

HEAVY DUTY ENGINE OIL:

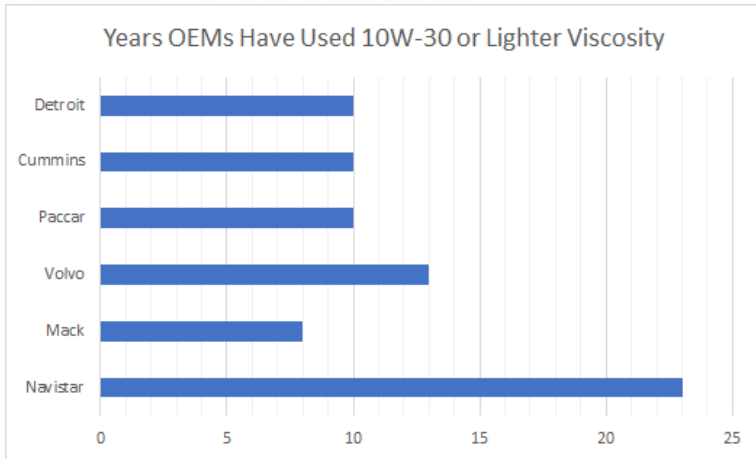


15W-40 or 10W-30?

Switching the viscosity grade of your engine oil from an SAE 15W-40 to a 10W-30 can provide multiple benefits for your vehicle, including improved cold weather performance, longer engine life, and better engine performance. One of the most significant benefits of using a 10W-30 oil is better fuel economy. This is because a 10W-30 oil has a lower viscosity and reduced friction in the engine, which can result in improved fuel efficiency and reduced fuel consumption. This effect is instantaneous when switching from a higher to lower viscosity oil.

TRUCKS FACTORY-FILLED WITH 10W-30:

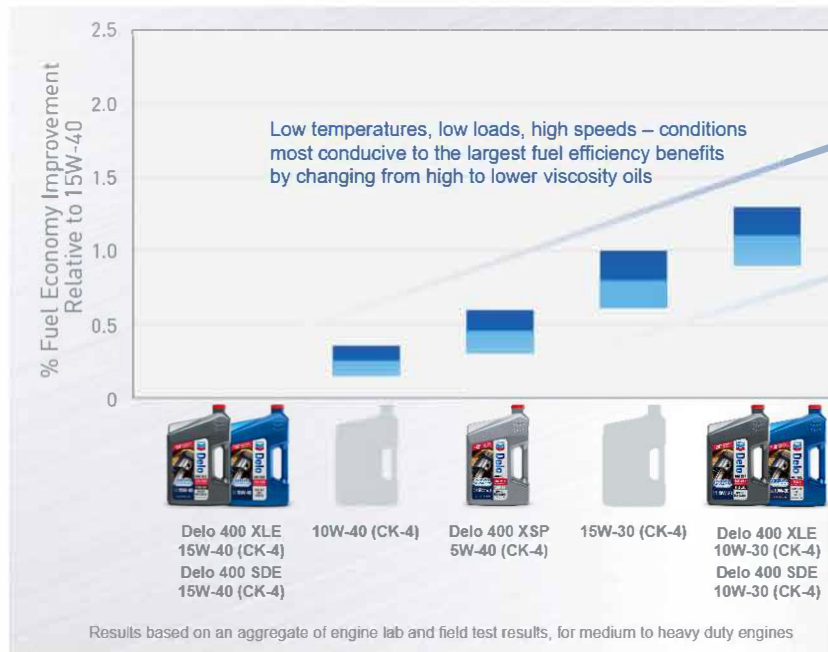
A SIGNIFICANT PORTION OF THE MARKET



***Wards Commercial Vehicle Utilization Report 2017

Many modern diesel engine oils, including SAE 10W-30 oils, are formulated with advanced additives and synthetic base oils that can provide even better wear protection and longer engine life than older oils. These additives can help prevent deposits, sludge, and other contaminants from building up in the engine, which can lead to premature wear. In fact, the SAE 10W-30 grade has been used for factory fill in a majority of trucks on the road for more than 10 years. Some have switched to an even lower viscosity grade (5W-XX).

The fuel economy benefit of switching to a SAE 10W-30 viscosity grade comes from its lower viscosity and reduced work needed to pump it through the engine. When an engine is running, the oil needs to flow smoothly and quickly through its bearings, galleys and oil passages to lubricate and protect them. A thicker oil, such as a typical SAE 15W-40, can create more resistance and drag in the engine, which means the engine has to work harder to move the oil through its components. Switching from SAE 15W-40 to 10W-30 viscosity grade could lead to a 0.9-1.2% increase in fuel efficiency, saving you money.



Less fuel burn = More Profits

When you choose the right combination of viscosity and specialized additives, oil protects your engines from excessive heat, wear, contaminants and other conditions that rob them of fuel efficiency.



Current oil



Optimal oil



Higher fuel spend



Tighter margins



Reduced competitiveness



Reduced fuel spend



Greater profits



Competitive advantage