



## Supreme Formula Engine Oil

### What Is Its Place

SWEPCO 306 Supreme Formula Engine Oil is a premium quality, universal engine oil which meets and exceeds all major engine manufacturer specifications. Meets API CI-4 SM/SL. 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 306:

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

Proprietary Dimonyl® Chemistry plates engine components to provide additional protection against friction and wear. Reduces operating temperatures. Increases energy efficiency. Improves soot handling capacity of today's engines.

Advanced 9-function additive package provides comprehensive protection from wear, scuffing, oxidation, varnish, sludge, soot, corrosion, rust, shearing, high temperature thinning, low temperature thickening, foaming and other problem areas.

LOA Program makes safe, long-drain service possible with SWEPCO 306. Reduces oil cost, disposal cost, downtime and maintenance labor.

### Prospect Tips

As a high performance engine oil with extraordinary anti-wear performance and energy efficiency, SWEPCO 306 is particularly well-suited for any application where maximum engine protection, fuel economy and cost savings are desired.

### Top Five Prospects

- Independent trucking (both long and short haul)
- Local delivery fleets (lumber yards, manufacturers, beer and soft drink plants and distributors, dairy plants and many others)
- Excavating & construction companies (excavators, dozers, back hoes, scrapers, portable compressors, cranes, dump trucks, shovels, loaders, pavers, compactors, water trucks)
- Agriculture (tractors, combines, harvestors, balers, stationary diesel power plants for irrigation)
- Municipalities (hospital generators, wastewater treatment plant, trash trucks, water departments, ambulances, bus fleets)

### Other Good Prospects

Utility companies, postal vehicle maintenance facilities, concrete company delivery fleets, taxi and limousine services, school bus fleets, ferries and barges, armored car fleets, fishing fleets, heavy equipment rental companies, mining, sand and gravel companies and many others. Ideal for vehicles older than 2007 or do not have pollution control devices.

## Some Specific Lubrication Points Which Should Be Explored

Any maintenance site interested in extending oil drains, reducing maintenance labor costs, reducing oil consumption and oil costs, reducing parts replacements; engines operated in environments with excessive contaminants or moisture conditions; any engine which is running hot; any engine which requires shorter drain intervals than recommended; noisy engines; engines which are experiencing oil leakage at seals; any engine which may not receive maintenance at regularly scheduled intervals; any engine which may be operated in an overloaded state or get mechanically abused. Has higher zinc and phosphorus required by older vehicles.

## Other Tips

Always present SWEPCO's comprehensive Laboratory Oil Analysis Program as a value added benefit of using SWEPCO Engine Oil. Oil analysis can help Customers safely maximize the life of the oil and can provide other benefits to maintenance professionals.

## Common Customer Experience

*"We want you to know how satisfied we are with your product (SWEPCO 306 10W30) over the last eleven years. We have been using this product since 1987 with very good results ..." -- Maintenance Supervisor*

*"... We have not had to change oil since we changed over to SWEPCO on these two trucks! Previously, we changed oil every 250 hours using Chevron Delo 400. The savings for these two units alone after taking the price of SWEPCO and Delo into consideration, the recycling fee and labor is over \$900.00! ..." -- Concrete Company*

*"In 1989 we started to use your SWEPCO 306 Engine Oil. The results have been beyond our expectations. Some of our trucks have exceeded 120,000 miles between changes. Of course, we use your excellent LOA program to the fullest extent. We are completely satisfied with SWEPCO products and recognize their superior quality. Thank you very much ..." -- Sand & Gravel Operation*

*"Our district relies heavily on cost effectiveness and SWEPCO does just that in reducing costs which include reduction in material, hard-part replacement, downtime and labor ..." -- Mosquito Control District*

*"It has been two years since we started using SWEPCO 306 15/40 Engine Oil and engines are still running with 8,500 hours on many units. This is a great savings to us with over three times longer engine life. Cost of rebuild: \$3,700 X 3 times longer life = \$11,100 per engine. This represents THOUSANDS OF DOLLARS SAVINGS over the price paid for SWEPCO 306 Oil ..." -- Transportation*



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