. The fuel composition of claim 1, wherein the fuel contains bio-diesel components and wherein said improved engine performance comprises engine power restoration by at least about 100 % when measured according to a CEC F98-08 DW10 test.

1613. A method of improving the injector performance of a fuel injected diesel engine comprising operating the engine on a fuel composition comprising a major amount of fuel containing bio-diesel components and from about more than 5 ppm to about 200 ppm by weight based on a total weight of the

fuel of a reaction product of (i) a hydrocarbyl substituted compound containing at least one tertiary amino group wherein the hydrocarbyl substituted compound is selected from the group consisting of C_{10}-C_{30}-alkyl or alkenyl-substituted amidopropyldimethylamines and C_{12}-C_{200}-alkyl or alkenyl-substituted succiniccarbonyldimethylamines and (ii) a halogen substituted C_2-C_8 carboxylic acid~~, ester, amide, or~~ salt ~~thereof~~, wherein the reaction product as made is ~~substantially devoid of~~ free of non-covalently bonded anion species, and, wherein the reaction product present in the fuel improves the injector performance of the engine by at least ~~about~~ 80 % when measured according to a CEC F98-08 DW10 test.

~~17~~14. The method of claim ~~16~~13, wherein the engine comprises a direct fuel injected diesel engine.

~~18~~15. The method of claim ~~16~~13, wherein the halogen substituted ~~acetic acid or salt thereof~~ C_2-C_8 carboxylic acid salt comprises sodium chloroacetate.

~~19~~16. The method of claim ~~16~~13, wherein the hydrocarbyl group of the hydrocarbyl substituted compound is selected from the group consisting of linear, branched, substituted, cyclic, saturated, and unsaturated~~,~~ compounds and compounds containing one or more hetero atoms.

~~20~~17. A method of operating a fuel injected diesel engine comprising combusting in the engine a fuel composition comprising a major amount of fuel, a cetane improver, and from ~~about~~ more than 5 ppm to ~~about~~ 200 ppm by weight based on a total weight of the fuel of a reaction product of (i) a hydrocarbyl substituted compound containing at least one tertiary amino group wherein the hydrocarbyl substituted compound is selected from the group consisting of C_{10}-C_{30}-alkyl or alkenyl-substituted amidopropyldimethylamines and C_{12}-C_{200}-alkyl or alkenyl-substituted succiniccarbonyldimethylamines and (ii) a halogen substituted C_2-C_8 carboxylic acid~~, ester, amide, or~~ salt ~~thereof~~, wherein the reaction product as made is ~~substantially devoid of~~ free of non-covlently bonded anion species.

~~21. The method of claim 20, wherein the hydrocarbyl substituted compound is selected from the group consisting of C_{10}-C_{30}-alkyl or alkenyl-substituted amidopropyldimethylamines, and C_{12}-C_{200}-alkyl or alkenyl-substituted succinic-carbonyldimethylamines.~~

~~22~~18. The method of claim ~~20~~17, wherein the hydrocarbyl group of the hydrocarbyl substituted compound is selected from the group consisting of linear, branched, substituted, cyclic, saturated, and unsaturated~~,~~ compounds and compounds containing one or more hetero atoms.

~~23~~19. The method of claim ~~20~~17, wherein the halogen substituted ~~acetic acid or salt thereof~~ C_2-C_8 carboxylic acid salt comprises sodium chloroacetate.

~~24~~20. An additive concentrate for a fuel for use in a injected fuel diesel engine comprising a cetane improver and a reaction product of (i) a hydrocarbyl substituted compound containing at least one tertiary amino group wherein the hydrocarbyl substituted compound is selected from the group consisting of C_{10}-C_{30}-alkyl or alkenyl-substituted amidopropyldimethylamines and C_{12}-C_{200}-alkyl or alkenyl-substituted succiniccarbonyldimethylamines and (ii) a halogen substituted C_2-C_8 carboxylic acid~~, ester, amide, or~~ salt ~~thereof~~, wherein the reaction product as made is ~~substantially devoid of~~ free of non-convalently bonded anion species and wherein an amount of additive concentrate in the fuel provides from more than 5 ppm to 200 ppm of the reaction product based on a total weight of the fuel; and at least one component selected from the group consisting of diluents, carrier fluids, compatibilizers, ~~cetane improvers,~~ corrosion inhibitors, cold flow improvers (CFPP additive), pour point depressants, solvents, demulsifiers, lubricity additives, friction modifiers, amine stabilizers, combustion improvers, dispersants, antioxidants, heat stabilizers, conductivity improvers, metal deactivators, marker dyes, organic nitrate ignition accelerators, and cyclomatic manganese tricarbonyl compounds.

~~25. The additive concentrate of claim 24, wherein the hydrocarbyl substituted compound is selected from the group consisting of C_{10}-C_{30}-alkyl or alkenyl-substituted amidopropyldimethylamines, and C_{12}-C_{200}-alkyl or alkenyl-substituted succinic-carbonyldimethylamines.~~

~~26~~21. The additive concentrate of claim ~~24~~20, wherein the hydrocarbyl group of the hydrocarbyl substituted compound is selected from the group consisting of linear, branched, substituted, cyclic, saturated, and unsaturated~~,~~ compounds and compounds containing one or more hetero atoms.

~~27~~22. The additive concentrate of claim ~~24~~20, wherein the halogen substituted ~~acetic acid or salt thereof~~C_2-C_8 carboxylic acid salt comprises sodium chloroacetate.