

Partnering for the road ahead.



Mobil Delvac and Detroit Genuine Lubricants Trivia Game!

Rob Banas/Kate Langlois

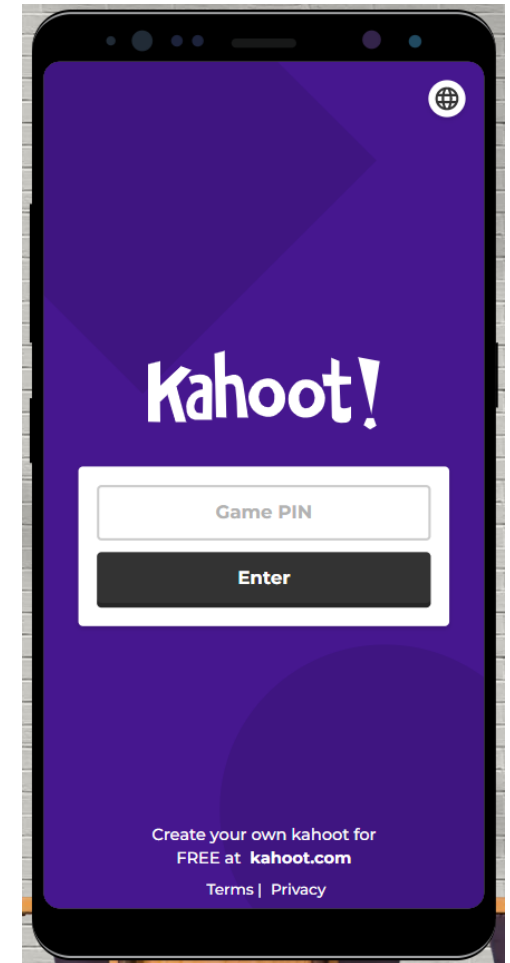
OEM Technology Advisor/OEM Account Manager
ExxonMobil Product Solutions Company

DPC
DTNA
PARTS
CONFERENCE

Rules of the Game



1. Go to kahoot.it and enter code provided!
2. Enter your name/dealership as nickname for the contest.
3. You will have 4 color-coded answers listed for each question.
4. You will have 10 seconds to answer.
5. Points are cumulative based speed and accuracy.
6. Fun prizes for the winners!



Mobil Delvac – Detroit Genuine Oil Program



A long-term partnership

- 1992 - Detroit Diesel Aftermarket Program started
- 1996 - Freightliner Aftermarket Program launched
- 2014 - Daimler Truck adopted 10W-30 engine oil for factory fill
- 2016 - New product introductions to meet the CK-4 and FA-4 diesel engine oil requirements
- 2018 - Detroit Genuine 10W-30 CK-4 and FA-4 engine oils introduced
- 2021 - ExxonMobil awarded wide slate of products for Daimler Truck factory fill in US and Mexico.
- **2022 – Building on our growth history during supply challenges:**
 - Widespread adoption of Detroit Genuine product line for enhanced sales
 - Growth opportunity with 10W-30 products
 - Offer your customers the products that Detroit engineering recommends!



A Complete Lubricants Offer for Your Customers' Needs

API CK-4	API FA-4
Mobil Delvac Extreme 15W-40 / 10W-30	Mobil Delvac Extreme FE 10W-30
Mobil Delvac 1300 Super 15W-40 / 10W-30	Mobil Delvac Super FE 10W-30



API CK-4	API FA-4
Detroit Genuine Motor Oil 15W-40 / 10W-30	Detroit Genuine Motor Oil FE 10W-30



Question 1



You have a repair facility customer interested in purchasing lubricant products from your dealership. Where do you find the current pricing information for products?

▲ Call your ExxonMobil sales advisor

◆ Look up the DTNA part in Paragon

● Ask your local ExxonMobil distributor to confirm

■ Call Kate for more information

Answer: Look up the DTNA part in Paragon

Question 2



Your service department is assessing which diesel engine oil they should choose for their bulk tank. Your customer base is a mix of Detroit and other OEM equipment, generally 2010 and newer. Of the options below, which is the best selection?

▲ Mobil Delvac Extreme FE 10W-30

◆ Mobil Delvac Super FE 10W-30

● Mobil Delvac 1300 Super 15W-40

■ Mobil Delvac 1300 Super 10W-30

Answer: Mobil Delvac 1300 Super 10W-30

Is 10W-30 right for our dealership? YES!

Cummins	Current Production	Engine	15W-40 CK-4	10W-30 CK-4	10W-30 FA-4
		X15			
		X12			2018 and newer
		L9			
		B6.7			
Legacy Engines		ISX 15		2010 and newer	
		ISX 12		2010 and newer	
		ISL9		2010 and newer	
		ISB6.7		2010 and newer	
		ISX			
		ISM			
		ISL			
		ISC			
		ISB			

Detroit	Current Production	Engine	15W-40 CK-4	10W-30 CK-4	10W-30 FA-4
		DD13			
		DD15			2010 and newer
		DD16			2010 and newer
		DD5			
		DD8			
Legacy Engines		Series 60			
		MBE900			
		MBE4000			

Mack	Current	Engine	15W-40 CK-4	10W-30 CK-4	xW-30 FA-4
		MP8			
		MP7			2021 and newer ²
Legacy Engines		MP10			
		ASET			
		E-Tech			

1. Euro VI model engines only (2 oil filters vs. 3), 2. Oil must be Mack EOS-5 approved.

Navistar	Current	Engine	15W-40 CK-4	10W-30 CK-4	10W-30 FA-4
		A26			
Legacy Engines		N13			
		N10			
		N9			
		MaxxForce 13			
		MaxxForce 11			
		MaxxForce 10			
		MaxxForce 9			
	MaxxForce DT				

Paccar	Current Production	Engine	15W-40 CK-4	10W-30 CK-4	10W-30 FA-4
		MX-13			
		MX-11			
		PX-9		2010 and newer	
		PX-7		2010 and newer	
Legacy Engines		PX-8			
		PX-6			

Volvo	Current	Engine	15W-40 CK-4	10W-30 CK-4	xW-30 FA-4
		D11			
		D13			2021 and newer ²
Legacy Engines		D16			
		D12			

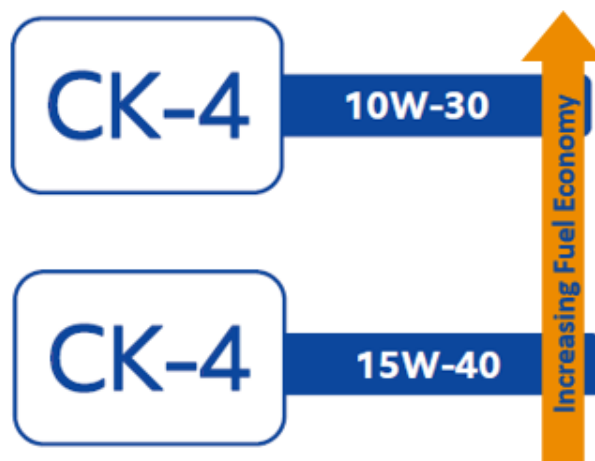
1. Euro VI model engines only (2 oil filters vs. 3), 2. Oil must be Volvo VDS-5 approved.

Legend: Yes No

*Capable = recommended by/acceptable to the engine manufacturer for approximately the same ambient temperature range as an SAE 15W-40 oil.

Mobil Delvac 1300 Super

MOBIL DELVAC 1300 SUPER 10W30, CK4	MBL 105420	BULK
MOBIL DELVAC 1300 SUPER 10W30, CK4	MBL 122481	DRUM 55 GAL
MOBIL DELVAC 1300 SUPER 10W30, CK4	MBL 122483	PAIL 5 GAL
MOBIL DELVAC 1300 SUPER 10W30, CK4	MBL 122485	JUG 4X1 GAL
MOBIL DELVAC 1300 SUPER 15W40, CK4	MBL 105816	BULK
MOBIL DELVAC 1300 SUPER 15W40, CK4	MBL 122489	DRUM 55 GAL
MOBIL DELVAC 1300 SUPER 15W40, CK4	MBL 122490	PAIL 5 GAL
MOBIL DELVAC 1300 SUPER 15W40, CK4	MBL 122492	JUG 4X1 GAL



Question 3



What distinguishes Detroit Genuine Parts branded engine oils from most other DFS 93K222 and DFS 93K223 approved oils?

▲ They can only be used in Detroit Diesel engines

◆ They have completed Detroit Diesel engineering validation

● They can be used in both diesel and gasoline engines

■ They are also approved for the old Detroit 2-cycle engines

Answer: They have completed Detroit Diesel engineering validation

Why Detroit Genuine?

- Multiple year field testing in the DTNA in-house research group fleet
- Subjected to numerous engine tear-downs and parts ratings, in both commercial and prototype hardware
- Durability tested at Detroit engine test center under arduous engine speeds, loads, temperatures, and duration



DETROIT DIESEL GENUINE PARTS MOTOR OIL SAE 10W30 (CK-4)	MBL 23539977	BULK
DETROIT DIESEL GENUINE PARTS MOTOR OIL SAE 10W30 (CK-4)	MBL 23539979	DRUM 55 GAL
DETROIT DIESEL GENUINE PARTS MOTOR OIL SAE 10W30 (CK-4)	MBL 23539980	PAIL 5 GAL
DETROIT DIESEL GENUINE PARTS MOTOR OIL SAE 10W30 (CK-4)	MBL 23539978	JUG 4X1 GAL
DETROIT DIESEL GENUINE PARTS MOTOR OIL FE SAE 10W30 (FA-4)	MBL 23539981	BULK
DETROIT DIESEL GENUINE PARTS MOTOR OIL FE SAE 10W30 (FA-4)	MBL 23539983	DRUM 55 GAL
DETROIT DIESEL GENUINE PARTS MOTOR OIL FE SAE 10W30 (FA-4)	MBL 23539984	PAIL 5 GAL
DETROIT DIESEL GENUINE PARTS MOTOR OIL FE SAE 10W30 (FA-4)	MBL 23539982	JUG 4X1 GAL

Question 4



What's the most economical way to improve the fuel economy of a Freightliner or Western Star truck equipped with a Detroit DD Series engine?

▲ Switch from an API CK-4 engine oil to an API FA-4 engine oil

◆ Change the air filter element

● Shorten the oil drain interval

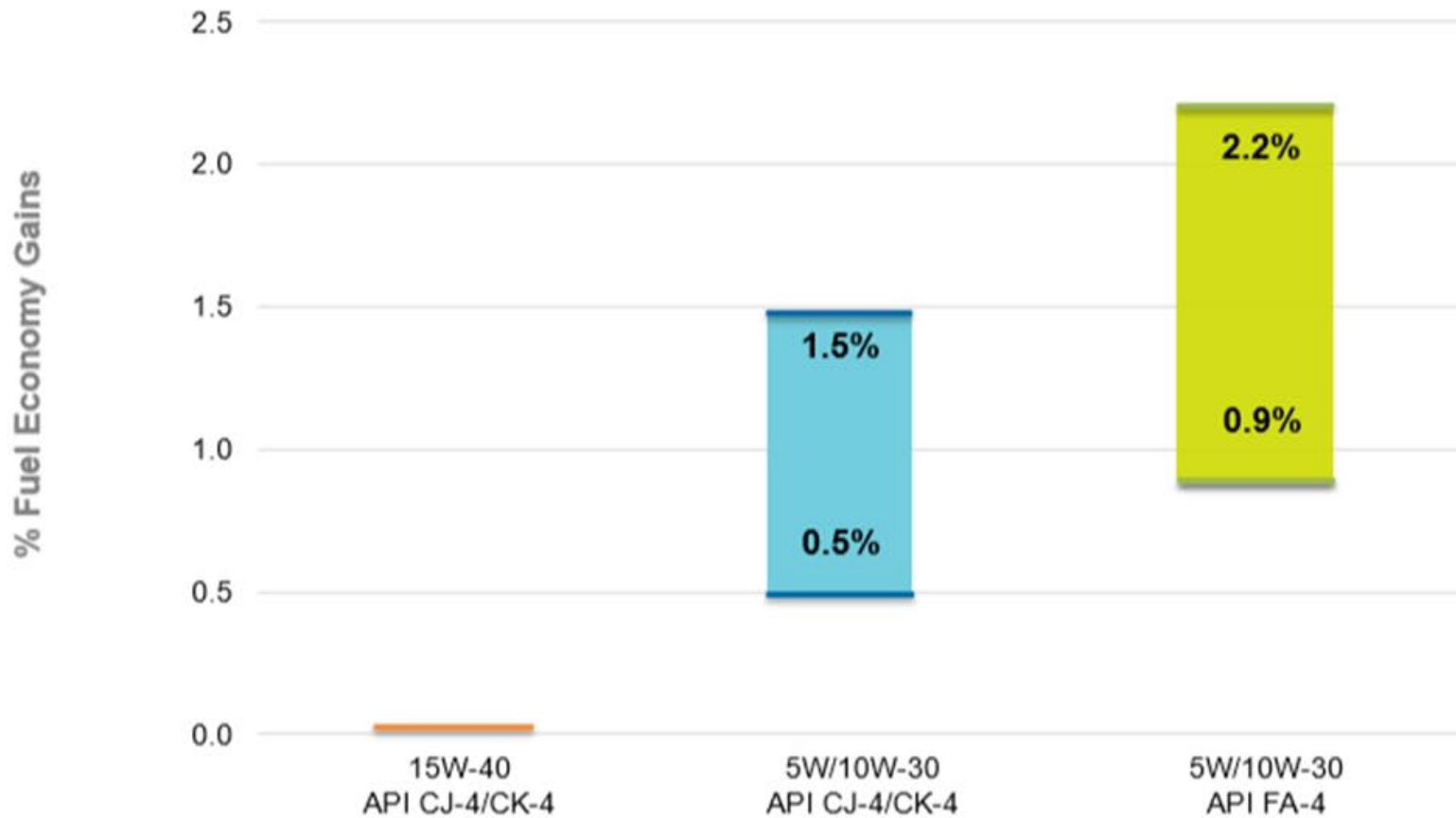
■ Unhook the trailer

Answer: Switch from an API CK-4 engine oil to an API FA-4 engine oil

Fuel Economy and API FA-4 Oils



NACFE: North American Council for Freight Efficiency



“ Class 8 over-the-road fleets can realistically expect fuel savings in the range of 0.5% to 1.5% by switching from 15W-40 to 5W/10W-30 engine oil, either CJ-4 or CK-4.

“ The savings from switching to the fuel-efficient FA-4 variant, available after December 2016, can be expected to add a further 0.4–0.7% of increased fuel efficiency.



Question 5



How does this typical fuel economy improvement translate into monetary savings for the average Class 8, on-highway truck?

▲ \$295/truck/year

◆ \$395/truck/year

● \$495/truck/year

■ \$595/truck/year

Answer: \$595/truck/year

Here's the Math

- Base case:

- 70,000 miles/year
- 6.4 miles/gallon
- \$5.49/gallon diesel fuel

\$60,047.00 / year

- With 1% fuel economy improvement:

- 70,000 miles/year
- 6.464 miles/gallon
- \$5.49/gallon diesel fuel

\$59,452.00 / year

- The difference is:

- \$595/truck/year

Question 6



Now that you've decided to offer Detroit Genuine package goods in your parts department, what is the best way to showcase these products for your customers?

▲ **Recommend Detroit Genuine Parts Motor Oil 10W-30 CK-4 to your customers.**

◆ **Recommend Detroit Genuine Parts Motor Oil FE 10W-30 FA-4.**

● **Ask your DPM about the Detroit Genuine oil and filter display options.**

■ **All of the above!**

Answer: All of the above!

Detroit Genuine Displays

- Detroit Genuine motor oil products grew 140% in 2021!
- Various configurations available based on your available space – ask your DPM or Amy Lentz for more information.
- Detroit Genuine and Mobil Delvac point-of-sale materials available to enhance visibility.



Takeaways



- Detroit engines have been factory-filled with 10W-30 viscosity oil since 2014. 10W-30 CK-4 and FA-4 specification products are the best choice for your Detroit engines to maximize fuel economy benefits!
- Mobil Delvac products are factory-filled in many components of new Daimler Trucks, and our Detroit Genuine products are uniquely formulated to meet your customer's needs.
- Recommend Mobil Delvac and Detroit Genuine 10W-30 engine oils to your parts customers, and check your service department bulk tank to see if you're using the correct fluids.

Seize the Opportunity



- You are the exclusive channel for Detroit Genuine lubricants sales
- The Detroit Genuine/Mobil Delvac combined offer can serve your entire customer base, regardless of engine/truck OEM
- Detroit Genuine oils have the full backing of Detroit Engineering
- Many of your existing customers are probably already your best Detroit Genuine sales prospects
- You can reduce your customers' cost of ownership today with the improved fuel economy that an optimized engine oil recommendation can bring

And the winner is.....



Thank you for playing!



Please take a few minutes to fill out the action plan in your workbook.

- What customer would you like to target?
- What product would you like to target the customer with?
- What challenger step(s) would you implement with this customer?

ACTION PLAN INSTRUCTIONS

Based on what you learned during this supplier's presentation, identify the customers and products you could target for a sales call. Also include details about the Challenger selling steps you may need to develop:

CUSTOMER	PRODUCT	CHALLENGER STEPS

New Program Addition!

- TES 668 – Mobil Delvac 1 ATF 668

On-Highway Fluids

Introducing the next generation of synthetic on-highway automatic transmission fluid, Allison Transmission TES 668®. TES 668® builds upon the proven 20-year record of TES 295® synthetic fluid by delivering the same great performance with a modern additive package. The robust formulation of TES 668® meets the most demanding specifications related to fluid stability, lubrication and cold operation.

Allison recommends TES 668® Approved Fluids to extend drain intervals and enhance transmission performance and durability in all operating environments.

Allison TES 668® Approved Fluids are recommended for use in Allison 1000 Series™, 2000 Series™, 3000 Series™, 4000 Series™ and H 40/50 EP™ on-highway products.

To purchase an Allison approved fluid, use the [Sales + Service Locator](#) to find an Allison Authorized Distributor in your area.

