



# CITGARD On Road

The webinar will begin in  
less than 10 minutes.





# CITGARD On Road

The webinar will begin in  
less than 5 minutes.





# CITGARD On Road





# Steven Bowles – CLS & OMA-I



- CITGO Sr. Product Specialist
- B.S. Zoology & M.S. Environmental Science
- 19 Years Experience in Lubricants
- 16 Years Experience in Laboratory Supervision/Analytical Chemistry





# Matthew McGovern - CLS, OMA-I, MLA-I, MLT-I, CLGS & CRC



- CITGO Product Specialist
- B.S. Mechanical Engineering
- 25+ Years Experience in Lubricants, including with
  - Petro-Canada Lubricants, Sr. Technical Services Advisor
  - Conoco, Lubrication Engineer



# Agenda



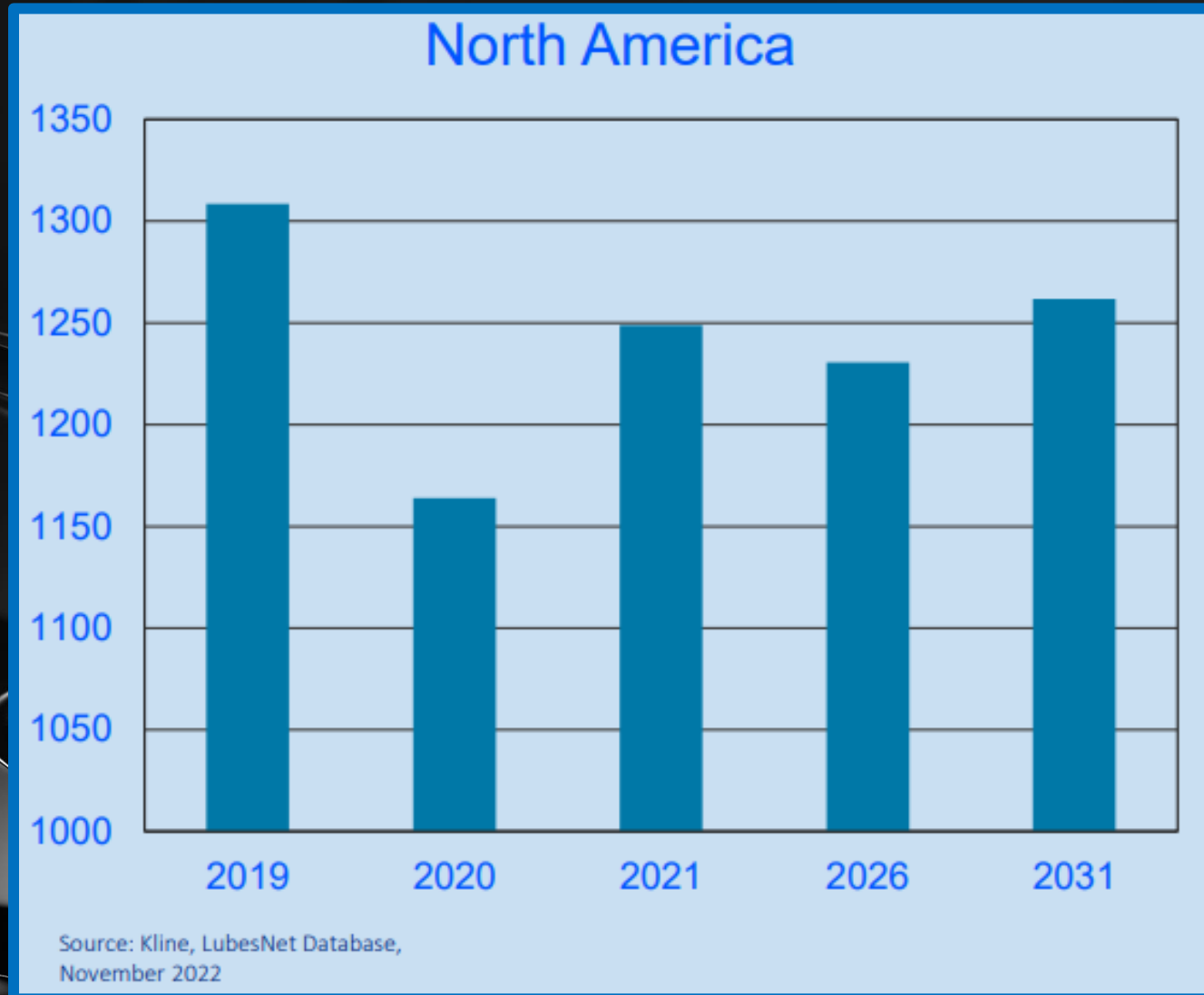
HD Engine Oil Trends

CITGARD Product Line

Stages of HD Selling



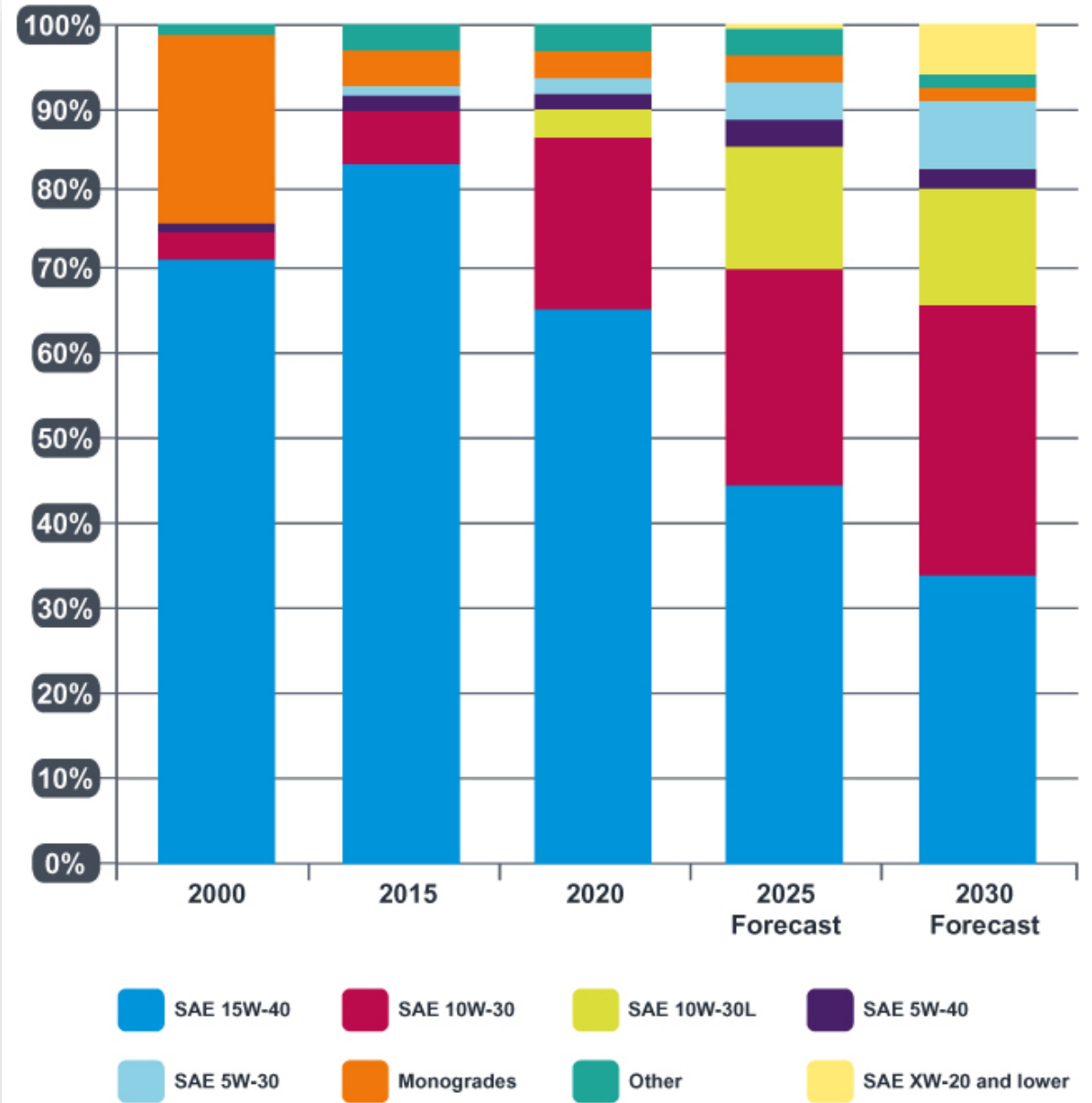
# Heavy-Duty Engine Oil Trends



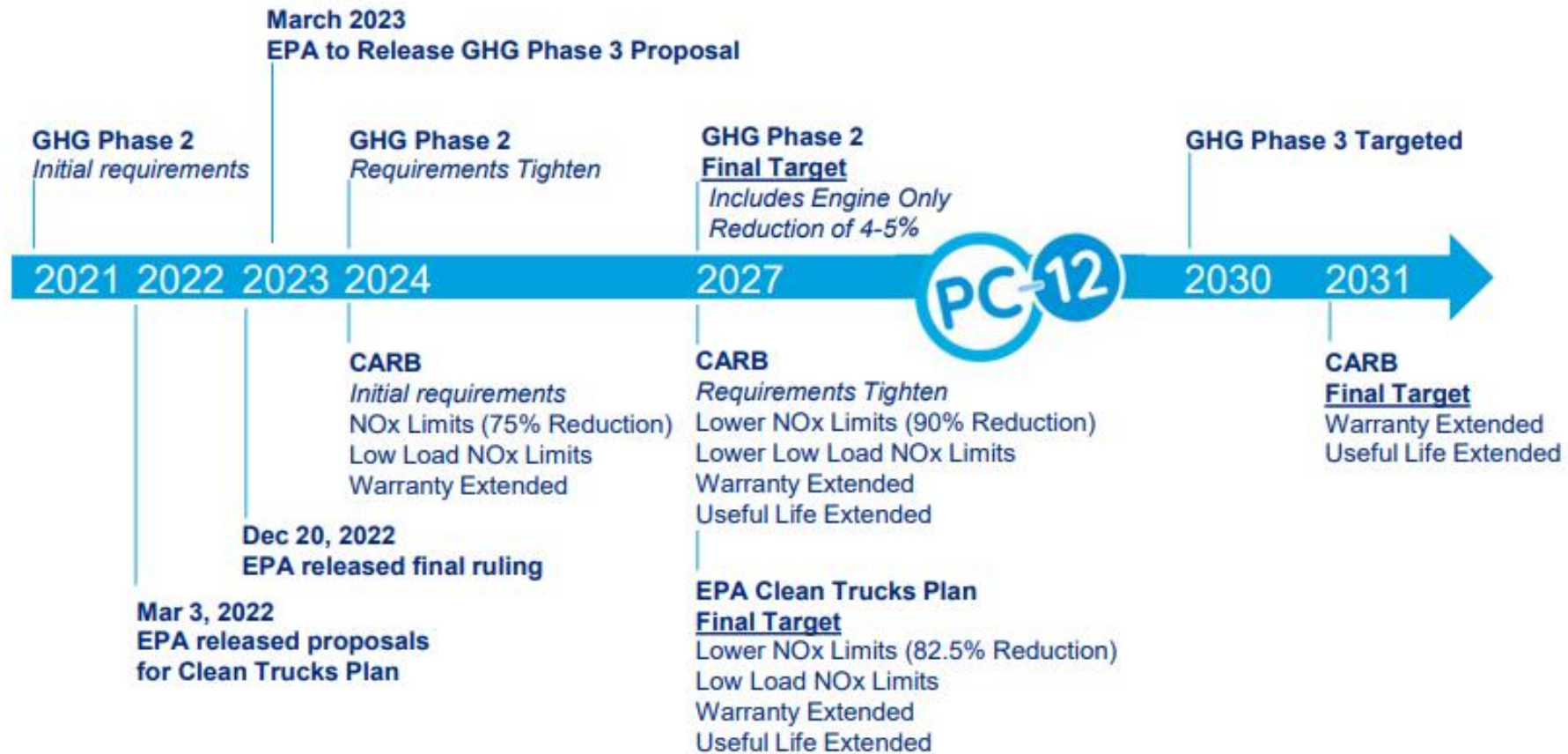
North American trends amongst the Global finished heavy-duty lubricant demand.



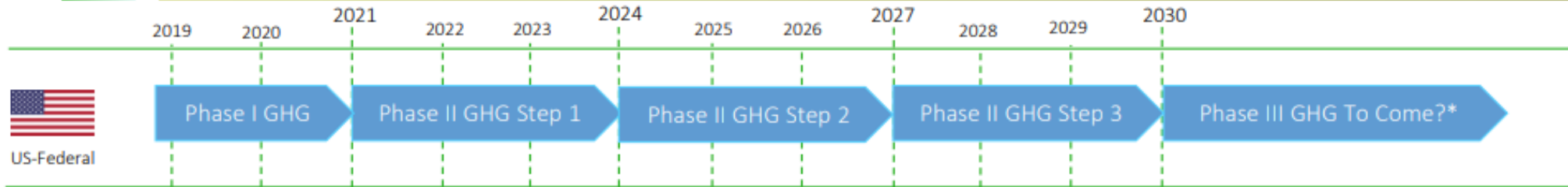
# North America HDD Viscosity Grade Trends



# US Emissions Timeline



# Green House Gas Phase 2 (GHG2) Emissions Phase-In Green House Gas Phase 3 (GHG3) on the Horizon



Reduction in Fuel Consumption and GHG Emissions compared to MY 2017 Baseline	MY 2021	MY 2024	MY 2027
Combination Tractors*	13%	20%	25%
Trailers	5%	7%	9%
Heavy Duty Pickup Trucks and Vans	2.5%	10%	16%
Vocational Vehicles*	12%	20%	24%
*Separate Engine Standards (tractor, vocational)			4-5%

\*EPA expected to set "Phase 3" GHG standards for heavy-duty vehicles beginning as soon as MY 2030 that are significantly stronger than the MY 2027 GHG standards.



# Regulation Leads to Specifications



	Emissions Regulation			Specification	Status
Year Phased In	Particulate Emissions (g/bhp-hr)	NOx Emissions (g/bhp-hr)	CO <sub>2</sub> Emissions		
1988	0.60	10.7		1985 - API CE	Obsolete
1990-91	0.25	6.0 -> 5.0		1990 - API CF-4	Obsolete
1994	0.10	5.0		1995 - API CG-4	Obsolete
1998	0.10	4.0		1998 - API CH-4	Active
2002	0.10	2.0		2002 - API CI-4/CI-4 PLUS	Active
2007, 2010	0.01	1.2 -> 0.2		2006 - API CJ-4	Active
2014-2018			GHG Phase 1	2016 - API CK-4 / API FA-4	Active (PC-11)
2021-2027			GHG Phase 2	2027 - New API Categories Have Been Requested (PC-12)	Under Development (PC-12)
2024-2031	0.005	CARB (0.05 - 0.02)			
2027	0.005	EPA (0.035)			

# PC-12 Category Proposal



2 Categories

PC-11

XW-30/40  
 $\geq 3.5$  cP HTHS

API CK-4

API CH-4,  
CI-4 (PLUS),  
CJ-4, CK-4

Backward  
compatible

XW-30/40  
 $\geq 3.5$  cP HTHS

PC-12

PC-12A

$\leq 3.2$  cP HTHS  
XW-30  
 $\geq 2.9$  cP HTHS

API FA-4

Less  
viscosity  
control for  
soot

~~Backward  
compatible~~

$\leq 3.2$  cP HTHS  
XW-30  
XW-20  
 $\geq 2.6$  cP HTHS

PC-12B

# PC-12 Category Proposal



## Key Changes

- Additional Wear Performance
- Improved Oxidation Performance
- Replacement of tests approaching their end-of-life
- New Seals Compatibility Testing
- Reduction in Chemical Limits to Protect After Treatment Systems
- Inclusion of XW-20 viscosity grades



# CITGARD Heavy Duty Product Line



**CITGARD 600 Conventional**  
(SAE 10W-30 & 15W-40)



**CITGARD 700 Synthetic Blend**  
(SAE 10W-30 & 15W-40)



**CITGARD 700 Synthetic Blend MFE**  
(SAE 10W-30)



**CITGARD 800 Synthetic Blend**  
(SAE 10W-30 & 15W-40)



**CITGARD 1000 Full Synthetic**  
(SAE 5W-30, 5W-40)



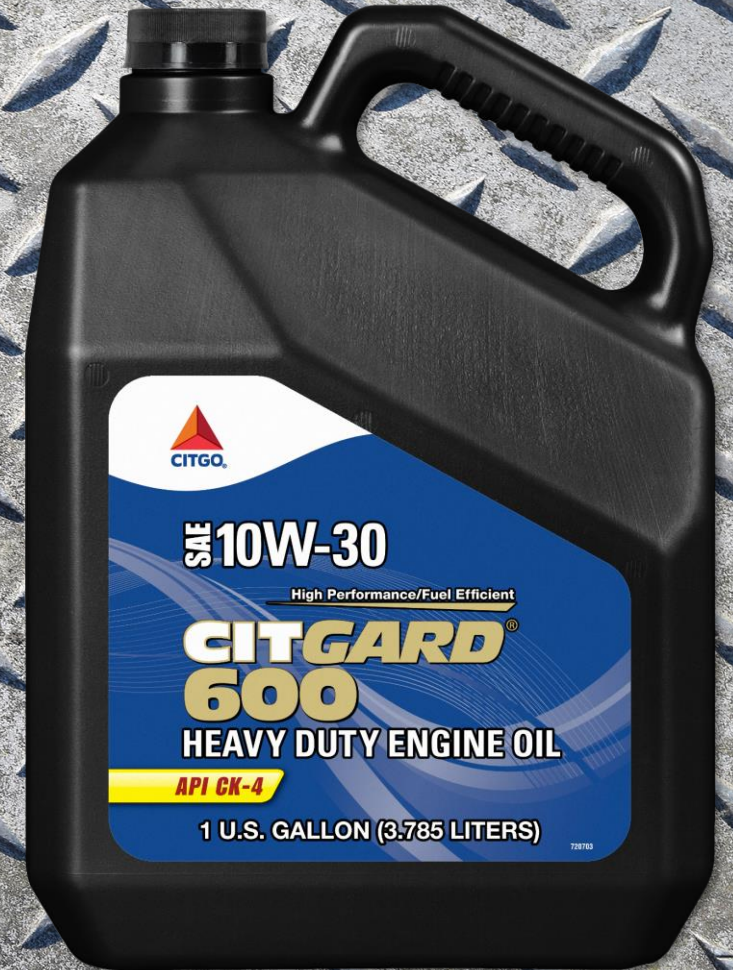


# CITGARD® 600



## Specifications/Approvals

- API CK-4
- API SN (15W-40 Only)
- Volvo/Mack/Renault - VDS-4.5/EOS-4.5/RLD-3
- Ford WSS-M2C171-F1
- Cummins CES 20086
- Detroit Diesel 93K222
- Available in SAE 10W-30 and 15W-40
- 9 TBN
- 35 SSI





***FleetPride***  
TRUCK & TRAILER PARTS



# CITGARD 600 Customers





# CITGARD® 700



## Specifications/Approvals

- API CK-4
- API SN (15W-40 Only)
- Volvo/Mack/Renault - VDS-4.5/EOS-4.5/RLD-3
- Ford WSS-M2C171-F1
- Cummins CES 20086
- Detroit Diesel 93K222
- Available in SAE 10W-30 and 15W-40
- 10 TBN
- 25 SSI





# CITGARD 700 Customers





# BRUNDAGE- BONE CONCRETE PUMPING

## Testimonial



### Brundage-Bone Decreases Fuel Cost by 2% After Switching to CITGARD® 700 10W-30 Low Viscosity Heavy Duty Engine Oil

The largest concrete pumping company in the United States – Brundage-Bone – operates the most extensive and diverse fleet of concrete pumping vehicles and equipment in the nation.

**Reducing annual fuel costs** – their largest expense – improving equipment availability and operational efficiencies are top business priorities.

Always looking to create value, CITGO presented tools and resources to help Brundage-Bone analyze its equipment and fleet to gain insights on how **low viscosity engine oils, specifically formulated for improved fuel economy, could help meet their goal of lower fuel costs.**

Following consultations with CITGO technical experts, Brundage-Bone made a switch from CITGARD 600 15W-40 to CITGARD 700 Synthetic Blend 10W-30 Heavy Duty Engine Oil. **Six months of careful evaluation of fleet performance data from Brundage-Bone's independent telematics solutions provider showed that Brundage-Bone realized a 2-2.5% annual fuel cost savings by switching to CITGARD 700.**

#### A Consultative Approach to Sales

The CITGO team works closely with Brundage-Bone's General Manager, Mark Young, and its National Service Manager, Jeff LaBounty, to **understand their overall lubrication program**, goals for reducing their fuel costs and gas spend per mile before making recommendations that would benefit their operations. Brundage-Bone names CITGO as its preferred lubricant supplier and the concrete pumping giant has adopted other CITGO lubricants, including hydraulic fluids, greases, gear oils and concrete release agents, for its operations.

**"2.5% savings on fuel cost for us is huge as fuel is our largest expense. But our relationship with CITGO has moved beyond savings in cost. Their ordering portal is intuitive and simple to use and their US-based customer support team responds promptly to our need."**

– Jeff LaBounty  
National Service Manager



**BRUNDAGE-  
BONE**  
CONCRETE  
PUMPING

Results may vary based on operating conditions and other factors.  
For guaranteed results, speak to your CITGO authorized representative about the CITGO Guaranteed Efficiency Program.



CITGO has definitely grown from a partnership, which is a stark experience before. The CITGO helpful; navigating us through an come with switching vendors gone smoothly. Our company confident knowing there is a team of supporting them – and us – very well."

– Mark Young  
General Manager



# 2017 Freightliner Cascadia



**Piston Rings**



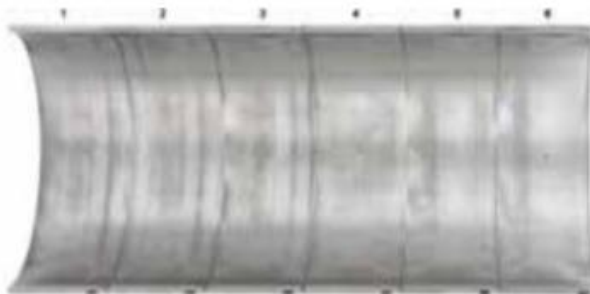
All rings free with minimal ring groove deposits

**Camshaft**



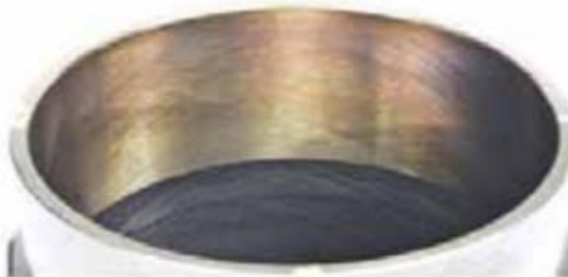
Like new condition-both exhaust and intake lobes

**Bearings**



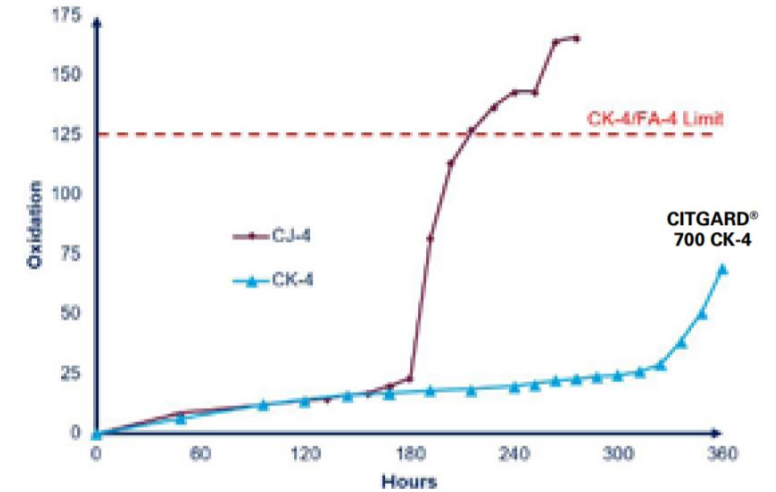
Bearings in excellent condition with much longer service life

**Cylinders**

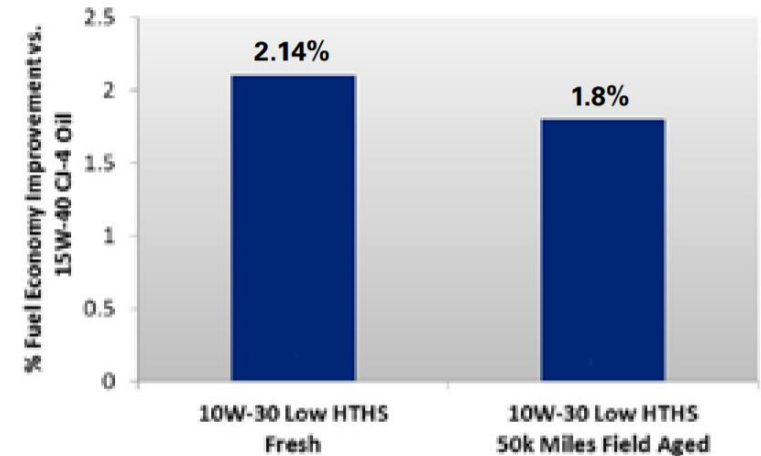


Critical line honing marks all visible in excellent condition

**Volvo T-13 Oxidation Stability Test vs API CK-4**



**CITGARD 700 10W-30 Fuel Efficiency at 50,000 Miles**





# CITGARD® 700 MFE

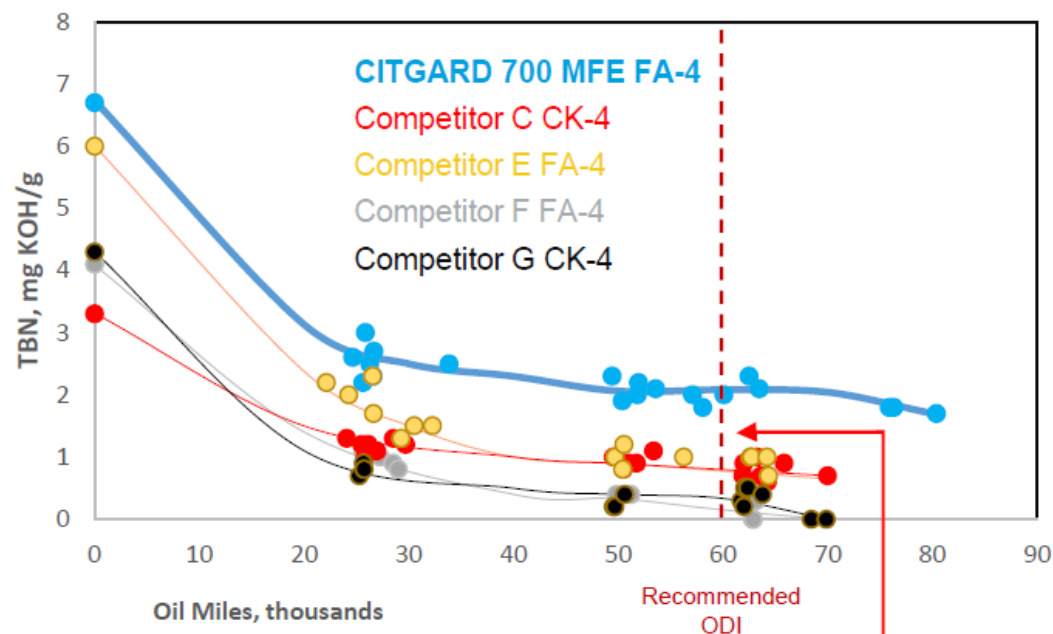


## *Specifications/Approvals*

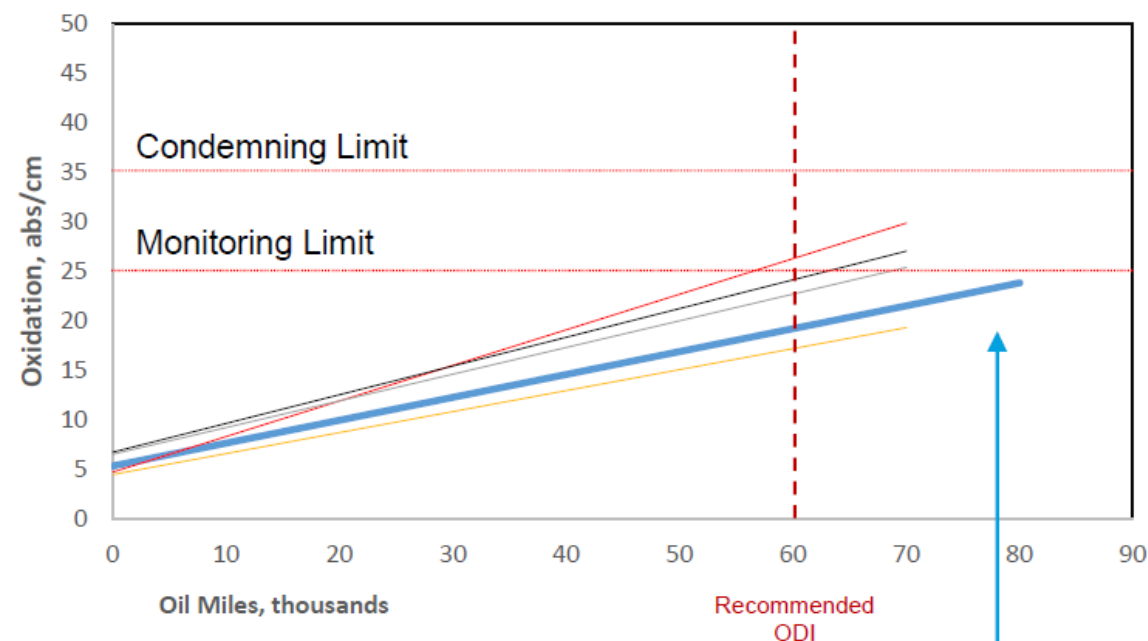
- API FA-4
- Cummins CES 20087
- Detroit Diesel 93K223
- Available in SAE 10W-30



# 2019 Detroit Diesel DD15



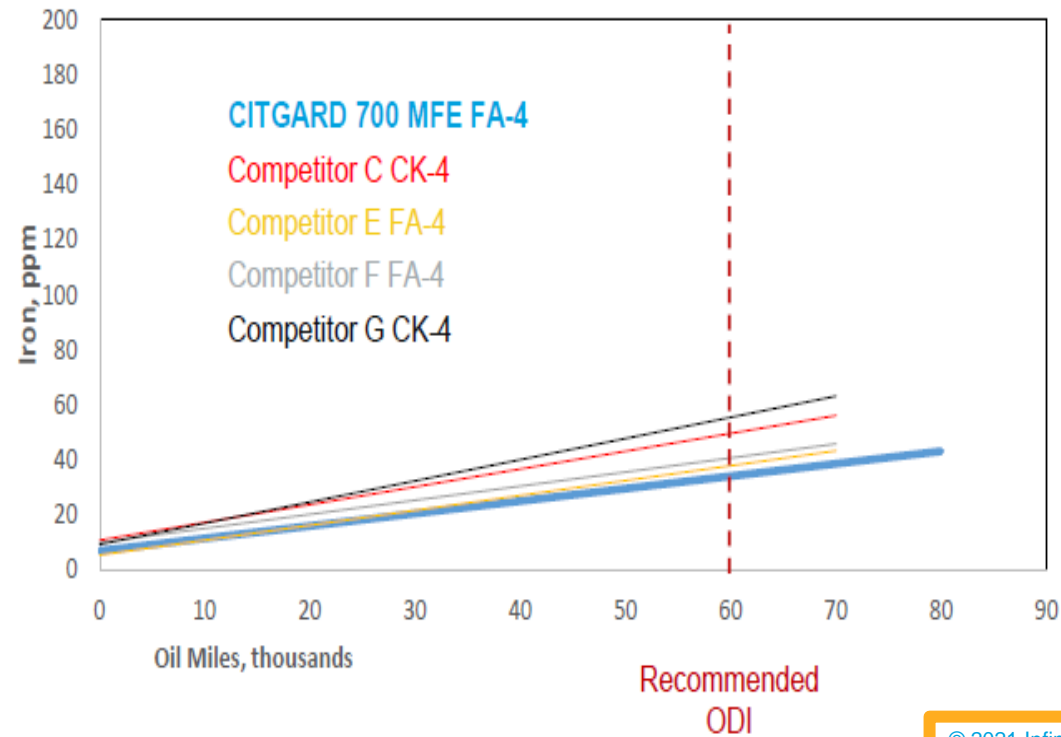
Closest competitor has 50% TBN of CITGARD 700 MFE FA-4 at recommended drain



Oxidation remains below monitoring limit at 80,000 miles



# 2019 Detroit Diesel DD15



	Limit (ppm)	CITGARD 700 MFE ppm maximum
Lead	10	0
Aluminum	50	28

CITGARD 700 MFE metal wear levels at 80,000 oil miles

# CITGARD® 800



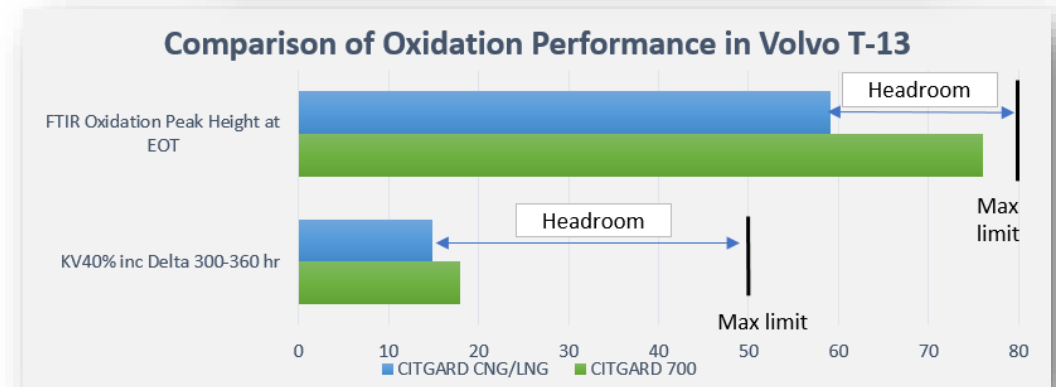
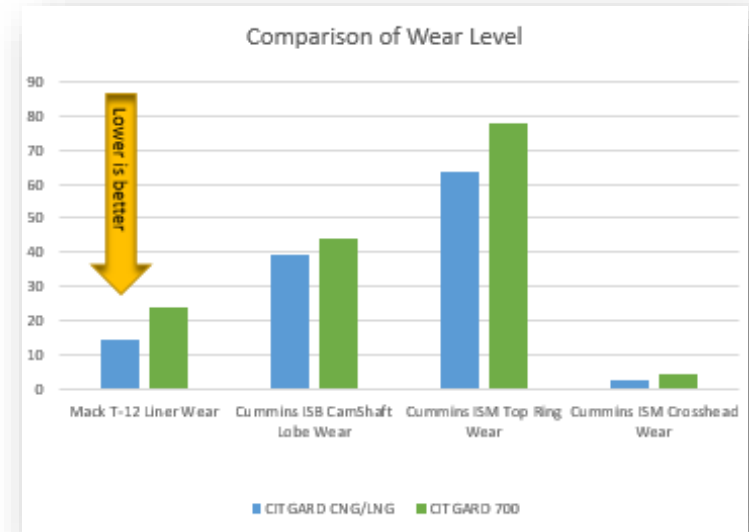
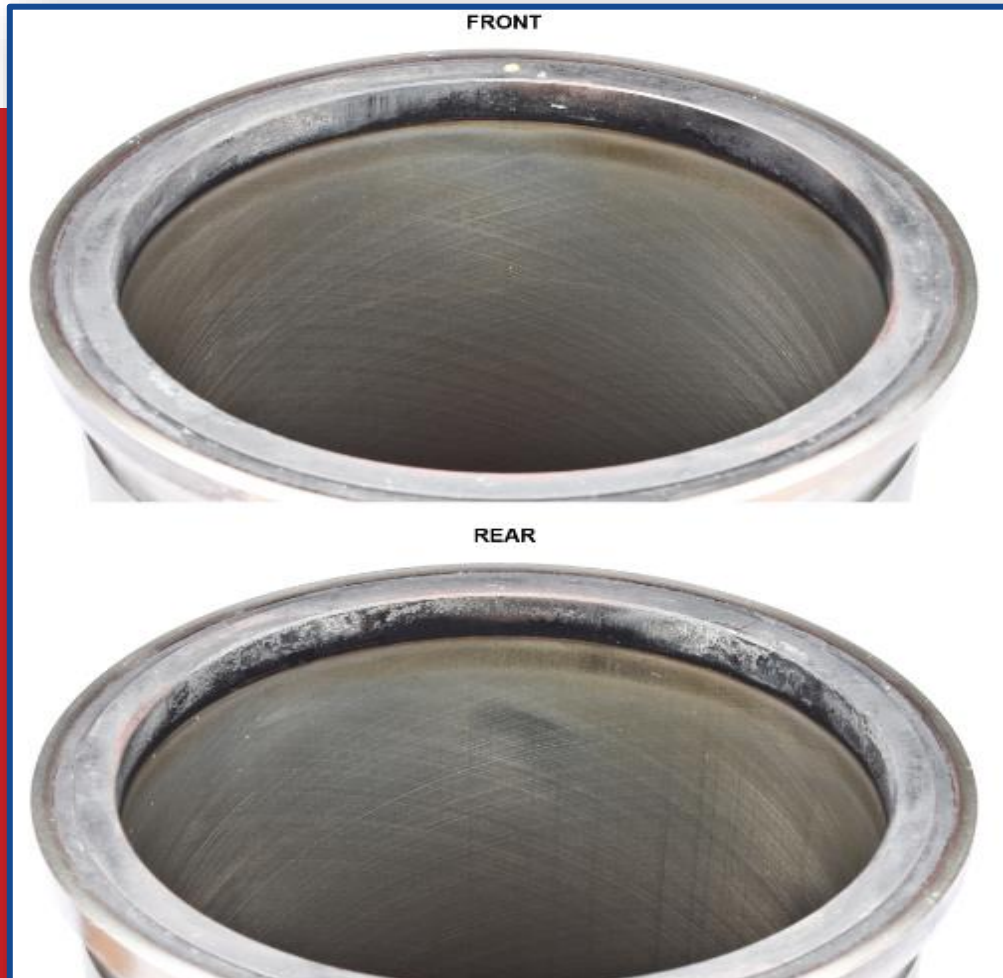
## Specifications/Approvals

- API CK-4/SN
- Caterpillar ECF-3
- Cummins CES 20092 & CES 20086
- Detroit Diesel DFS 93K222
- Volvo/Mack/Renault - VDS-4.5/EOS-4.5/RLD-3
- Available in SAE 10W-30 and 15W-40
- 10 TBN
- 25 SSI





# 2015 Mack MP8



# CITGARD® 1000



## Specifications/Approvals

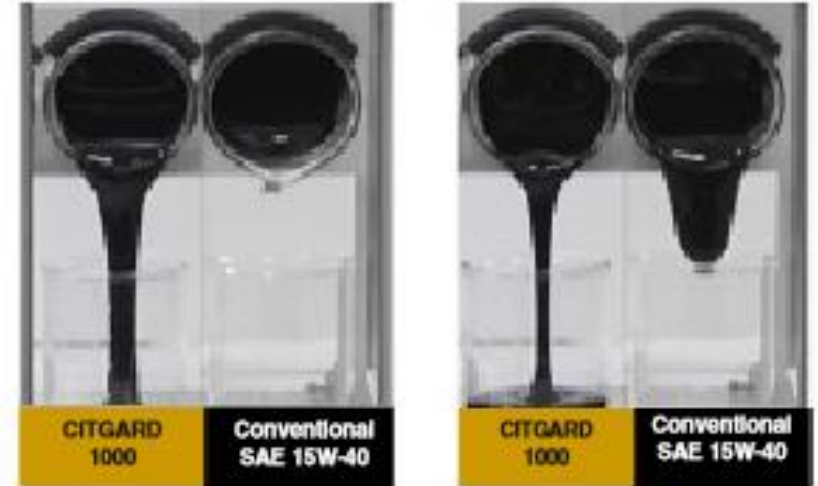
- API CK-4
- API SN (5W-40 Only)
- Volvo/Mack/Renault - VDS-4.5/EOS-4.5/RLD-3
- Ford WSS-M2C171-F1
- Cummins CES 20086
- Detroit Diesel 93K222
- Available in SAE 5W-30 and 5W-40
- 11 TBN
- 5 SSI





# Low-Temperature Pumpability Comparison

How much wear occurs?



3 seconds

7 seconds

Cold box testing at -22°F (-30°C) of used oil demonstrates the superior flow characteristics of CITGARD 1000 Full Synthetic 5W-40

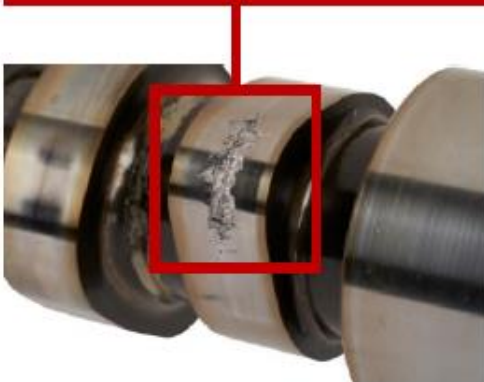


# CITGARD Against Competitors

CITGARD 1000 blended as an ultra-low 5W-16 demonstrated **no hardware damage** on any parts during inspection

Four different oils using major branded **competitor technology** at normal CK-4 viscosities showed **significant engine damage in the same field trial**

Competitor technology in damaged engines



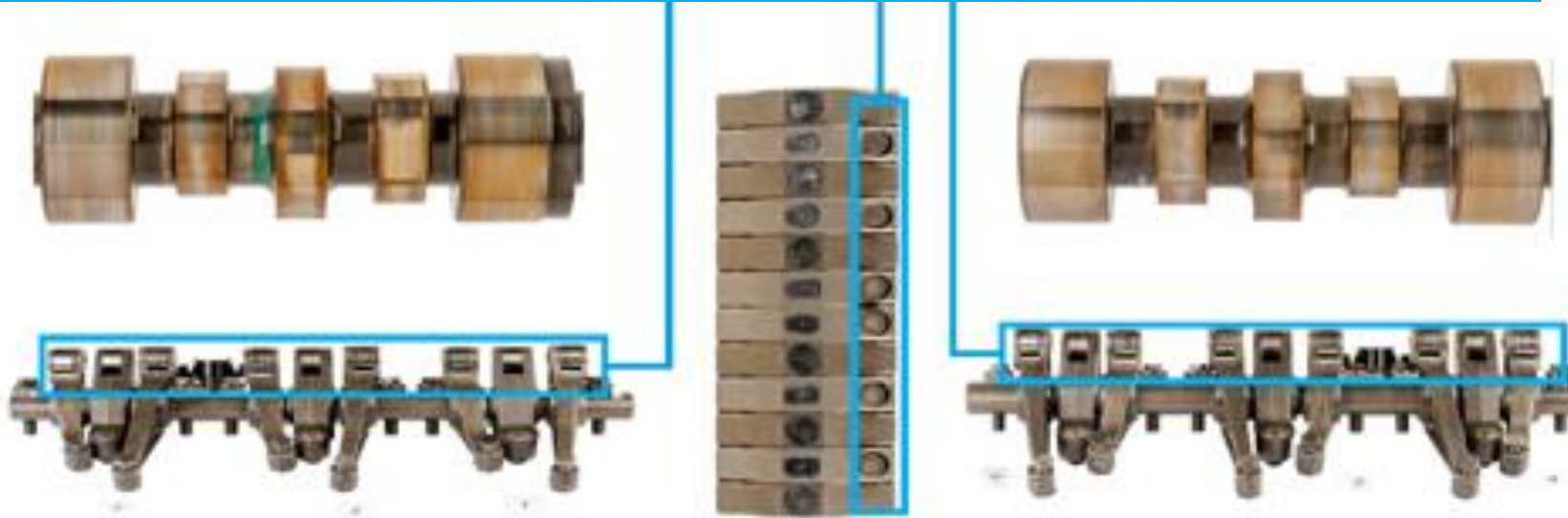




Premium Products:  
2017 Cummins ISX

Teardown at 500,000 miles

CITGARD 1000 Technology demonstrates robust  
valve train protection in **formulated to SAE 5w-16 viscosity grade**



# CITGARD 1000 Technology





# Mystik<sup>®</sup> JT-8<sup>®</sup> Synthetic Blend Engine Oils

SAE 10W-40 and 15W-50



## Specifications/Approvals

- **10W-40**
  - API CK-4, CJ-4, CI-4 Plus, CI-4, CH-4
  - Meets JASO T903:2016 MA2
- **15W-50**
  - API CI-4 Plus, CI-4, CH-4





# CITGO® SynDurance® Synthetic MTF



- Uniquely formulated to provide up to 1.5% fuel economy improvement while maintaining excellent shear stability.
- A synthetic lubricant designed for fuel efficiency, extended drain intervals, and severe service in heavy duty commercial vehicle transmissions which do not require an extreme pressure (EP) transmission lubricant.
- Specially formulated to protect higher torque transmissions coupled with increased horsepower engines. Approved for use in Eaton transmissions such as Ultrashift Plus, Fuller Advantage, FR, and RT Series transmissions.
- Replaces SAE 50 transmission fluid and is for use where SAE 50 weight was recommended.





# CITGO® SynDurance® 668



- Full synthetic automatic transmission fluid approved by Allison Transmission for service fill on transmissions requiring a TES 668™ approved fluid.
- Fully back compatible for transmissions requiring a TES 295®, TES 389® and TES 468® fluid.
- Heavy-duty ATF that offers extended drain intervals and demonstrates outstanding shear stability, oxidation resistance, and low-temperature fluidity.

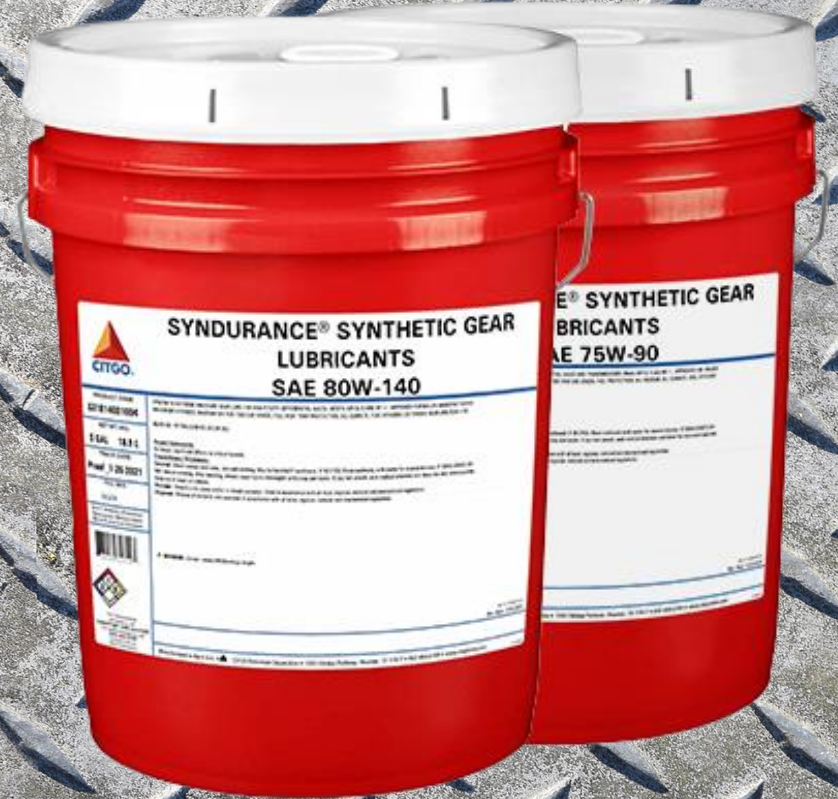




# CITGO® SynDurance® Synthetic Gear Lubricants



- Heavy duty, synthetic gear and bearing lubricants designed for use in manual transmissions, transfer cases and differential axles of trucks, farm tractors, construction, passenger cars and miscellaneous industrial equipment.
- Maximum protection for gears and bearings operating over a wide range of temperatures, speeds, and loads. Superb resistance to oxidation provides the benefit of extended drain intervals.
- Available in SAE 75W-90 and 80W-140 viscosity grades.





# Mystik® JT-6® Heavy Duty SynBlend 460 #2 Grease

- Lithium complex thickened grease formulated with a premium additive system and a combination of synthetic and conventional base oils.
- Recommended for extended service applications; reducing operating costs and extending component life.
- Provides exceptional extreme pressure (EP) and corrosion protection.
- The convenient on-the-go squeeze tube makes applying on the fifth wheel easy.





# Mystik® JT-6® High Temp #2 Grease



- Premium-quality lithium complex greases suited for a wide variety of industrial and automotive service applications including chassis and wheel bearings.
- These extreme pressure greases are recommended for use across several industries that include on-road, off-road and industrial applications.
- Extremely stable lithium complex formula retains its consistency even in the most severe service.





# Mystik® JT-6® Synthetic 460 #00 Grease



- The latest technology using synthetic polyalphaolefins (PAOs).
- Recommended for extended service applications; reducing operating costs and extending component life.
- Specifically engineered for heavy duty trailer wheel bearings operating under a wide range of conditions.
- Offers performance in demanding conditions of high and low temperatures, and the potential for energy savings and reduction in operating temperatures.
- Fully additized to provide superior extreme pressure (EP) and anti-wear characteristics and inhibited to resist corrosion and oxidation.



# The 5 Stages of Heavy-Duty Selling





# Stage 1 – Qualify the Lead



- Lead Generation Software (SIC or NAICS Codes)
- The Internet
- Cold Call
- Tradeshow
- Network/Referrals
- Locals/Chamber of Commerce



Search Google or type a URL



**FMCSA**

Federal Motor Carrier Safety Administration

# Stage 1 – Qualify the Lead



You can do all of this before even getting dressed for the day.

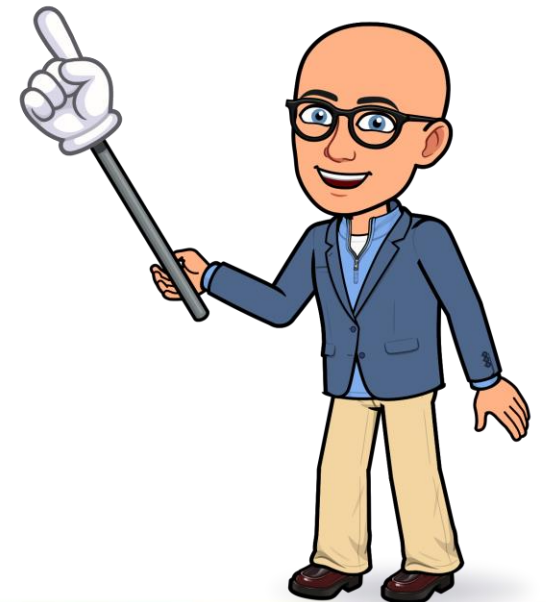
Know your prospect and their industry.

Take someone to lunch in that industry to try to understand.

Fake it until you make it! Learn by doing!



# Cold Call & Request Advice



Hi [executive],

There are so many things I could ask you about [their area of expertise], but I know you're busy, so I'll go with my top question:

[Insert question here].

I'd really appreciate getting your thoughts.

Thank you,

[Your name]



Hi [gatekeeper],

I work for [XYZ Distributor], I have been newly assigned this account in my territory. I'm just updating my contacts. Who is the person at your company that handles the lubricant purchases?

Thanks in advance,

[Your name]



# Cold Calling As a New Rep

## Be Different!

# Cold Call or Initial E-Mail Format

## INTRO

- My name is Matt McGovern. I work for XYZ Distributor in Anytown, USA.

## THREE POINTS ABOUT YOU

1. XYZ is a local, family-owned distributor.
2. We supply businesses with fuel, lubes and DEF.
3. We are small enough to care and big enough to deliver.

## WHAT'S IN IT FOR THE PROSPECT?

We work with maintenance managers like you to reduce:

- Cost per mile
- Typically, that reduction is in the 10s of thousands of dollars

## SUMMARIZE & FLIP

- What are the KPIs at your company?





# Site Visits





# Stage 2 – Needs Identification



BECOME AN  
EXPERT

REMEMBER THAT  
LUNCH WITH  
SOMEONE IN THE  
INDUSTRY?

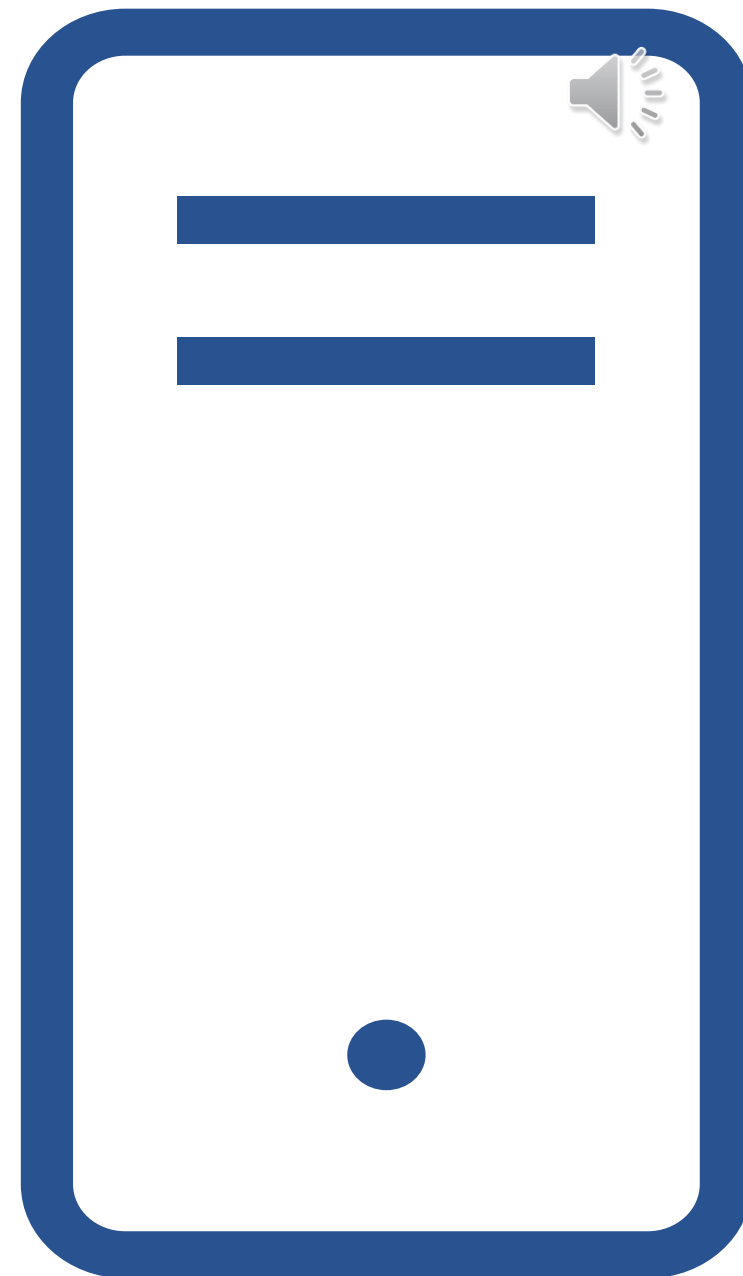
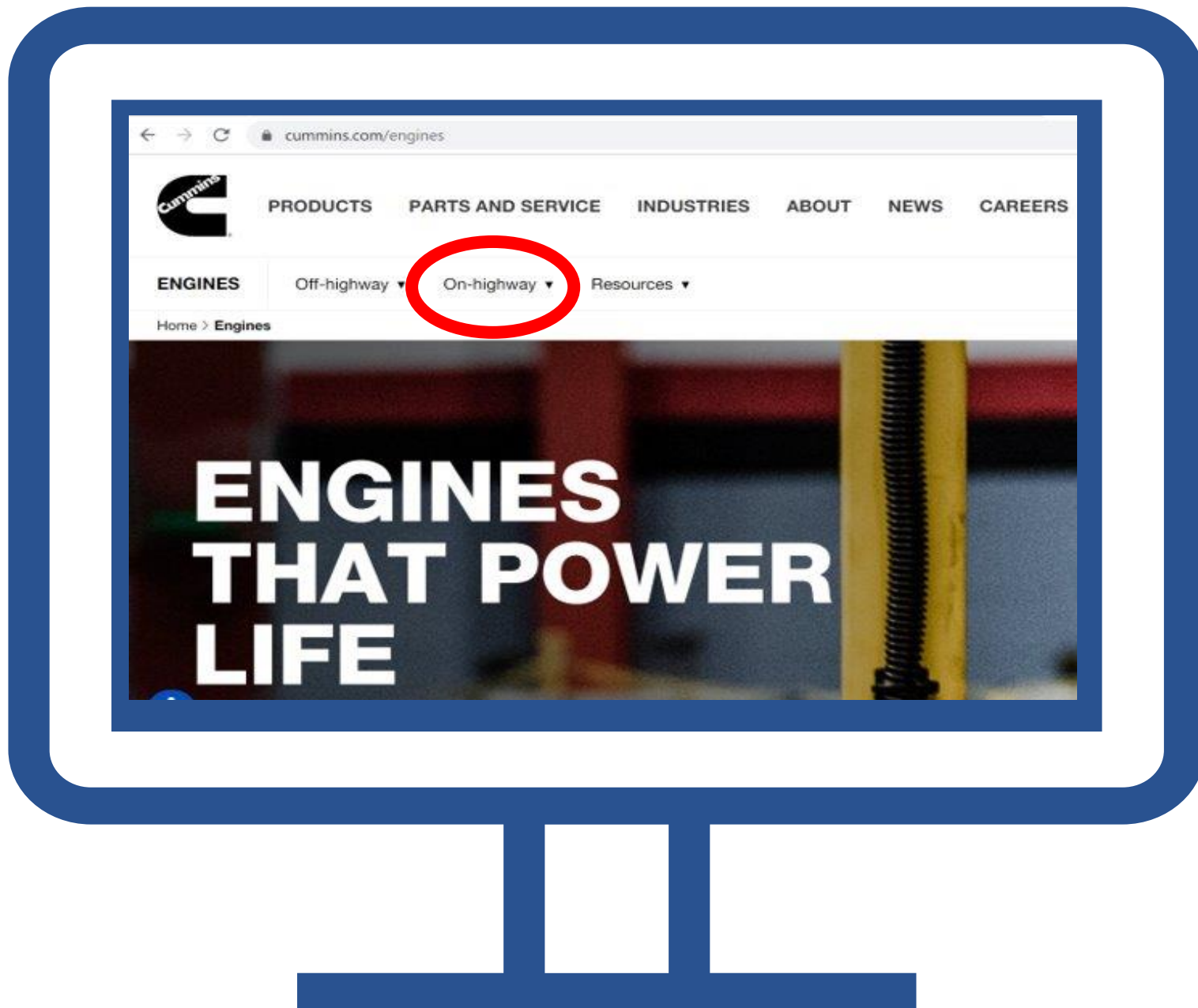
ASSET COUNT

TYPE OF  
EQUIPMENT

VOCATION

CURRENT  
PRODUCTS

OEM  
RECOMMENDED  
INFORMATION





# The Engine!



Engines

## X15 EFFICIENCY SERIES (2021)

Power

**400 - 500 hp**

298 - 373 kW

Torque

**1450 - 1850 lb-ft**

1966 - 2508 N•m

Certification

**EPA 2021**

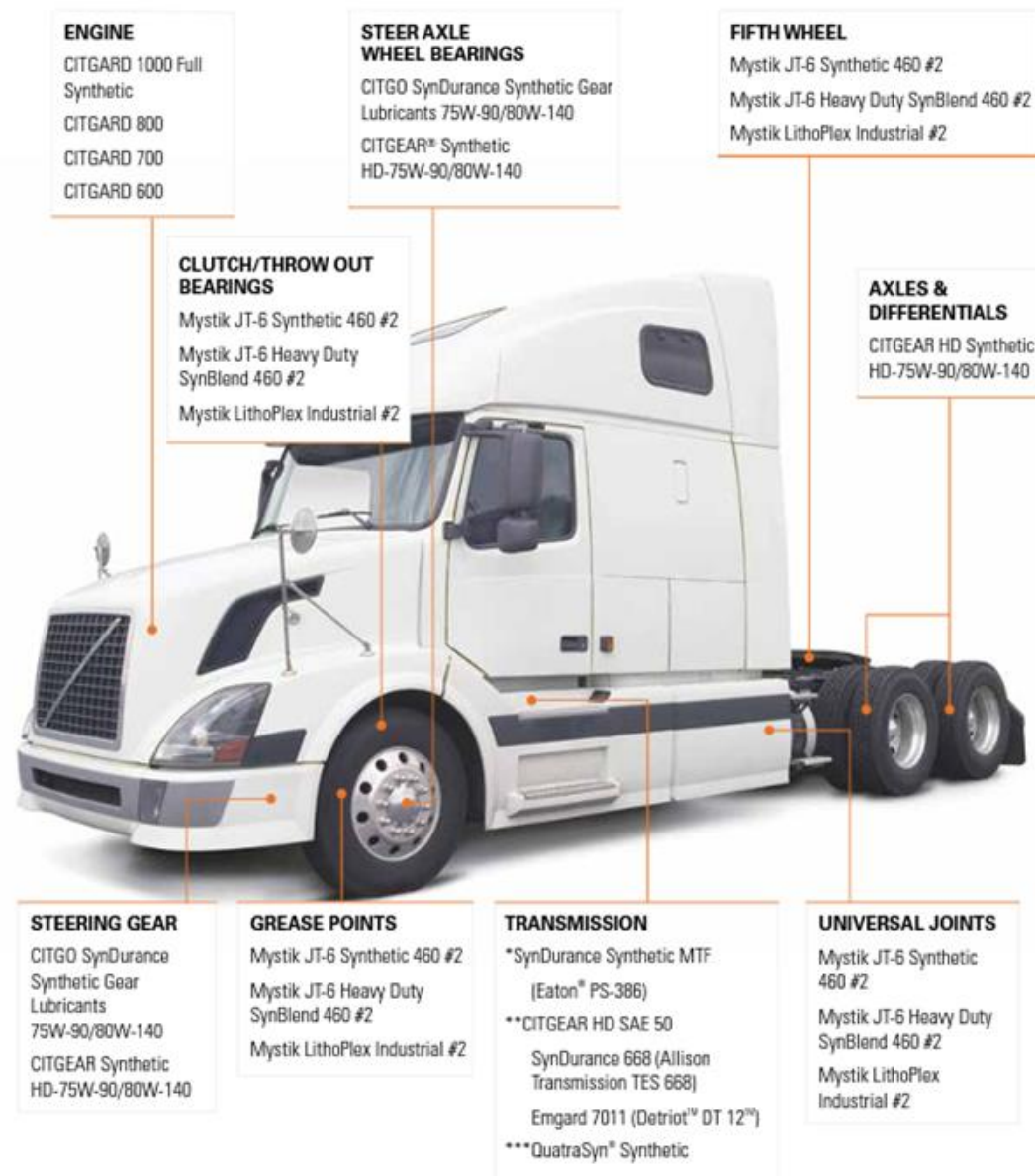
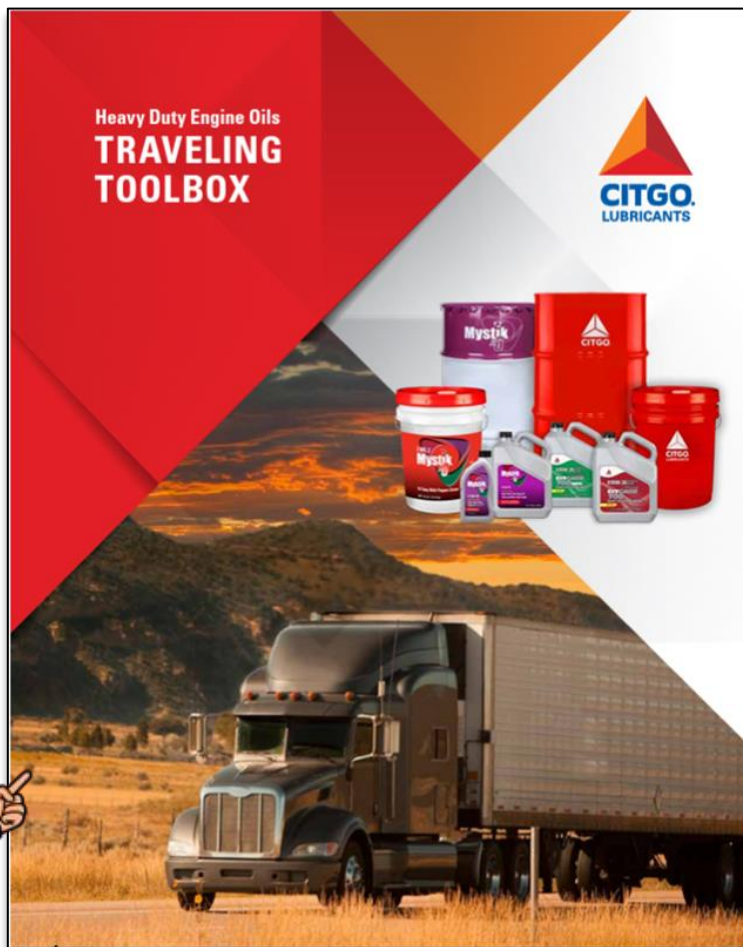
# Engine Information



Home > Engines > X15 Efficiency Series 2021

ITEM	SEVERE <5.0 MPG	SHORTHAUL 5.0 – 5.9 MPG	NORMAL 6.0 – 6.9 MPG	LIGHT >7.0 MPG
OIL DRAIN INTERVAL	25,000 mi	50,000 mi	60,000 mi	75,000 mi
X15 OIL DRAIN WITH VALVOLINE PB	30,000 mi	55,000 mi	65,000 mi	80,000 mi
X15 OIL DRAIN WITH CUMMINS OILGUARD™	extensions available	extensions available	extensions available	Up to 100,000 mi
FUEL FILTER*	25,000 mi	50,000 mi	60,000 mi	75,000 mi





**“Other than  
price, what are  
you looking for  
from your  
lubrication  
program?”**

**SALE**





# Sample Transition

I'd like to take the information I gathered today and prepare a proposal. The [XYZ Distributor] team and CITGO Lubricants will work on a comprehensive solution to show you how we will reduce your maintenance cost per mile [or whatever the company measures]. The total savings is usually in the 10s of thousands of dollars. Would you be able to meet next Tuesday at 10:30 AM? Is there anyone else we should have at the meeting?



## Stage 3 – Presentation/ Proposal







Labor Costs



Labor Shortages



Downtime



Inventory



Give Back Time



Monetize the Benefit



# Ask for their Business





# SAMPLE CLOSE

We've addressed the items that were discussed at our initial meeting. I've shown you how [XYZ Distributor] will help your business overcome those issues and presented several thousand dollars in value by moving your business to us. If our prices are competitive given the benefits of working with us, will you commit to moving your business to [XYZ Distributor]?





**CONFIRM THE SOLUTION**

**PUT TOGETHER PRICING**

**COMPLETE NEGOTIATIONS**

**HAVE THE CREDIT APP AS  
COMPLETE AS POSSIBLE BEFORE  
MEETING**

**ESTABLISH A TIMELINE – DON'T  
OVERPROMISE!**

**YES!**



# Stage 4 – Activate & Transition

## Sample Timeline



\*Occur simultaneously

# Stage 5 - Close



Remember the sale is not closed until a purchase order is received, the product is delivered and the invoice is paid.



# Questions?



Please post your  
questions using the  
Q&A function.



# Contact Us

Lubes Answer Line  
800-248-4684

8:00 AM - 12:00 PM  
1:00 PM - 5:00 PM CT  
Monday - Thursday

8:00 AM - 12:00 PM  
1:00 PM - 4:30 PM CT  
Friday

[lubeshelp@citgo.com](mailto:lubeshelp@citgo.com)





# Future Webinars

**August 25:** CITGARD Off Road & Heavy Duty Grease

**September 22:** Clarion® Food Grade Lubricants

**October 20:** Steel Industry Portfolio

**December 1:** Grease Fundamentals



# Thank You!



## See you next time!

