

Esso Diesel Efficient Fuel - Independent Testing Video

0:00 OPEN ON BLACK SCREEN. ESSO LOGO APPEARS. UPBEAT MUSIC PLAYS.

0:04 CUT TO BIG RIG DRIVING DOWN HIGHWAY. SUPER APPEARS: INTRODUCING ESSO DIESEL EFFICIENT

0:08 CUT TO RIG ON DYNO MACHINE. SUPERS APPEAR: DIESEL FUEL WITH A DIFFERENCE

0:15 CUT TO SCIENTISTS WORKING IN A LAB

0:17 CUT TO OIL BEING POURED INTO A BEAKER. A SUPER APPEARS: NEW ADVANCED TECHNOLOGY

0:19 CUT TO A MAN LOADING A TRAILER ONTO HIS RIG

0:20 CUT TO MAN DRIVING A BIG RIG

0:21 CUT TO BIG RIG DRIVING DOWN HIGHWAY. SUPERS APPEAR: AVERAGE 2% IMPROVEMENT IN FUEL EFFICIENCY
[legal super: Vehicle testing showed an average fuel economy improvement of 2%. Actual benefits will vary depending on factors such as vehicle/engine type, driving style and diesel fuel previously used.]

0:26 CUT TO MAN AT COMPUTER

0:29 CUT TO BIG RIG ENTERING TESTING GARAGE. SUPERS APPEAR: VALIDATED AND QUANTIFIED, DRIVE BY WIRE, DRIVESHAFT TORQUE METER

0:32 CUT TO BIG RIG IN TESTING BAY. SUPERS APPEAR: AT LEADING INDEPENDENT RESEARCH FACILITIES

0:37 CUT TO TIRES OF BIG RIG SPINNING DURING TEST. SUPERS APPEAR: TEST KILOMETERS. A COUNTER INCREASES TO 240,000

0:39 CUT TO BIG RIG DRIVING ON HIGHWAY. SUPERS APPEAR: REAL WORLD CONDITIONS

0:46 CUT TO BIG RIG IN TESTING BAY. SUPERS APPEAR: RIGOROUS SIMULATIONS, 3,040 KG

0:49 CUT TO CHEMIST IN LAB TESTING FUEL. SUPERS APPEAR: ENGINEERED TO PROVIDE

0:53 CUT TO ANIMATE ENGINE RUNNING. ZOOM IN ON PISTON. SUPERS APPEAR: IMPROVED ENGINE PERFORMANCE, CLEANER FUEL INJECTORS,

- 1:03** ZOOM IN ON VALVE. SUPERS APPEAR: EXTREMELY TIGHT TOLERANCE, HELPS REMOVE DEPOSITS, HELPS ENHANCE CORROSION PROTECTION
- 1:12** CUT TO BIG RIG DRIVING ON HIGHWAY. SUPERS APPEAR: MAXIMIZE PRODUCTIVITY, 56 MORE KILOMETERS PER TANK ON AVERAGE, GET MORE OUT OF EVERY FILL-UP
[legal super: Applies to Esso Diesel Efficient branded diesel fuel compared to diesel fuel without detergent additive, and assumes a 950 litre tank and an average of 3 kilometres per litre. Vehicle testing showed an average fuel economy improvement of 2%. Actual benefits will vary depending on factors such as vehicle/engine type, driving style and diesel fuel previously used.]
- 1:23** CUT TO BIG RIG, PARKED. SUPERS APPEAR: ESSO DIESEL EFFICIENT
- 1:28** CUT TO BLACK SCREEN. ESSO LOGO APPEARS. EssoDieselEfficient.ca