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(54) **Title:** FUEL ADDITIVE CONCENTRATE COMPOSITION AND FUEL COMPOSITION AND METHOD THEREOF

(57) **Abstract:** A fuel additive concentrate comprises a friction modifier selected from the group consisting of an alkoxylated fatty amine, a fatty acid or derivative thereof, and mixture thereof; an alcohol; and a compatibilizer selected from the group consisting of a low molecular weight carboxylic acid or anhydride or derivative there of, glycol ether, alkylated phenol, and a mixtures thereof wherein the fuel additive concentrate remains fluid at -80C or lower wherein the solvent has enough aromatic content to permit the fuel additive concentrate to be a fluid at minus 80C. A fuel composition comprises fuel and the fuel additive concentrate. A method of operating a gasoline internal combustion engine comprises fueling the engine with the fuel composition and is effective in reducing fuel consumption.