

**Mobil Delvac™**

**Mobil Diesel Efficient™**

Interested in reducing  
your fuel costs?

**We're here to help!**



We know you've got a long to-do list when it comes to keeping your business running and maintaining your vehicles and equipment. And we also understand that downtime is money lost. But our Mobil Delvac™ engine oils and Mobil Diesel Efficient™ fuel can help you minimize downtime and lower your total cost of ownership.

**We've got a great offer that will help you save money.**





## Next-generation diesel.

The powerful combination of next-generation diesel fuel technology and fuel efficient lubricants delivers results.



Fuel injector deposits can severely restrict movement of the internal injector components, which can result in loss of engine power, reduced fuel economy, increased emissions, increased DEF consumption, and more downtime.

**And this is true for all diesel engines, no matter how new or how old.**

### In short, there's a lot at stake and a lot to lose.

Mobil Diesel Efficient™ fuel is treated with a patented additive package that's specifically designed to clean internal and nozzle deposits on fuel injectors – and keep them clean. And Mobil Diesel Efficient™ is the only fully formulated diesel fuel in the US that's additized at the terminal. So, no more worrying about over-treating or under-treating, which can harm your vehicles and rob you of much-needed benefits.

Mobil Diesel Efficient™ fuel helps improve fuel system performance in both on- and off-highway agricultural applications. And you can have confidence in its proven benefits thanks to rigorous testing in independent laboratories and real-world conditions.

Mobil Diesel Efficient™ fuel is engineered to keep your vehicles and equipment moving.

- Improves fuel economy\*
- Increases engine performance, power, and responsiveness
- Minimizes internal injector sticking and premature injector failure
- Prevents premature fuel filter plugging
- Offers excellent fuel system corrosion protection
- Reduces emissions
- Reduces DEF consumption\*\*
- Delivers more miles between diesel particulate filter regens\*\*

\*Applies to Mobil Diesel Efficient™ branded fuel compared to diesel fuel without detergent additive. Vehicle testing on heavy duty trucks showed an average fuel economy improvement of 2%. Actual benefits and fuel economy will vary depending on factors such as vehicle/engine type, engine conditions, driving style, and diesel fuel used.

\*\*Customers have reported seeing less fuel and DEF consumption as well as lower frequency of DPF active regenerations during Mobil Diesel Efficient™ fleet trials.

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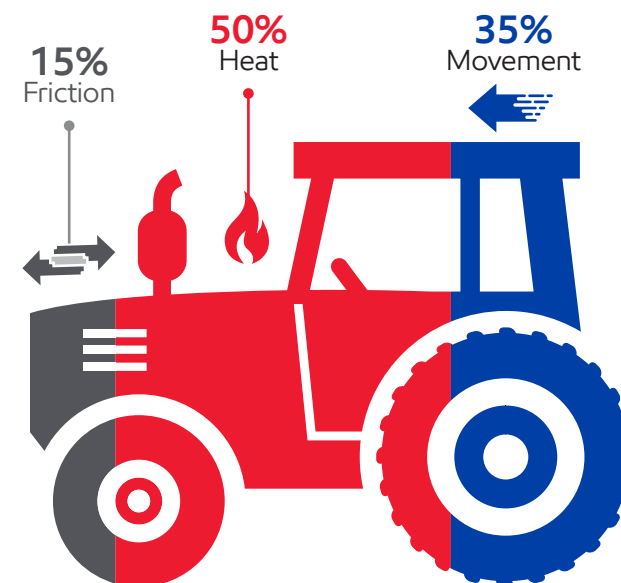


## Wondering if lubricants can offer fuel efficiency benefits that improve fuel economy?

The answer is a big **yes**.

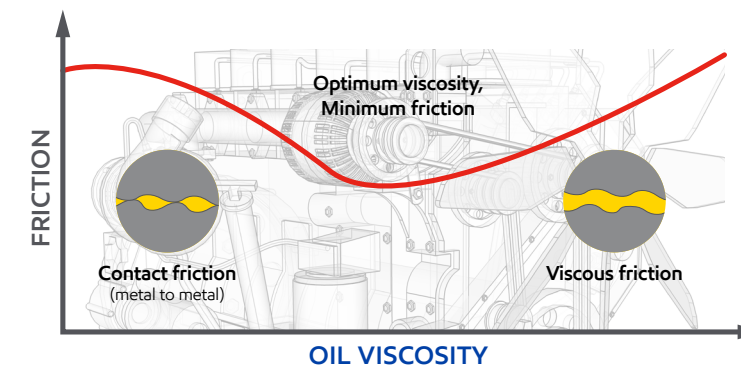
Fuel is a leading operating cost for agricultural vehicles and equipment, yet only 35% of fuel's energy is used to move a vehicle or piece of equipment. That's because a staggering 50% of fuel's energy is lost as heat and another 15% is lost as friction\*. And while friction can't be completely eliminated, the right engine oil can help reduce friction losses and increase fuel economy.

### Distribution of fuel energy



\*Approximate energy values according to Trucking Efficiency Confidence Report: Low-Viscosity Lubricants.

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Friction impacts fuel economy, and your engines experience two types.

- **Viscous friction** is related to oil thickness, which can create energy losses when pumping oil through the engine.
- **Contact friction** results from contact between metal surfaces, which can lead to engine wear and reduced fuel economy.

**The key is to balance friction in your engines. And you can improve fuel economy in your vehicles and equipment by taking three simple steps:**

- 1 Choose a Mobil Delvac™ diesel engine oil with a balanced formulation that supports viscosity control.
- 2 Switch to an oil with a lower viscosity grade.
- 3 Maintain that lower viscosity grade throughout the oil drain interval.





If you're interested in reducing your fuel costs,  
fuel consumption, and emissions, we need to talk.

Contact your McPherson Oil representative today to learn more about  
what our next-generation Mobil Diesel Efficient™ fuel and lower-viscosity  
Mobil Delvac™ engine oils can do to improve your vehicle and equipment  
performance and help save you money.

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