

Fleet Testimonial: Challenger Driver

0:00 [music plays]
[OPEN ON A HUSBAND-AND-WIFE COUPLE CLIMBING INTO THEIR BIG RIG. THEY HAVE THEIR DOGS WITH THEM.]

Deb Urquhart: We share our truck with two little fellas, Patch and Riley, and they do not have a logbook.

0:05 [CUT TO COUPLE TALKING TO CAMERA]

0:08 [CUT TO MAN INSPECTING THE RIG AND TRAILER. SUPERS APPEAR: SYNERGY DIESEL EFFICIENT FUEL TECHNOLOGY]

0:13 [CUT TO MAN AND WOMAN TALKING TO CAMERA. SUPERS APPEAR: DAVE & DEB URQUHART, DRIVER TEAM, CHALLENGER MOTOR FREIGHT]

Dave Urquhart: Hi, I'm Dave Urquhart

Deb Urquhart: And I'm Deb Urquhart.

0:17 [CUT TO COUPLE IN THEIR RIG]

Deb Urquhart: We met at truck driver school and here we are, twenty years later, driving team.

0:24 [CUT TO MAN TALKING TO CAMERA]

Dave Potoma: My name's Dave Potoma. I'm local and regional driver.

0:28 [CUT TO MAN EXITING HIS RIG, AND INSPECTING VARIOUS CONNECTIONS]

Dave Potoma: I've been driving for Challenger now for almost twenty-five years. I like driving, I think about it as a hobby, and I get paid for it.

0:39 [CUT TO MAN ENTERING PARKING LOT IN HIS RIG]

0:42 [CUT TO COUPLE DRIVING THEIR RIG]

Dave Urquhart: For us, as owning our own truck, fuel mileage and performance is one of our main things.

0:46 [CUT TO COUPLE TALKING TO CAMERA]

Dave Urquhart: Using the Diesel Efficient fuel, I noticed the difference within one tank.

0:50 [CUT TO TRUCK DRIVING ON ROAD]

[super appears on screen: This success story is based on the experience of three drivers of an Imperial Oil customer. Actual benefits will vary based on vehicle/engine type, driving style and diesel fuel previously used.]

Dave Urquhart: A lot more power. Pulls the hills really great, really good. The engine runs just smooth as kitten...

0:56 **[CUT TO COUPLE TALKING TO CAMERA]**

Dave Urquhart: ...just tickity boo.

1:00 **[CUT TO TRUCK DRIVING ON ROAD]**

Dave Potoma: I've been using Diesel Efficient for 10 months now. I used to drop a gear on one hill that I travel in the north all the time.

1:09 **[CUT TO MAN TALKING TO CAMERA]**

Dave Potoma: And with the same load, I didn't even drop that gear anymore. It just pulls up that hill nice and smooth and away I go.

1:16 **[CUT TO COUPLE IN THEIR RIG]**

Deb Urquhart: We were using an additive in the truck and when we started using the Diesel Efficient fuel, we no longer used that additive.

1:25 **[CUT TO COUPLE TALKING TO CAMERA]**

Deb Urquhart: So, it saves us money, and as owner operators, that's what you need to do.

1:30 **[CUT TO TRUCK IN PARKING LOT, THEN TO THE INTERIOR OF THE RIG WHERE A MAN IS DRIVING]**

Dave Potoma: My exhaust stack is a lot cleaner. The soot is basically gone. The whole engine has got to be running a lot cleaner than it used to.

1:38 **[CUT TO MAN TALKING TO CAMERA]**

Dave Potoma: When it's rolling regens down the highway, you can smell it, and it's a sweet-smelling truck now. A lot better than the old stuff.

1:48 **[CUT TO COUPLE TALKING TO CAMERA]**

Dave Urquhart: I would recommend Diesel Efficient fuel, yes, and I already have too many of my friends.

1:57 **[CUT TO TRUCK DRIVING ON ROAD]**

Dave Urquhart: Downtime is expensive for an owner operator and you want to keep it rolling.

2:01 [CUT TO SUPERS ON BLACK SCREEN: SYNERGY DIESEL EFFICIENT FUEL TECHNOLOGY, IT'S A NEW DAY IN DIESEL.]

2:03 [CUT TO ESSO LOGO]