

CITGARD On Road

The webinar will begin in
less than 10 minutes.



CITGARD On Road

The webinar will begin in
less than 5 minutes.



Webinar starting soon; until then...



TEST YOUR KNOWLEDGE

What % of North American Heavy-Duty Diesel Trucks are estimated to be using 15W-40 in 2025?



<10%

20% - 30%

40% - 50%

70% - 80%



Webinar starting soon; until then...



TEST YOUR KNOWLEDGE

Which CITGO Heavy Duty Engine Oil line would be the **best** recommendation for a municipality that had natural gas, diesel and gasoline-powered vehicles?



CITGARD 600

CITGARD 700

CITGARD 800

CITGARD 1000



Webinar starting soon; until then...



TEST YOUR KNOWLEDGE

The next Heavy Duty Engine Oil category (PC-12) is going to include XW-20 viscosity.



TRUE

FALSE



CITGARD On Road



Amber Fessler - NLGI CLGS; STLE CLS & OMA-I

- CITGO Senior Technical Services Representative
- Materials Engineer
- 12 Years of Experience in Lubricants
- STLE Certified
 - Certified Lubrication Specialist
 - Oil Monitoring Analyst I
- NLGI Certified
 - Certified Lubricating Grease Specialist



Want Resources?

Complete
HD
Package
Contest

Support
Literature

Social
Media
Resources

Webinars

The screenshot shows the CITGO MarketNet website. At the top, there's a header with the CITGO logo, 'MarketNet' text, and a 'Lubes' dropdown menu. Below the header is a search bar and a navigation menu on the left with links like 'ABOUT CITGO', 'ACCOUNT MANAGEMENT', 'STANDARD ORDERS', 'NATIONAL ACCOUNTS', 'FREIGHTFREE OPTION', 'SWIFTSHIP PROGRAM', 'PRODUCT INFORMATION', 'LUBES ADVISOR', 'PRODUCT CROSS REFERENCE', 'PLANTS', 'LUBEASSURE', 'MARKETING TOOLBOX', 'TRAINING AND WORKSHOPS', and 'USER PROFILES'. The main content area features a welcome message and a grid of promotional tiles: 'SHOP PRINT STORE', 'GO FOR THE GREEN', '2024 LUBRICANTS PROGRAMS GUIDE', 'CLEARANCE SALE', 'MARKETER COUNCIL INFORMATION', 'AUTOMOTIVE LUBRICANTS PROGRAM', 'Webinars', 'Lubes Advisor', 'Learn About LubeAlert', 'NEW PRODUCTS', 'LubeAssure', 'PRODUCT CROSS REFERENCE', 'SOCIAL MEDIA TOOLKIT', and 'COMPLETE HEAVY DUTY PACKAGE CONTEST'. At the bottom, there's a banner for the '2024 LUBRICANTS PROGRAMS GUIDE' with a truck image and a link to view the guide.

Future Webinars

April 19: Specialty Greases

May 24: CITGARD Off Road

June 28: Steel Industry Portfolio



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

- CITGO Direct Team Lead
- B.S. Finance
- 12 Years Experience in Lubricants, including with
 - Petro-Canada Lubricants, District Sales Manager
 - Valvoline, Territory Business Manager

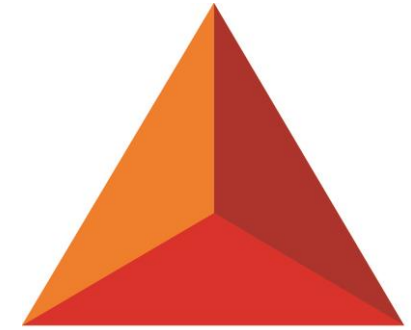


Agenda

HD Engine Oil Trends

CITGARD Product Line

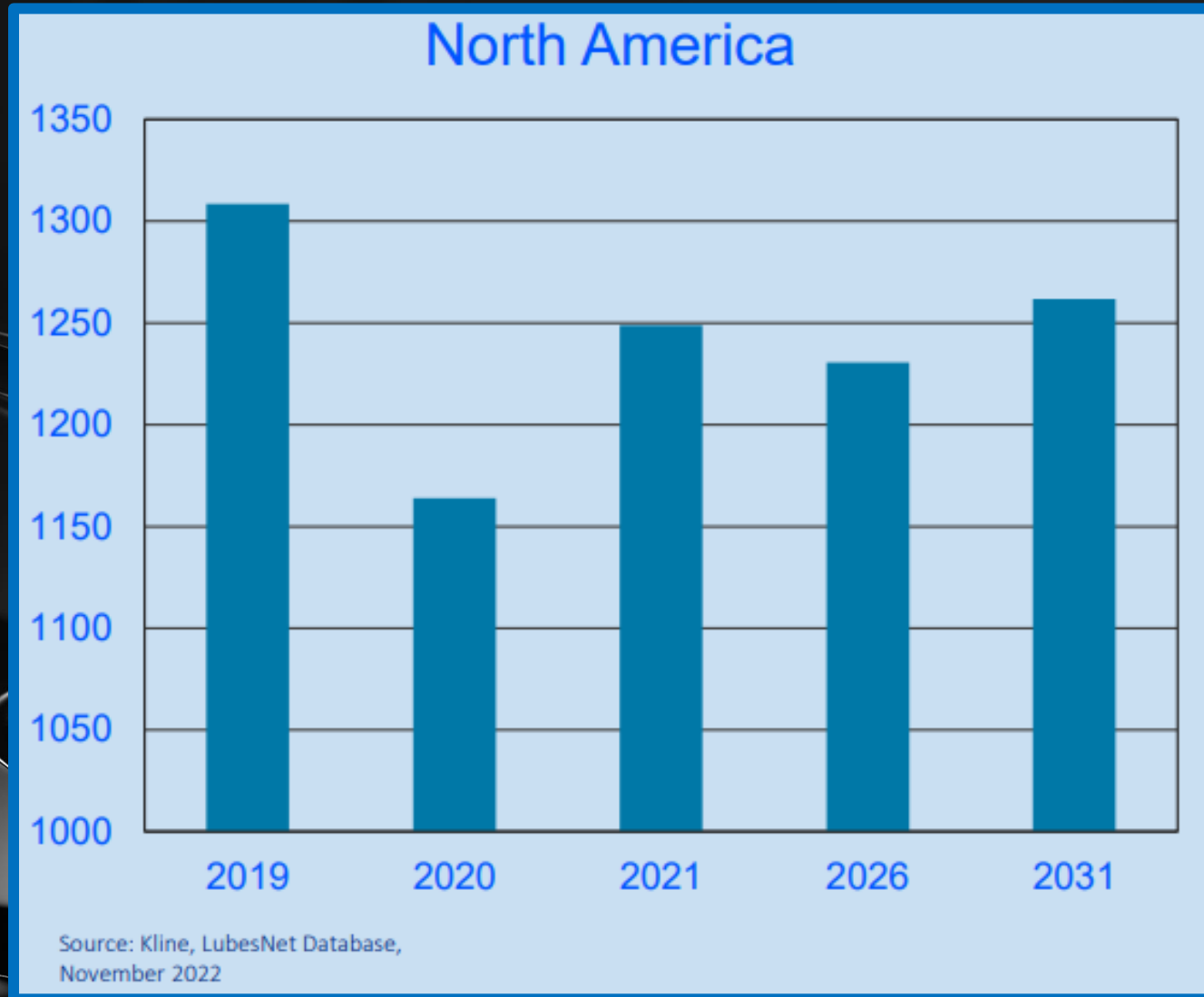
5 Stages of HD Selling



CITGO[®]
LUBRICANTS

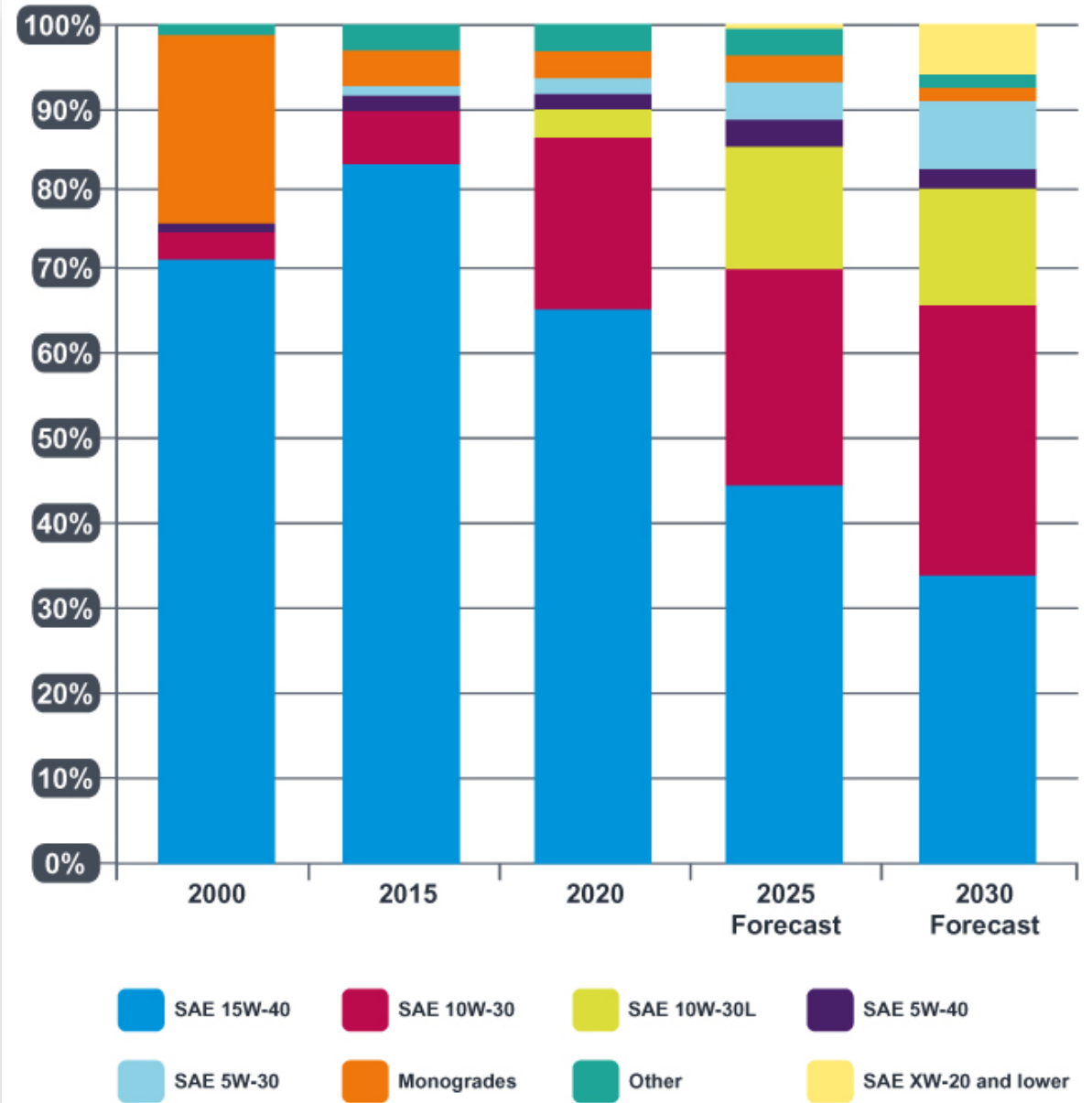
CITGARD[®]
ENGINE OIL

Heavy-Duty Engine Oil Trends

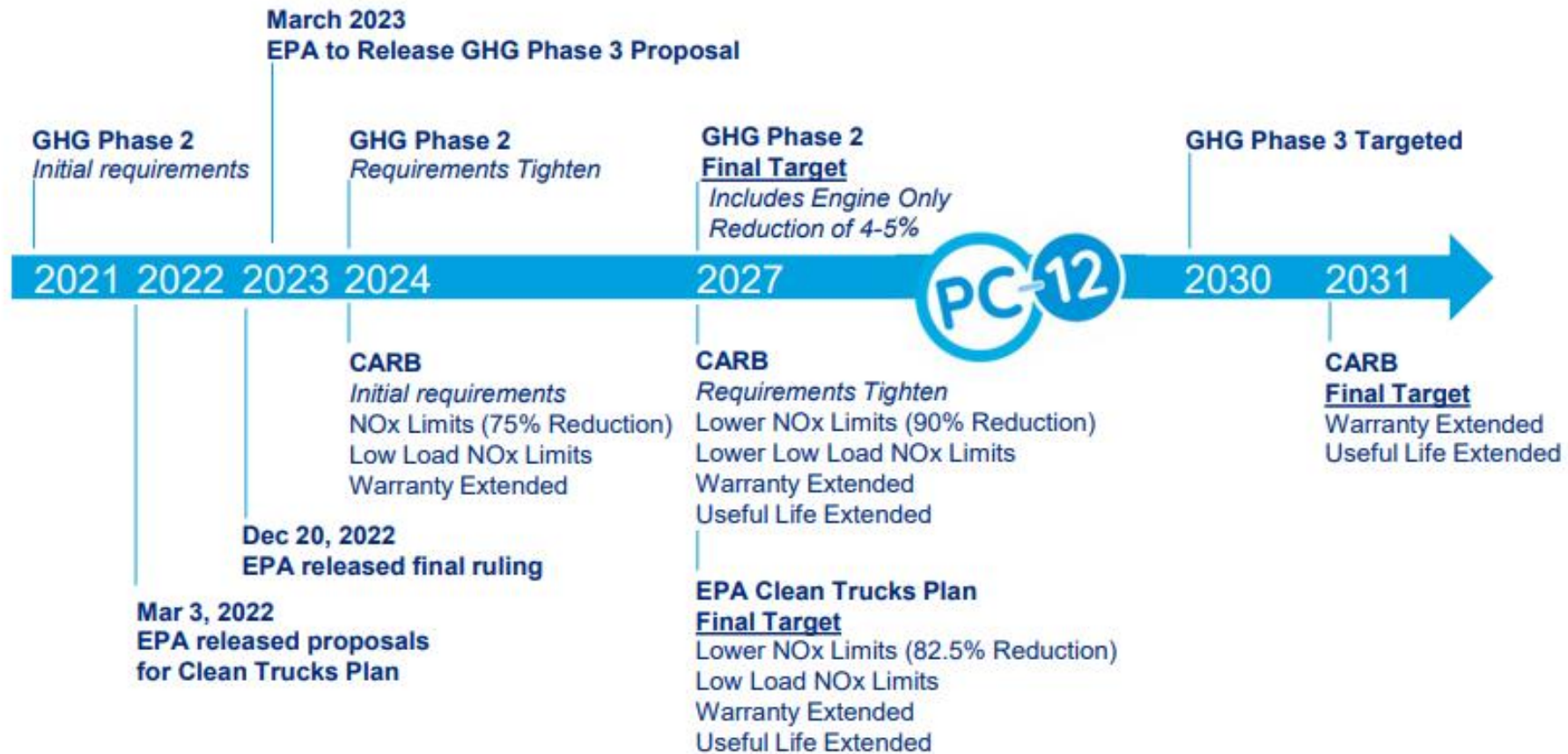


North American trends amongst the Global finished heavy-duty lubricant demand.

North America HDD Viscosity Grade Trends

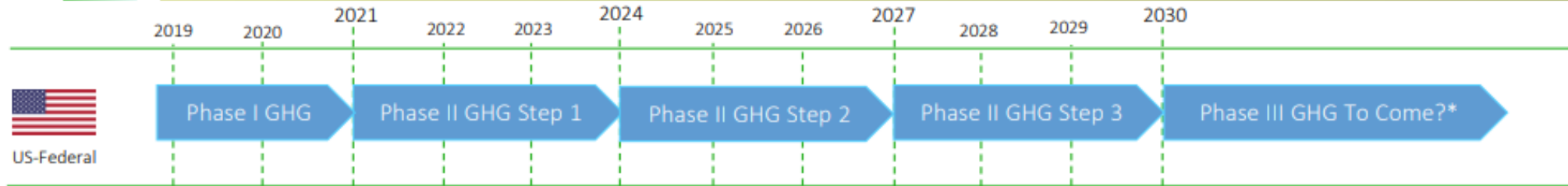


US Emissions Timeline



Green House Gas Phase 2 (GHG2) Emissions Phase-In

Green House Gas Phase 3 (GHG3) on the Horizon



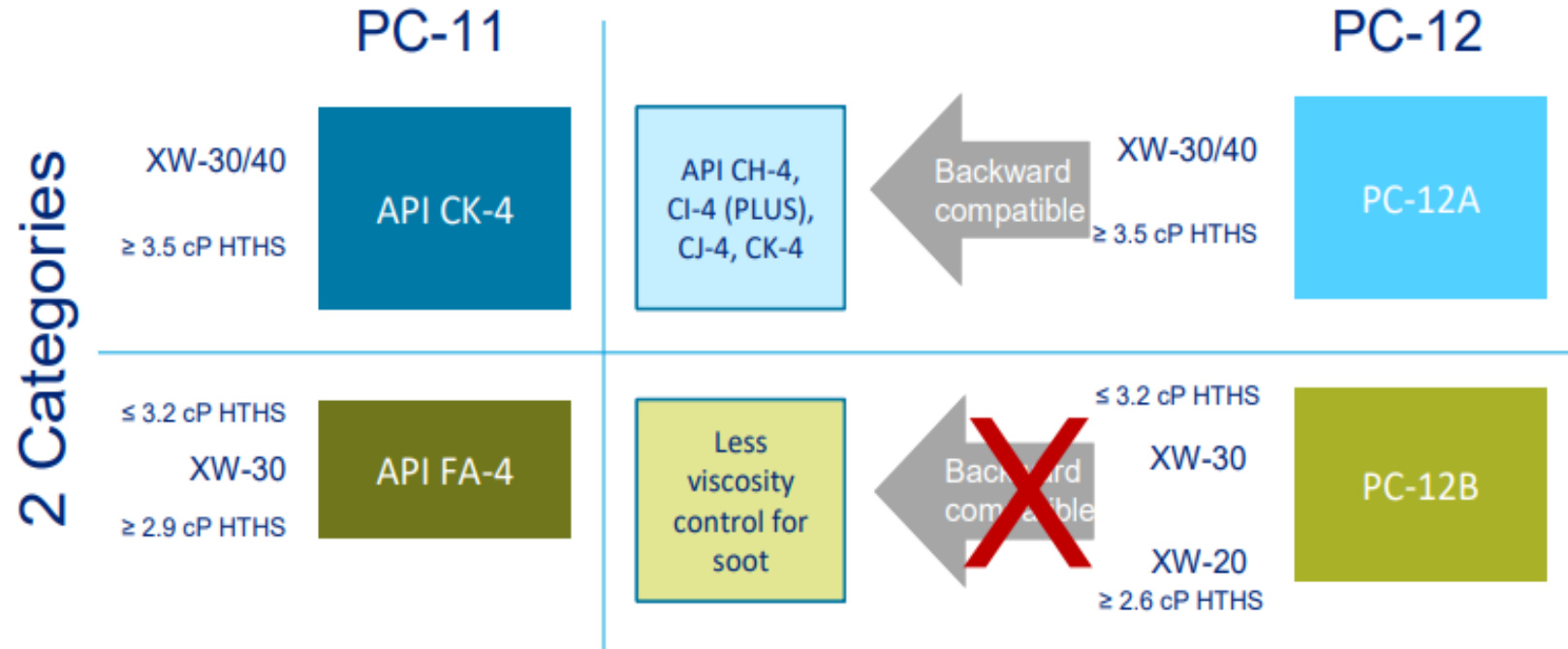
Reduction in Fuel Consumption and GHG Emissions compared to MY 2017 Baseline	MY 2021	MY 2024	MY 2027
Combination Tractors*	13%	20%	25%
Trailers	5%	7%	9%
Heavy Duty Pickup Trucks and Vans	2.5%	10%	16%
Vocational Vehicles*	12%	20%	24%
*Separate Engine Standards (tractor, vocational)			4-5%

*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 ₂ 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



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



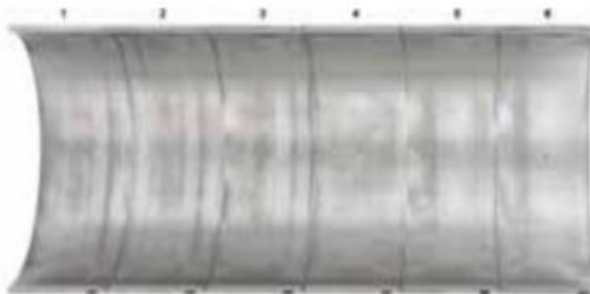
All rings free with minimal ring groove deposits

Camshaft



Like new condition-both exhaust and intake lobes

Bearings



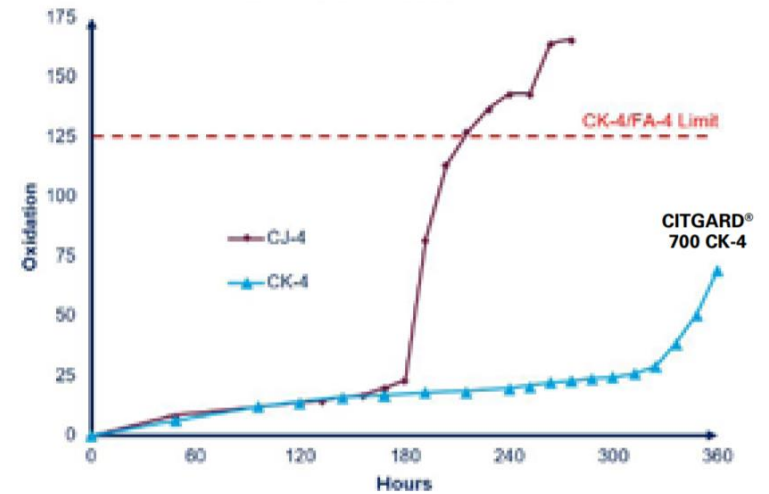
Bearings in excellent condition with much longer service life

Cylinders

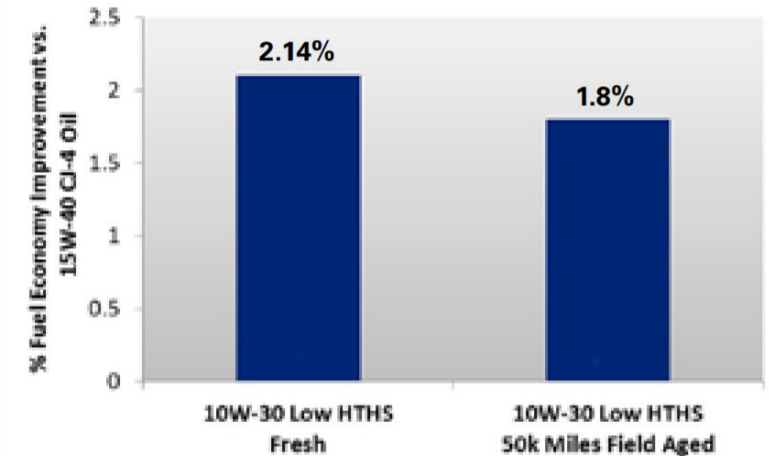


Critical line honing marks all visible in excellent condition

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



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



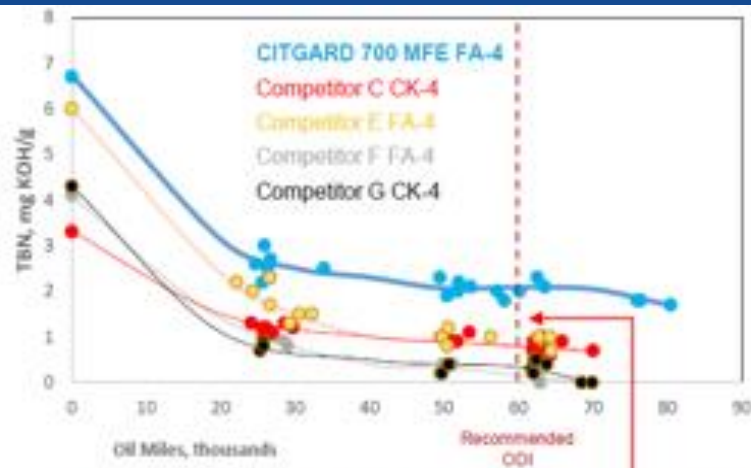
CITGARD® 700 MFE

Specifications/Approvals

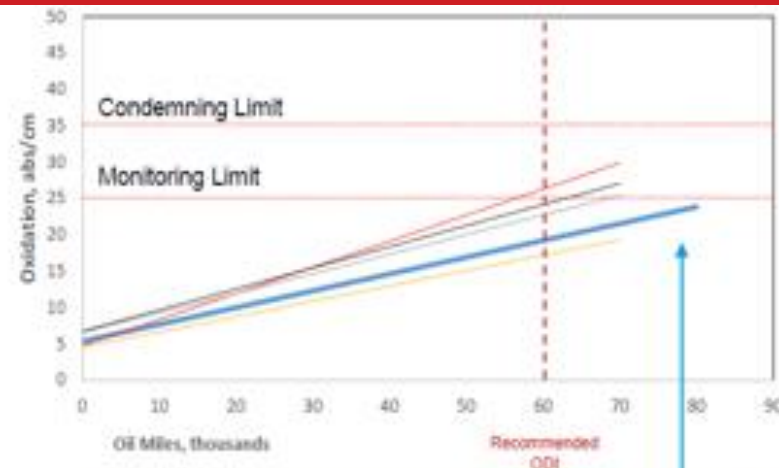
- API FA-4
- Cummins CES 20087
- Detroit Diesel 93K223
- Available in SAE 10W-30



2019 Detroit Diesel DD15



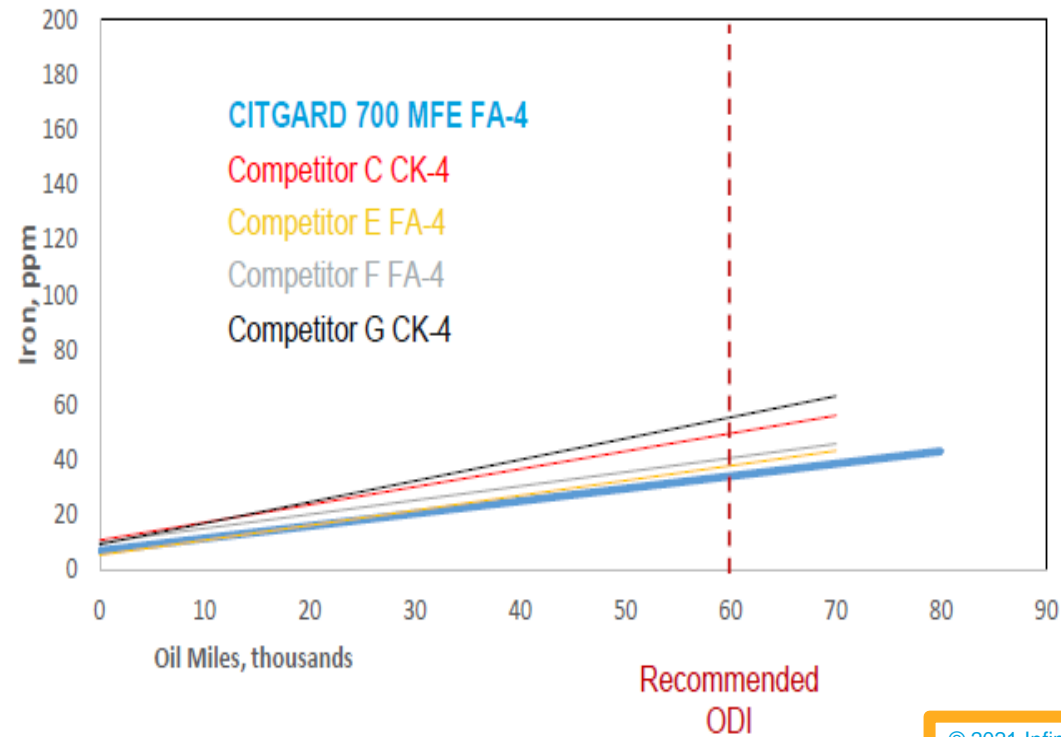
Closest competitor has 50% TBN of CITGARD 700 MFE FA-4 at recommended drain



Oxidation remains below monitoring limit at 80,000 miles

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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

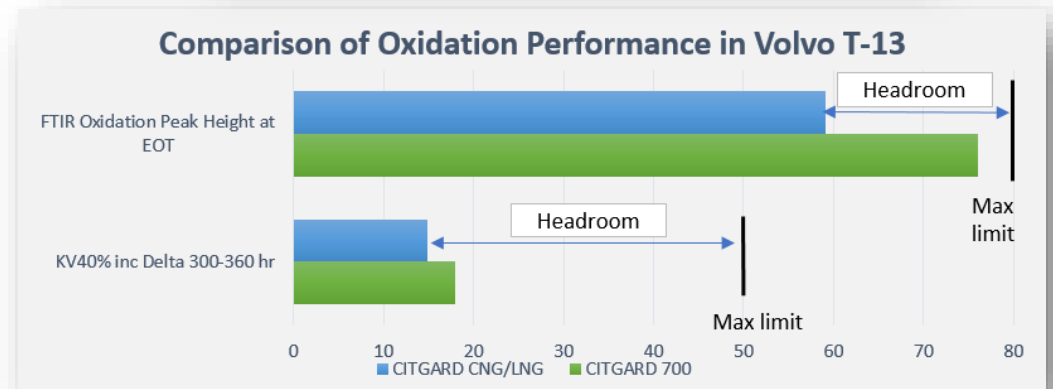
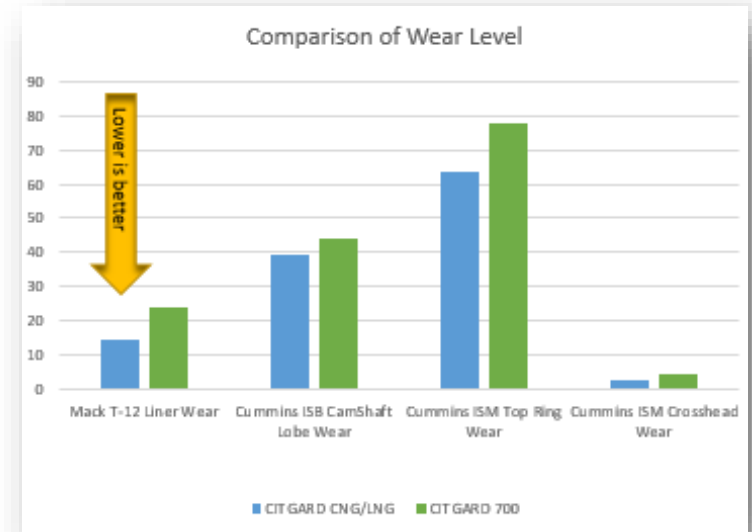
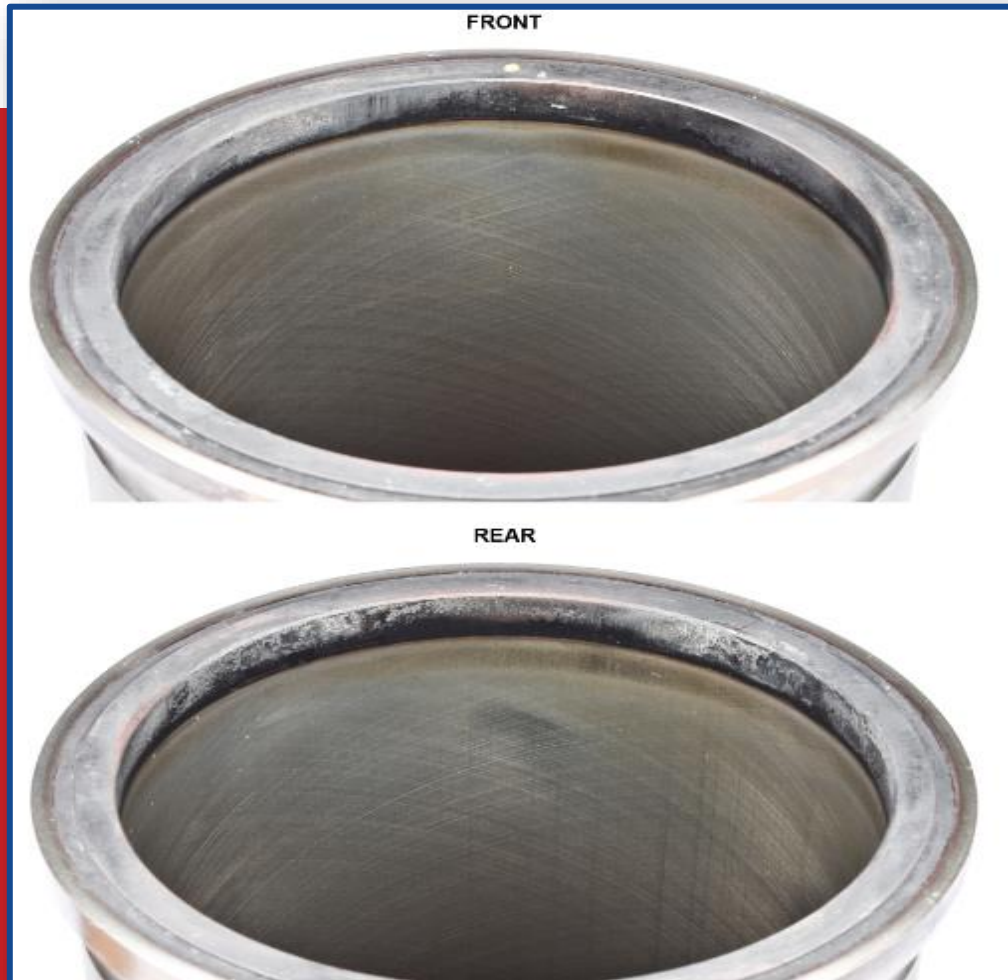
CITGARD® 800

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

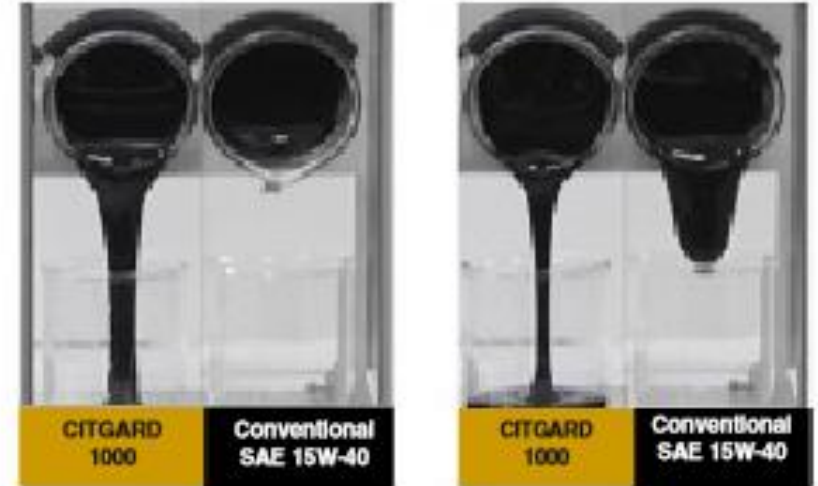
Specifications/Approvals

- 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

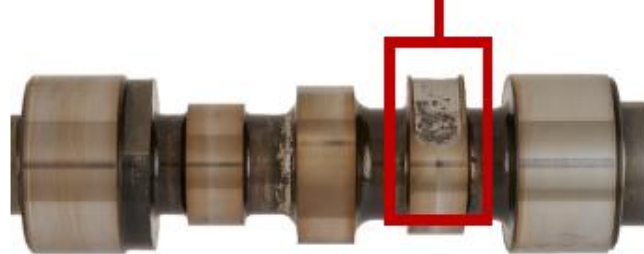
Cold box testing at -22°F (-30°C) of used oil demonstrates the superior flow characteristics of CITGARD 1000 Full Synthetic 5W-40

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**

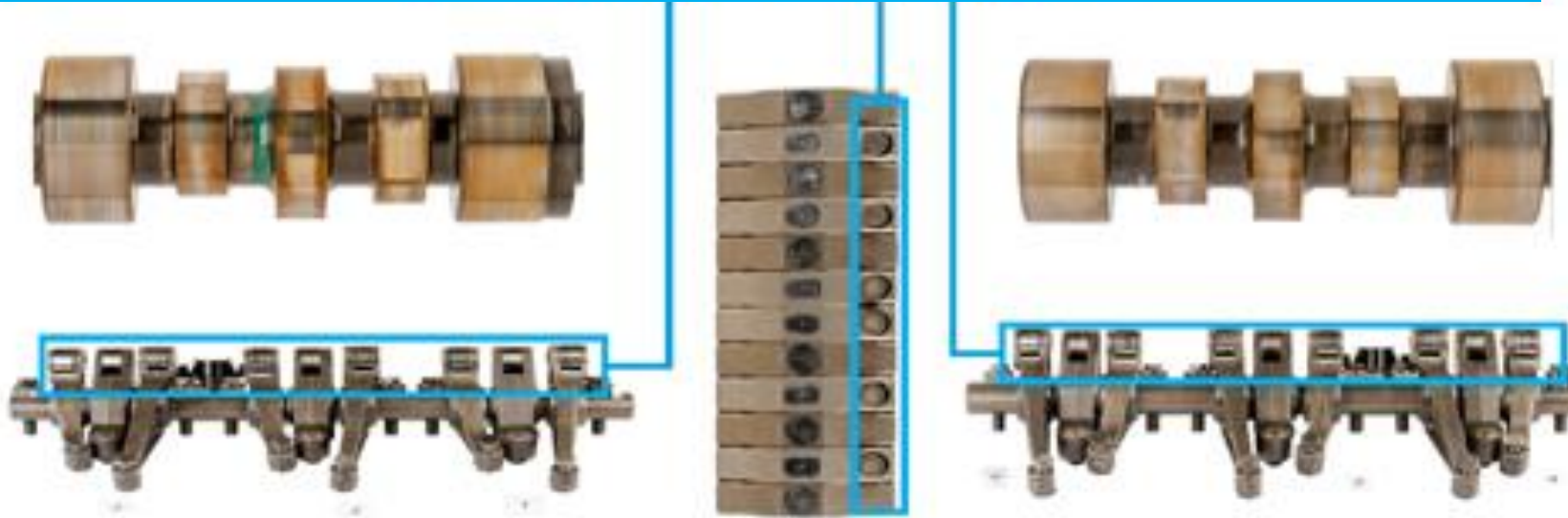
Competitor technology in damaged engines



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® JT-8® 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.



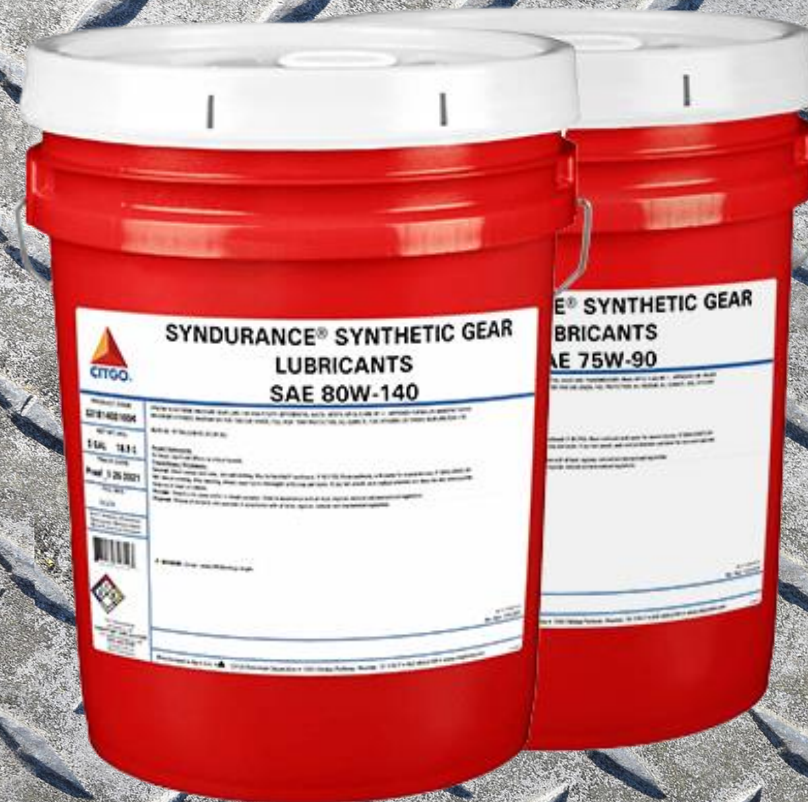
CITGO® SynDurance® 668

- 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.

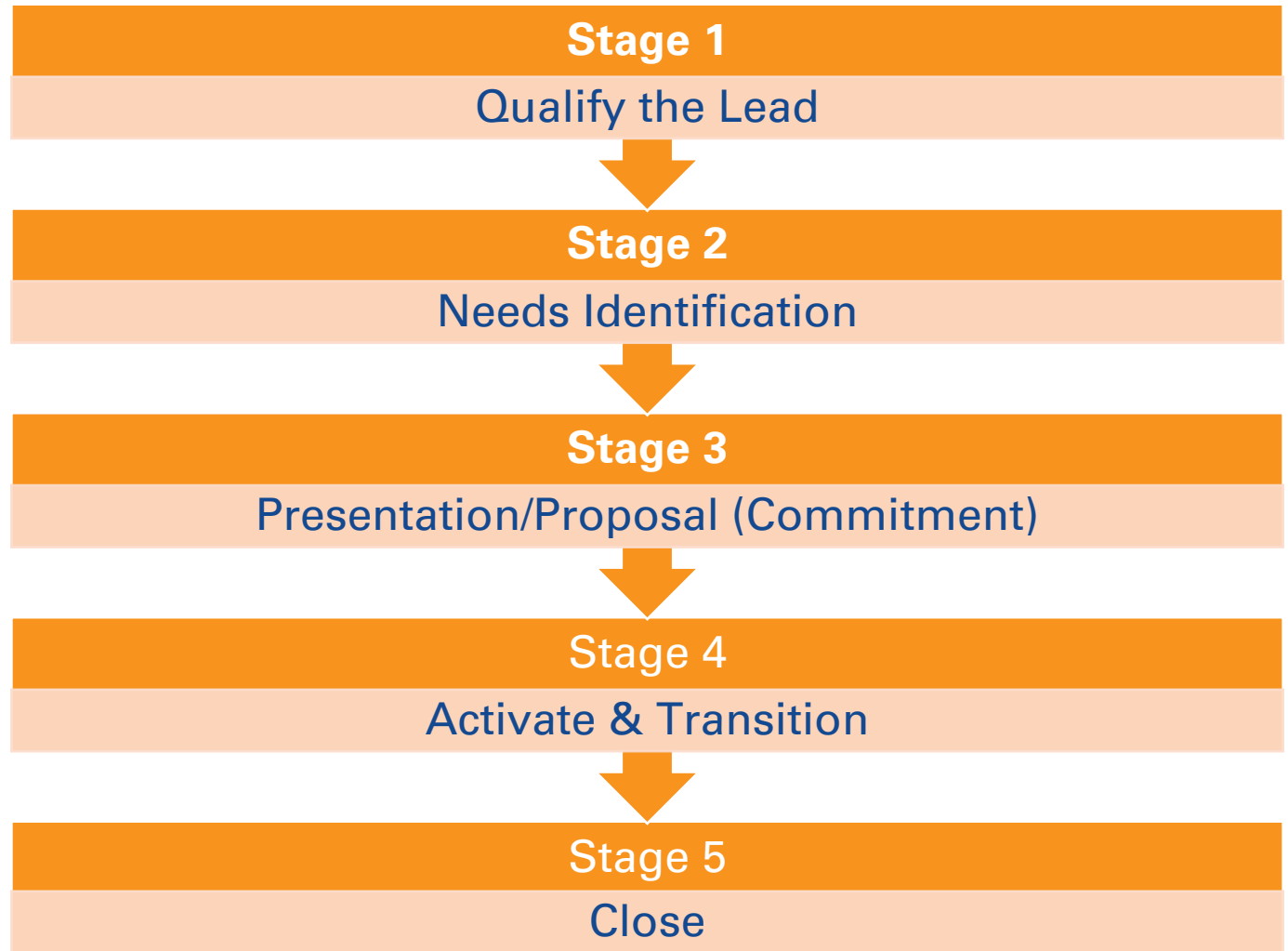


Mystik® JT-6® Synthetic 460 #00 Grease

- 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



FMCSA

Federal Motor Carrier Safety Administration

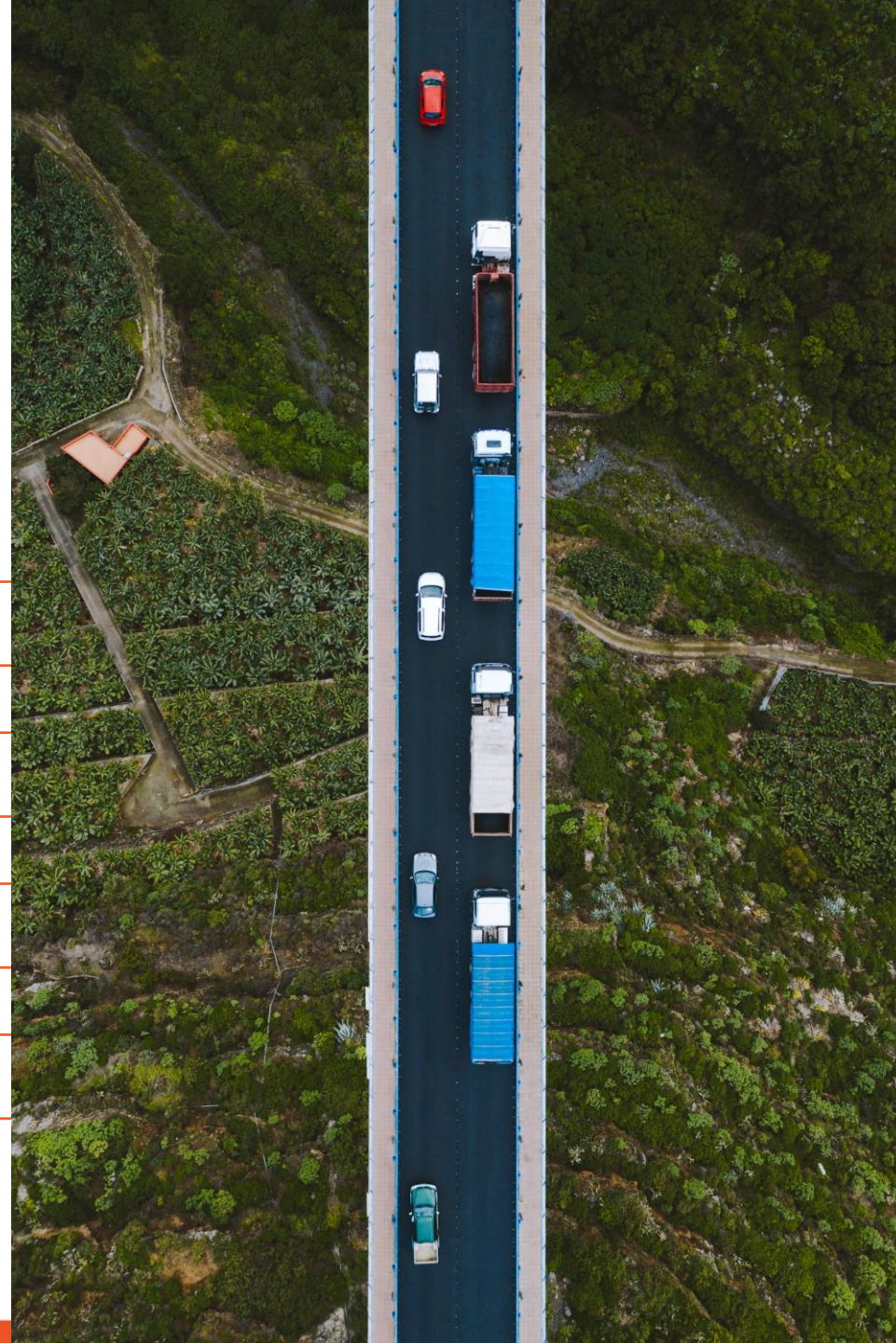
Stage 1 – Qualify the Lead

You can do all of this before even getting dressed.

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!



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:

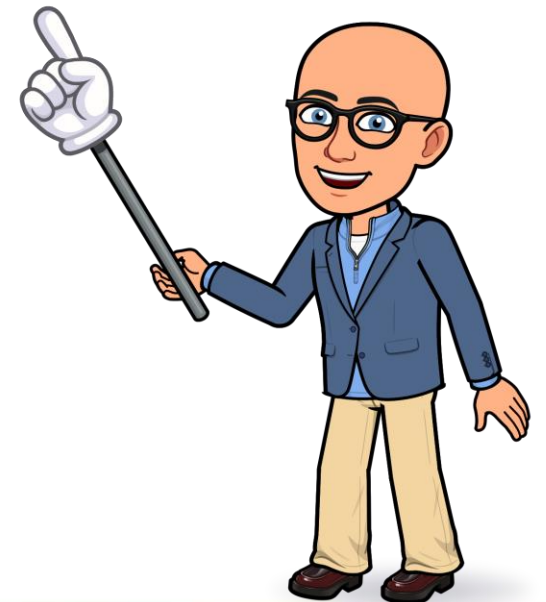
[Insert question here].

I'd really appreciate getting your thoughts.

Thank you,

[Your name]

Cold Call & Request Advice



**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



POWER UNITS

OIL DRAIN
INTERVAL

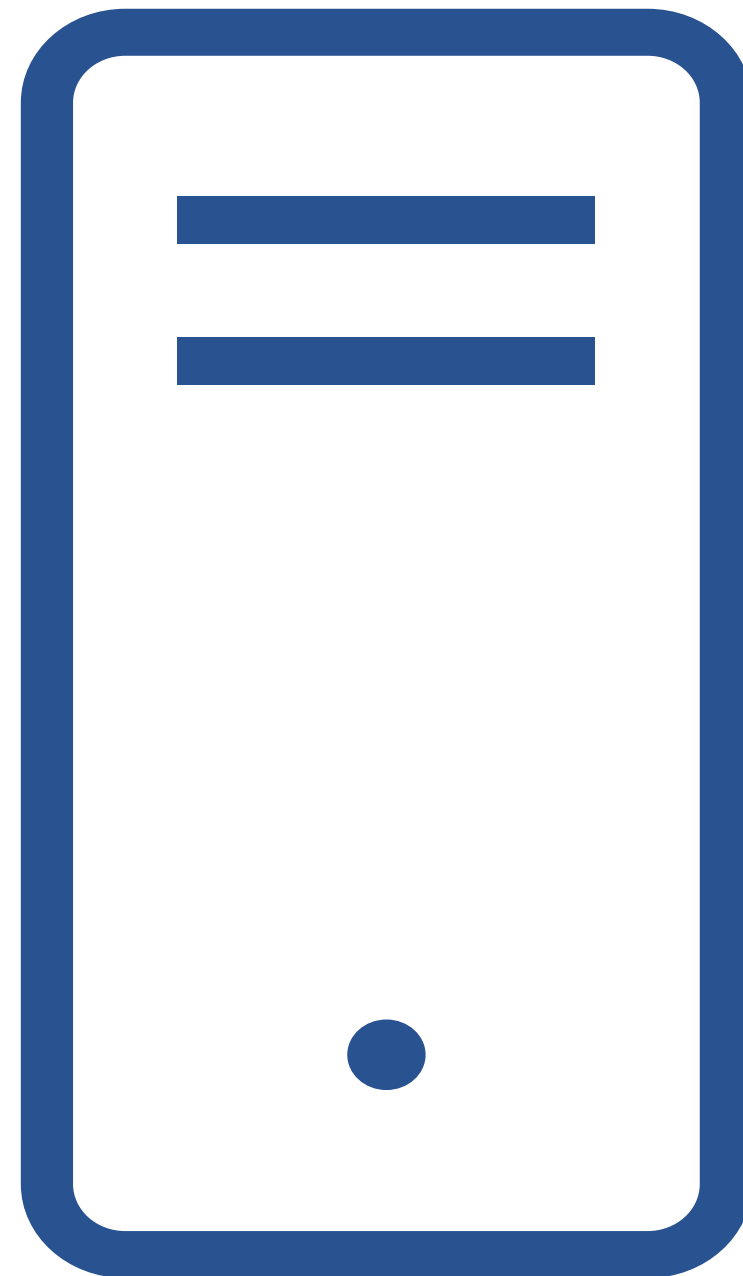
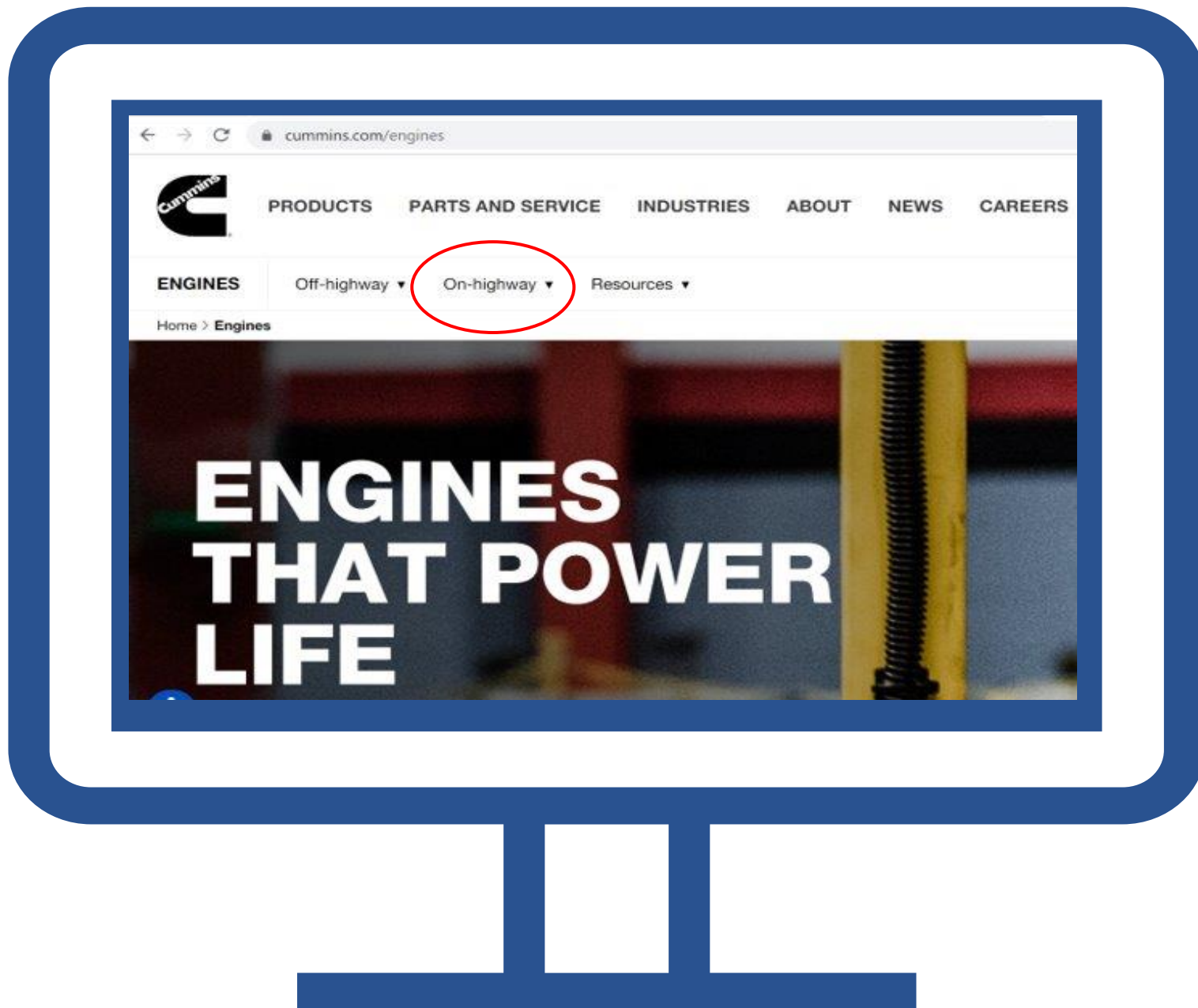
AGE OF FLEET

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



WANT TO REDUCE YOUR FLEET'S FUEL COSTS?



IMPROVED ENGINE DURABILITY | INCREASED FUEL ECONOMY
STREAMLINED INVENTORY | LOWER CARBON FOOTPRINT



**“Other than
price, what are
you looking for
from your
lubricant
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

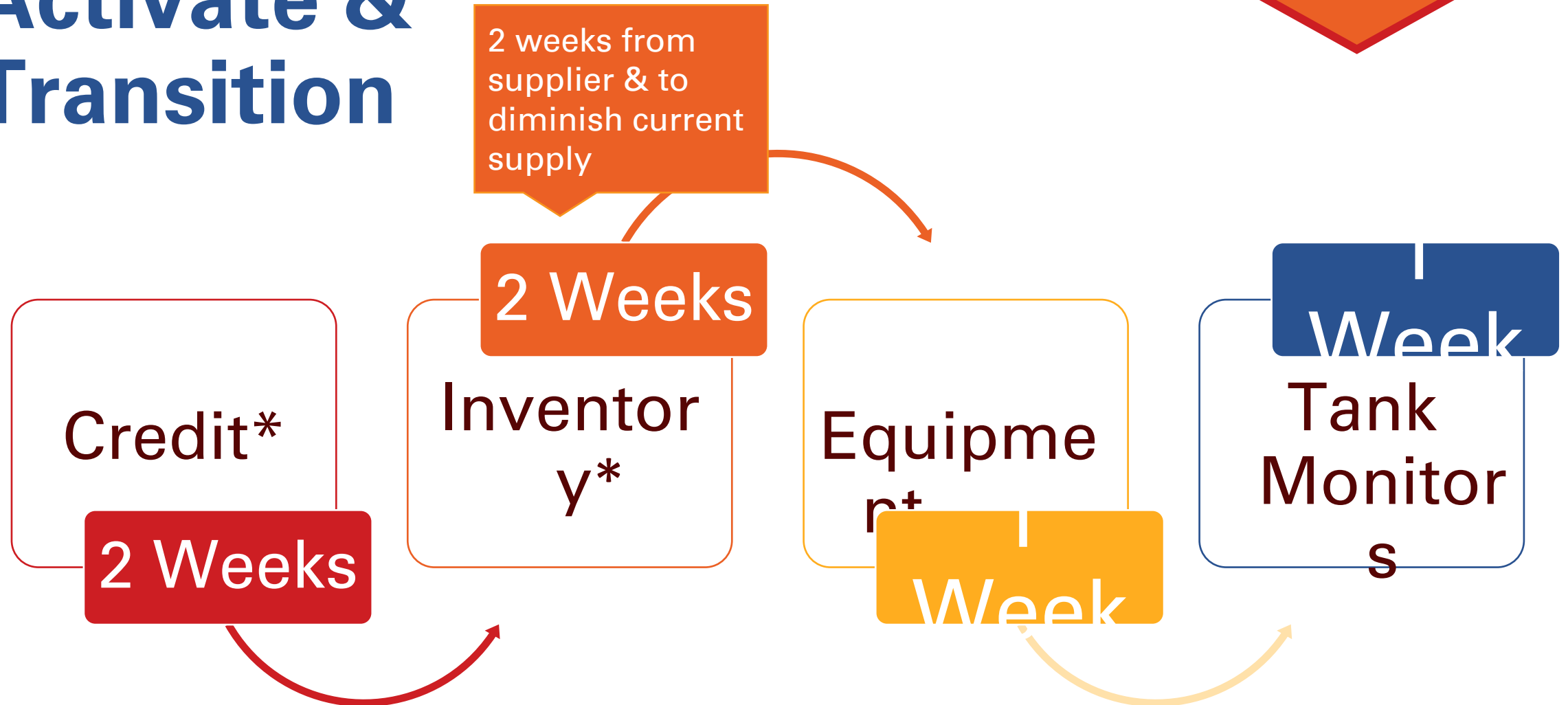
**HAVE THE CREDIT APP AS
COMPLETE AS POSSIBLE BEFORE
MEETING**

**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.



For technical inquiries or issues:
Lubes Answer Line 800-248-4684
lubeshelp@citgo.com



Thank You!

See you next time!

