



# Winning With Guaranteed Efficiency Program



The webinar will begin in less than 10 minutes

# Presenters



**Courtney Coleman**  
*CITGO Senior Account Manager, West Region*



**Jason Miller**  
*CITGO National Account Manager*

# Agenda

- What is the Guaranteed Efficiency Program?
- Low Viscosity HDEO – What Is Driving Adoption?
- Trend Report
- Profile of a Laggard
- Courtney Coleman's GEP Success Story
- The Golden Rules of GEP
- Utilizing GEP to Bridge the Gap
- GEP Homestretch
- GEP Toolbox
- Preparing for a GEP Test
- Q&A
- Survey/Giveaway

**CITGARD**  
ENGINE OIL



# What is the Guaranteed Efficiency Program?

## **GEP**

- Lower Fuel Costs
- Optimize Oil Drains
  - Data Driven
  - Proven
  - Risk Free



## **There's More to GEP**

- Tool
  - Sales Tool
  - Relationship Builder
  - Value Creation

# Low Viscosity HDEO – What Is Driving Adoption?

By Jason Morgan  
on Jan 16, 2017

**2017 model year engines: What you need to know**

OEM FACTORY FILL

**Cummins:** For 2017, Cummins unleashed two engine offerings—the X15 Efficiency Series and X15 Performance Series. For the majority of Cummins-powered fleets, the X15 Efficiency Series will be the engine of choice between the two options. When Cummins unveiled the engines, Tim Proctor, technical leader of heavy-duty engineering for Cummins, explained that the X15 engines will come factory-filled with CK-4 oil, but was quick to point out that the engines are fully compatible with FA-4 oils as well.

[Phase 1 GHG Rule for model years 2014-2018:](#) In September 2011, in response to a Presidential Memorandum issued in May 2010, EPA in coordination with NHTSA issued greenhouse gas emissions and fuel economy standards for medium and heavy duty trucks manufactured in model years 2014-2018.

[Phase 2 GHG Rule for model years 2019-2027:](#) In October 2016, EPA and NHTSA jointly finalized Phase 2 standards for medium- and heavy-duty vehicles through model year 2027 that will improve fuel efficiency and cut carbon pollution to reduce the impacts of climate change, while bolstering energy security and spurring manufacturing innovation.

GOVERNMENT  
REGULATIONS

RETAIL REVOLUTION // OCTOBER 11, 2022 ■ 8 MIN READ

**Unpacked: Why public retailers are gathering up emissions data ahead of SEC rules**

# Low Viscosity HDEO – What Is Driving Adoption?

OEM	2010+ Factory Fill Oil	2016+ Factory Fill Oil
Cummins	CES 20081 10W-30 ✓	CES 20086/87 10W-30 and FA-4 ✓
Detroit Diesel	DFS 93K218 10W-30 ✓	DFS 93K222/223 10W-30 FA-4 ✓
Mack	Mack EO-O PP 10W-30 ✓	Mack EOS-4.5 10W-30 ✓
Volvo	Volvo VDS-4 10W-30 ✓	Volvo VDS-4.5 10W-30 ✓
Caterpillar	✓ ECF 3 10W-30 and 15W-40	✓ API CK-4 10W-30 and 15W-40
Navistar	API CJ-4 10W-30 ✓	API CK-4 / FA-4 10W-30 and FA-4 ✓
PACCAR	API CJ-4 10W-30 ✓	API CK-4 10W-30 ✓
GM (Duramax 6.6L)	API CJ-4 10W-30 ✓	API CK-4 10W-30 ✓
Ford (Power Stroke 6.7L)	WSS M2C171-E 10W-30 ✓	WSS M2C171-F1 10W-30 ✓

## VOLVO VDS-5 GENUINE ENGINE OIL

➔ Premium performance for your truck.

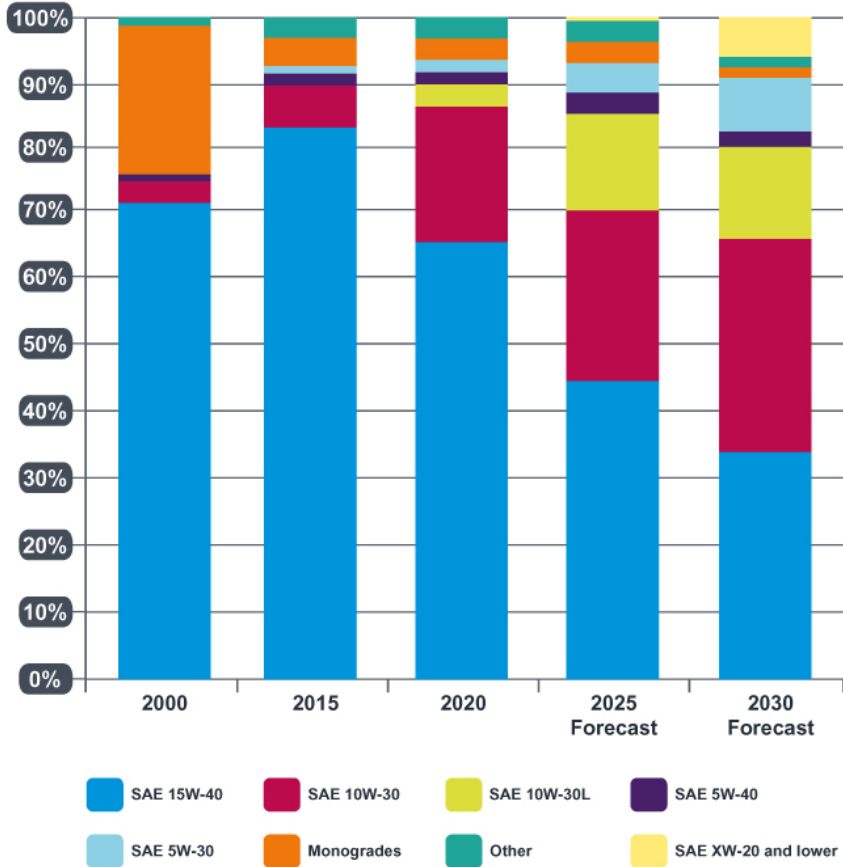
Volvo VDS-5 is now available for 2021 engines and beyond. Designed by our own powertrain engineering team, this next generation oil provides more durability, efficiency, and reliability. Our Volvo VDS-5 formulation produces the following benefits:



[https://www.volvotrucks.us/-/media/vtna/files/shared/trucks/pv960-v-040521\\_volvo-vds-5-product-sheet.pdf](https://www.volvotrucks.us/-/media/vtna/files/shared/trucks/pv960-v-040521_volvo-vds-5-product-sheet.pdf)

# Trend Report

North America HDD Viscosity Grade Trends



- **Massive 15w40 Depletion**
- **Massive 10w30 Growth**
- **FA4 (MFE) Growth**
- Phase 2 GHG Changes
  - Milestone 1 2024
  - Milestone 2 2027
- Biden 50% Initiative 2030
- PC12 Likely Late Decade
- **Remaining 15w40 Business**
  - **Higher Quality**
  - **Off Road**
  - **New Requirements**

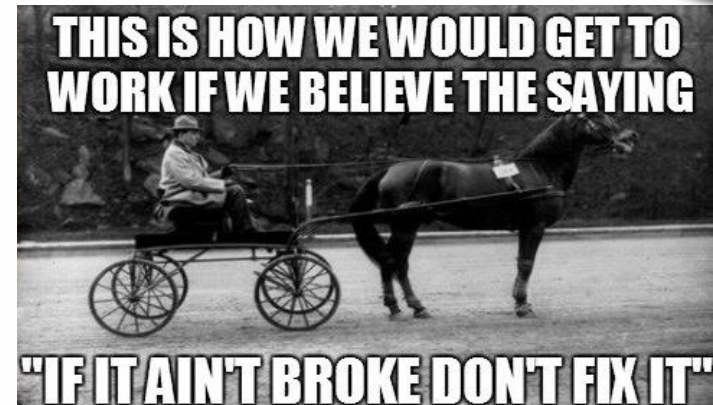
# Profile of a Laggard

Supplier  
Trust &  
Loyalty

Compatibility  
Concerns

Lack of  
Awareness

Transition  
Concerns





# Courtney Coleman's GEP Success Story

Homerun  
Conversion

- Services sister companies
- Great Relationship
- Location
- Updating Fleet

*Many*  
Curveballs

- Rain delays
- OOS Equipment
- Resignations/Trades
- Position Changes

Sweet  
Victory

- Rallied
- Brought in the Tech "Heavy Hitter"



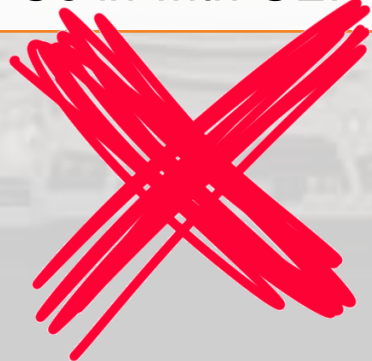
# The Golden Rules

## Naivety

- Show up and throw up

## GEP-First

- Utilize it **solely** as a fuel cost savings solution
- Go in with GEP



## Research

- Company
- Fleet
- Engine types(s)

## Listen

- Keywords/phrases
- Timing

# Utilizing GEP to Bridge the Gap



Ward off  
Objections

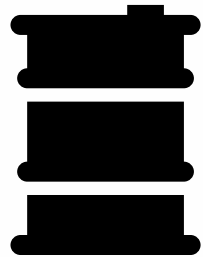
Keeps the  
Sales  
Conversation  
Going

Positions  
Yourself as  
an Expert

Closes an  
Endless  
Sales Cycle



# GEP – Homestretch to YES!



## WHO?

- The Laggard
- Viscosity Fear Syndrome
- “Ain’t Broke...”



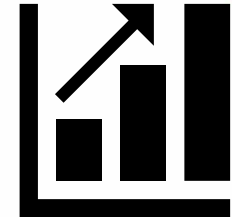
## The Program

- Complimentary Drum of CITGARD
- 2 Power Units
- 4 Weeks



## The Benefits

- Better Engine Protection
- Improve Fuel Efficiency

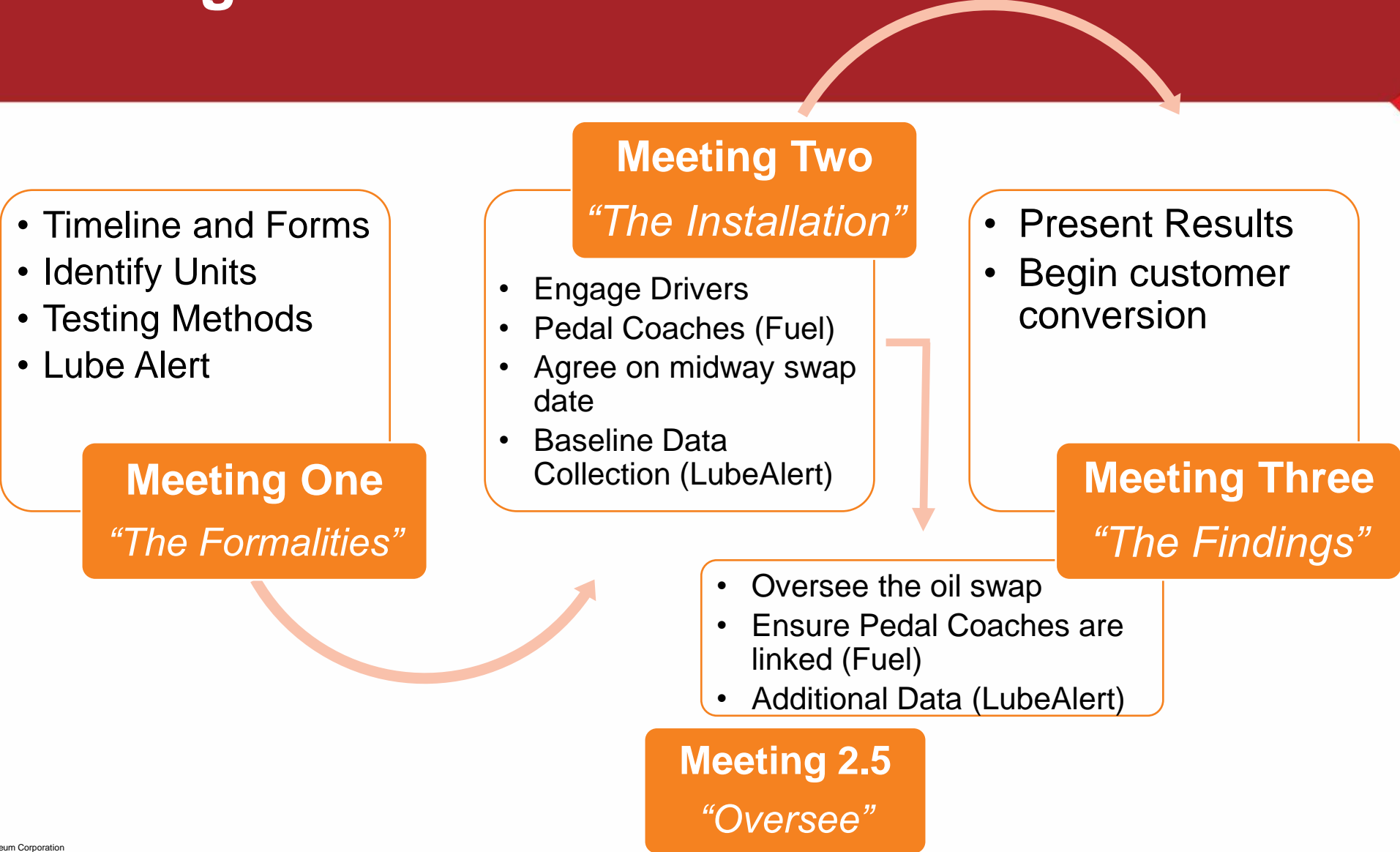


## Value

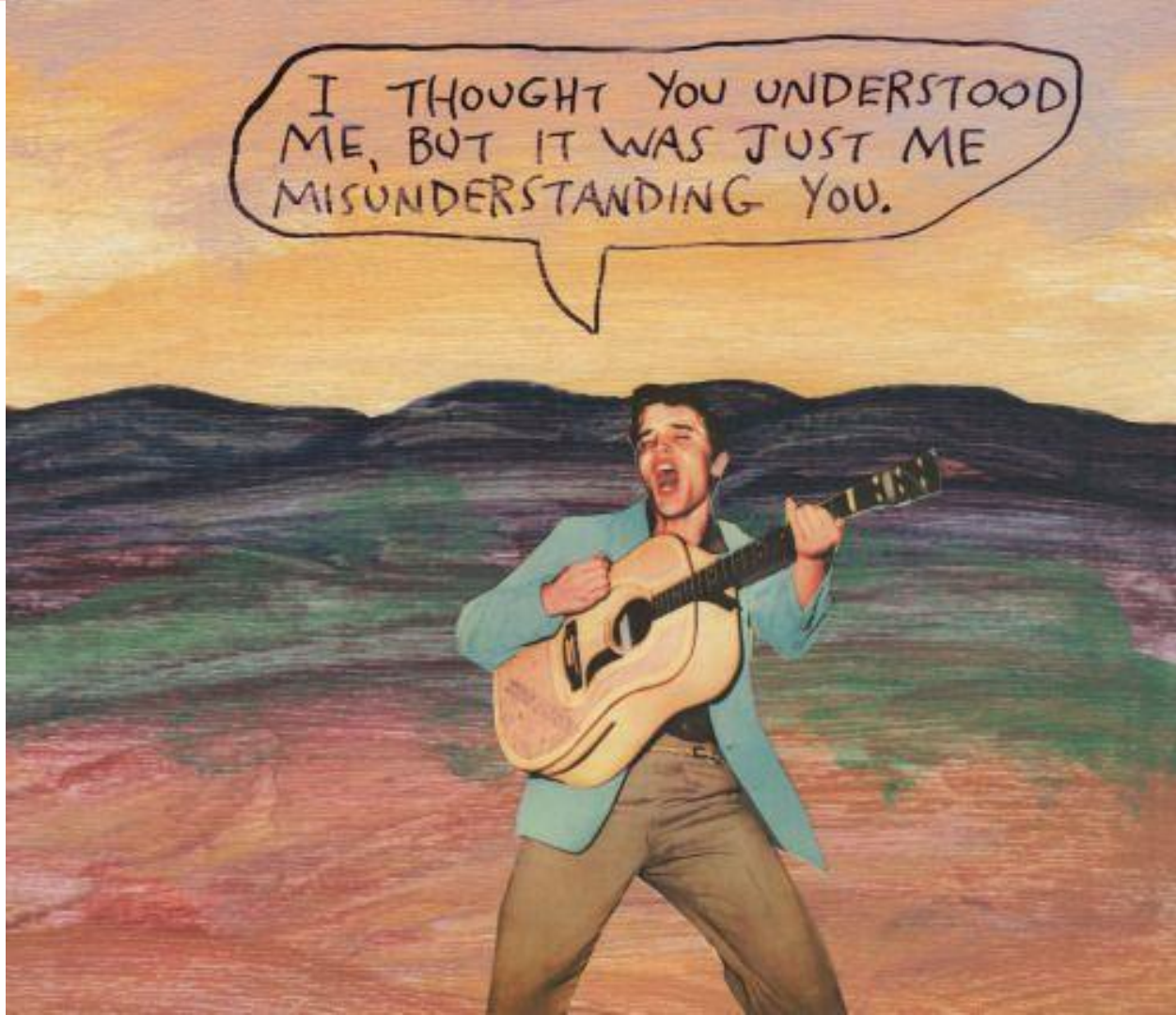
- 1.5% Savings
- Enhanced Engine performance
- YOU!



# Implementing a GEP Trial



# Q&A



# Survey/Giveaway



# How to Contact Us

- Lubes Answer Line

800-248-4684

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

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

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

# Future Webinars

November 11, 2022

CITGO Stationary National Gas Engine Oils

December 2, 2022

CITGO Wireline Lubricants

December 16, 2022

Industrial Gears and Gear Lubrication