

Delivering value that matters

Over-the-road trucking fleets need the Castrol® Proven Advantage

Over-the-road fleets are looking for premium, differentiated products, services and support. The Castrol Proven Advantage delivers the following:

- Optimal protection that can extend the life of components and equipment
- Extended-drain capabilities verified by the Labcheck® fluid analysis program
- Reduced costs through operational savings

Our lubrication experts partner with over-the-road fleets to design innovative, money-saving solutions that are aligned with customer performance goals and supported by Castrol's deep analytical insights. Castrol takes pride in being the lubricant supplier of choice at TravelCenters of America in the U.S.



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Sell with insight

Selling with insight involves crafting a proposal that features a solid understanding of a customer's challenges, as well as Castrol's unique capabilities to provide solutions. This will allow you to be more in control as you guide key decision makers through the sales process.

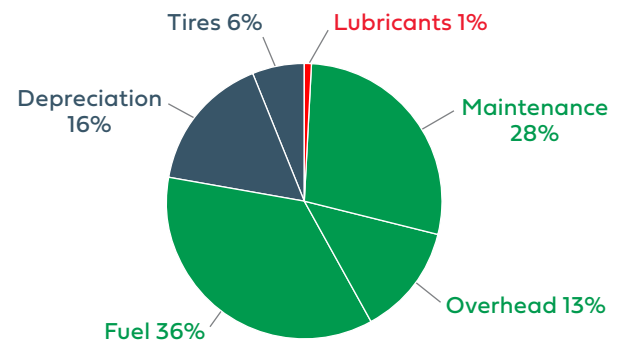
1. Much of the heavy lifting is done before getting in front of a customer. Be sure to learn as much as possible about the customer's business and industry, the type of equipment employed, equipment challenges, and current lubricant products used.
2. Share this fact: Castrol is the preferred lubricant supplier at TravelCenters of America in the U.S.
3. Utilize your Castrol HD salesperson to help connect our offer to customer opportunities and to overcome objections.

Castrol's premium offer should be sold on value, not price.

Focus on customers that:

- measure value beyond the price per gallon of lubricants
- want to optimize equipment life, uptime and production
- want to lower their labor and total maintenance costs
- value proven results

Help customers to understand costs on a per-mile basis versus a per-gallon basis



78% Opportunity

■ Costs impacted by lubricants
■ Costs unrelated to lubricants

Lubricant costs are not a major factor in the overall equipment maintenance budget; yet, they can have a significant effect on reducing overall operating costs. Castrol has proven success with extending drain intervals and improving fuel efficiency with its premium offer. It is important to show savings on a per-mile basis, which is where Castrol excels.

Key Castrol programs & links

Castrol Heavy Commercial Vehicles (HD) Website:
castrol.com/hd

Castrol GPS (Guide to Products & Services):
castrol.com/gps

Fleet Savings Calculator: castrolfleetsavingscalc.com

HD Partner Program: contact your HD salesperson for details

Labcheck Online Portal: labcheckonline.com

Labcheck Training Resources: labcheckresources.com

Opportunities, solutions and benefits

Opportunity	Castrol® solution	Game-changing benefits
Enable longer service intervals and reduced costs even when operating under the most severe conditions	Castrol VECTON® <ul style="list-style-type: none"> • Long Drain 10W-30 CK-4 • 10W-30 FA-4 • 15W-40 CK-4 Advanced part-synthetic diesel engine oils	<ul style="list-style-type: none"> • Reduces operating costs by extending drain intervals; for VECTON Long Drain 10W-30, up to 80,000 miles or 1,000 hours¹ • VECTON 10W-30 FA-4 delivers 1.0% Fuel Saving² and extended drain intervals of up to 60,000 miles and up to 750 hours³ • All VECTON products are part of the Castrol MoreCircular™ program — designed to reduce carbon footprint of lubricants⁴
Protect critical equipment with an oil designed for long and healthy engine life	Castrol CRB® Multi <ul style="list-style-type: none"> • 10W-30 CK-4 • 15W-40 CK-4 Conventional diesel engine oils	<ul style="list-style-type: none"> • Protection against oil thickening and deposit build-up in critical engine parts • Keeps critical engine parts clean • Versatile product that is ideal for use in mixed fleets
Improve fuel economy and protect equipment life	Castrol Syngear™ CD 50 <ul style="list-style-type: none"> • 75W-90 Synthetic gear lubricant	<ul style="list-style-type: none"> • Contains 100% synthetic base stocks for outstanding oxidation control and thermal stability for improved fuel economy and longer equipment life • Premium additive package protects against rust, corrosion, and wear to protect against premature bearing failure and gear tooth wear • Excellent shear stability protects against viscosity loss to safely extend service intervals
Extend drain intervals for lower maintenance costs and increase vehicle availability	Castrol Transmax™ Manual AT <ul style="list-style-type: none"> • 75W-90 Manual transmission lubricant	<ul style="list-style-type: none"> • Excellent viscosity temperature characteristics providing effective lubrication over a wide temperature range • Smooth gear shifting at low temperatures increases transmission efficiency and aids fuel economy • Very good wear protection especially under high loads; extends component life and reduces downtime and service costs
Extend transmission life and reduce costs by extending drain intervals	Castrol TranSynd® 668 Full-synthetic automatic transmission fluid	<ul style="list-style-type: none"> • Allison Transmission®-approved fluid; meets latest TES-668 performance specification • TES 668 differentiators include improved wear protection, extended anti-shudder durability, and extended clutch-friction durability
Protect equipment and extend grease service intervals and equipment life	Castrol Pyroplex® <ul style="list-style-type: none"> • Protection ES • Blue • Red Lithium-complex greases	<ul style="list-style-type: none"> • Proprietary hydro-activated™ technology provides optimum "stay-in-place" ability • Provides maximum wear and equipment protection under extreme pressure • Reduces grease consumption and can extend service intervals and equipment life
Maximize protection and reduce cooling-system maintenance in heavy-duty applications	Radicool™ SF-O Premix Extended-life coolant	<ul style="list-style-type: none"> • Extended service life of up to 1,000,000 miles or 20,000 hours with no SCAs required⁵ • Free of phosphates, silicate, nitrites, amines and borates • Offers excellent cavitation protection for wet sleeve liners

¹ Extending oil drain intervals should only be done in conjunction with a comprehensive used oil analysis program like Castrol Labcheck. ² In independent testing vs SAE 15W-40 CK-4 oil using SAE J1321 test method for class 8 trucks.

³ In combination with and following a proper oil analysis program. ⁴ These lubricants achieve a lower carbon footprint by using re-refined base oils in place of part or all the virgin base oils traditionally present in Castrol lubricants, resulting in lower cradle-to-gate production emissions. ⁵ Proper inhibitor level should be determined by coolant testing; the recommended test interval is 300,000 miles, 6,000 hours, or 1 year, whichever comes first.