



**HIGH PERFORMANCE  
INDUSTRIAL & COMMERCIAL LUBRICANTS**

**SWEPCO  
210**

MARKET FOCUS

## **Multi-Grade Gear Lube**

### **What Is Its Place**

SWEPCO 210 Multi-Grade Gear Lube is a premium quality, true 80W/140 multi-grade gear oil, formulated to provide superior performance in manual transmissions, gear boxes and final drives. Special additives provide outstanding anti-wear performance and energy efficiency.

### **Feature/Benefit Analysis**

As is the case with any product, the greatest success comes from matching the product's features and benefits with the prospect's needs.

Here are the primary features and resulting benefits that will be of interest to prospects for SWEPCO 210:

***True 80W/140 multi-grade formulation*** makes seasonal oil changes unnecessary.

***Advanced anti-wear additive package*** protects gear components from wear, lengthens gear box service life.

***Premium quality base stocks*** provide outstanding low and high temperature stability, resistance to oxidation, longer drain intervals and lower consumption.

***Proprietary Lubium® Chemistry*** forms a protective film to provide additional protection against extreme pressure and wear. Reduces operating temperatures and fuel consumption.

***Highly effective demulsifiers*** prevent water from emulsifying with SWEPCO 210. Water separates immediately for easy removal.

***LOA Program*** makes safe, long-drain service possible with SWEPCO 210. Reduces oil costs, downtime and maintenance labor.

### **Prospect Tips**

As a multi-purpose gear lube with extraordinary anti-wear performance and energy efficiency, SWEPCO 210 is particularly well-suited for any gear box application where top performance is beneficial and cost savings are desired.

### **Top Five Prospects**

- Trucking fleets (especially those operating in diverse climates)
- Post office vehicle maintenance facilities (differentials and transmissions)
- Heavy equipment rental companies
- Construction company gear boxes (final drives and differentials of dozers, loaders, backhoes, excavators, scrapers and other heavy equipment).
- Sanitation company (trash truck differentials and transmissions)

### **Other Good Prospects**

Redi-mix concrete company fleets, logging and timber companies, delivery companies, mining, sand and gravel companies, stevedoring companies, warehouse conveyor systems, manufacturing, demolition companies and many others.

## Some Specific Lubrication Points Which Should Be Explored

Any gear box which is subjected to operation in varying climates; fleets which operate equipment in wide geographical areas; gear box applications which have trouble with seal leakage; any gear box which is running hot; any gear box which operates in a heavily loaded application; any gear box which is making noise; any gearbox which requires frequent make-up oil or short drain intervals; any gear box application where increased energy efficiency (either fuel or electricity) is desirable, mixed fleet operations which would benefit from use of a single gear oil.

### Common Customer Experience

*"... With your #210 Multi-Grade 80w140 Gear Lube we have been able to consolidate numerous Chevron, Texaco, Dynaco and other brands into just two convenient higher quality products..." -- Milk Plant*

*"The year before I switched to the 210 gear oil, we lost the differential several times using Red-Line Synthetic Oil. We have found, through experience that the 210 gear oil gives more protection against heat and wear ..."* -- Stock Car Driver

*"We have experienced none of the problems you usually have with regular lubricants in our extreme temperatures here in Montana. No more hot, noisy gear boxes caused by cheaper brands. Because of the longevity of Swepco products our inventory has been cut by 50% or more. All factors considered, (downtime, labor, cost of previous oil, parts, etc.) Hamilton saves about \$6,000 a year with Swepco." -- City Street Maintenance Department*

*"We first started out in 1994 with your 210 80/140 gear oil. We tried a small amount at first to see how it would work out. Then, only a month later purchased enough to put into every piece of rolling stock we have. This product is used in the Eaton/Fuller manual transmissions, as well as the differentials in all of our trucks. It has lowered the operating temperatures by approximately 40 F, and we stopped having seal leaks. We have not experienced a transmission or differential failure since we started using this product." -- Trucking Company*

*"After using 210 in a couple of trucks, drivers reported easier shifting and start-ups in cold mornings. Our trucks travel over the nation: New York in winter to Florida and Arizona; California in summer. Same gear oil works. We now have our entire fleet on 306, 210, 503, 501, 101, as well as our plant." -- Furniture Manufacturer*

*"I would like to thank you for talking me into using SWEPCO 210 gear oil. We have been using it on our trailer wheel seals and it has been months since we have had to change a seal. Before using SWEPCO 210 we had to change seals much too often. Transmissions were hot also before using SWEPCO 210, and it has even solved that problem!" -- Smelting Company*

*"210 80/140 Gear Oil is used in the differentials and transmissions of our water truck and dump truck. Previously, using the synthetic oil in these, we noticed that the seals leaked. We do not have this problem with the 210. We have not had any failures in these applications since using this product. The bottom line is that we count on SWEPCO to keep our equipment RUNNING without breakdowns." -- General Contractor*



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