

DURON™ NEXT GENERATION

**THE TOUGHER.
THE BETTER.™**

THE PROOF.

CUSTOMER: DLM TRUCKING,
SUNNYSIDE, WASHINGTON
RESULTS: EXTENDED DRAINS,
OVERALL COST SAVINGS



DLM
TRUCKING



**THE
DURON™
CHALLENGE**

**IT'S
PROOF
TIME**



PETRO-CANADA

LUBRICANTS

Beyond today's standards.™

“The results we have seen are remarkable – it doesn’t get better than this!”

Larry Slavens, Operations Manager, DLM Trucking

THE CHALLENGE

DLM Trucking is a third-generation family-owned trucking business based in Yakima Valley, Washington, founded over 50 years ago. Their 80 truck fleet is renowned for reliable hauling across seven Western states, particularly in the agricultural community.

Until 2015, DLM had used the same engine oil provider for over 30 years. The business was open to change but needed to be educated on the options and benefits available. Extending drain intervals and realizing potential cost savings were table stakes for DLM in changing engine oil.

THE SOLUTION

CO-Energy, a Petro-Canada Lubricants West Coast distributor, met DLM and explained how DURON’s top tier engine protection and extended drains could deliver increased uptime and cost savings.

“I said, it’s up to you guys to educate me on the benefits.” said Larry Messmore, second-generation owner, DLM Trucking

So it was Proof Time. DLM was introduced to Petro-Canada Lubricants’ DURON Challenge to prove the performance and value of the DURON product line. From the start, the message from DLM was clear – education and support were fundamental to its success.

Petro-Canada Lubricants and CO-Energy developed a true partnership with DLM throughout the DURON Challenge, focusing on an extensive on-site education program including:

- Consistent, accurate lab-based oil analysis data
- On-site training including classes on how to read and evaluate used oil analysis data and trends, provided by local Petro-Canada Lubricants Technical Services Advisor and District Sales Manager for DLM Senior Management and key personnel, to improve the efficiency of the operations

“The team at Petro-Canada Lubricants and CO-Energy prioritized the well-being of DLM and our operations. The results we have seen are remarkable – it doesn’t get better than this!”

Larry Slavens, Operations Manager, DLM Trucking



(Left to right) David Messmore, Larry Messmore, Larry Slavens

THE RESULTS



DLM saw the results from the DURON™ Challenge almost immediately and could directly compare the performance of DURON against the competitor oil they had used for over 30 years.



Drain intervals doubled from 20,000 miles to 40,000 miles



Essentially no oil consumption in the first 20,000 miles using DURON. With DLM’s previous supplier, one gallon of oil was consumed within the first 12,000-14,000 miles



The engine oils Base Number (BN) at 20,000 miles was 2.5 times better with DURON than it had been with DLM’s previous supplier. Resistance to oxidation and nitration, and viscosity retention also improved



Cost savings were realized tied to a reduction in diesel particulate filter (DPF) cleaning and change out

Up to \$70,000 annual projected cost savings for the business

THE CHALLENGE VEHICLES Four Kenworth trucks powered by PACCAR MX-13 and Caterpillar C-15 engines. One year of road trials covering both heavy-haul and OTR (over the road) routes.

The business has now converted its entire diesel engine fleet to API-CK-4 approved DURON SHP 15W-40. DLM has also converted all of the driveline lubricants and greases to Petro-Canada Lubricants, including TRAXON™ gear fluids and PRECISION™ greases.

Now DLM, Petro-Canada Lubricants and CO-Energy are looking to carry out further trials to test the drain interval capabilities of DURON out to 60,000–80,000 miles and analyze the performance of the oils operating at the next level. Also, with the arrival of new 2017 Freightliner trucks, DLM plans to take advantage of the total engine protection and fuel economy benefits offered by Petro-Canada Lubricants’ new DURON Advanced 10W-30 API FA-4 approved oils.

**THE DURON CHALLENGE
THE TOUGHER. THE BETTER.™**

“It’s been a long journey to get everyone on-board and supportive of a switch to a new oil provider, but Petro-Canada Lubricants and CO-Energy made the process feel like a real team effort. Their collaborative support and guidance at every step in the process has made this a great success.”

Larry Slavens,
Operations Manager, DLM Trucking



OUR NO-NONSENSE LUBRICANTS WARRANTY

“Petro-Canada will repair damaged equipment, or replace damaged equipment parts resulting from a failure due to defects of the Petro-Canada lubricant, as long as the lubricant is used in accordance with your equipment manufacturer’s and our recommendations.”

It’s more than just a warranty. It’s a commitment.

To learn more about how Petro-Canada Lubricants can help your business visit:

lubricants.petro-canada.com

or contact us at **lubecsr@petrocanadalsp.com**

