

Fleet Customer Testimonial: Holland Special

0:00 [OPEN ON SUPER: SYNERGY DIESEL EFFICIENT FUEL TECHNOLOGY™ LOGO]

0:04 [CUT TO SUPER: HOLLAND SPECIAL DELIVERY, FLEET CUSTOMER TESTIMONIAL
HOLLAND SPECIAL DELIVERY GRAND RAPIDS, MI, USA]

[smaller legal reads: This video was created in the United States for the Exxon Mobil corporation and has been reproduced, with permission, for Imperial Oil's use in Canada. Esso Diesel Efficient fuel contains the same additive technology in both the U.S. and Canada. This success story is based on the experience of a single customer. Actual benefits will vary depending on factors such as vehicle/engine type, driving style and diesel fuel previously used.]

[MUSIC STARTS]

0:10 [CUT TO HOLLAND DELIVERY HEADQUARTERS]

0:14 [CUT TO MAN LOADING TRAILER ONTO HIS TRACTOR TRAILER]

0:17 [CUT TO BIG RIG IN PARKING LOT]

0:19 [CUT TO MAN IN OFFICE, PUNCHING IN USING TIME CLOCK]

0:23 [CUT TO MAN TALKING TO CAMERA. SUPERS APPEAR: DAVE ANDREWS, VICE
PRESIDENT OF OPERATIONS, HOLLAND SPECIAL DELIVERY]

Dave Andrews: Holland Special Delivery is primarily a Midwest carrier. We provide driving, expedited, LTL service throughout the Midwest.

0:17 [CUT TO BIG RIG DRIVING IN PARKING LOT, THEN TO MANPOWER WASHING
BIG RIG ENGINE. SUPERS APPEAR: HOLLAND SPECIAL DELIVERY, MIDWEST DRY
VAN, EXPEDITED AND LTL CARRIER, 250 PLUS FLEET]

Dave Andrews: We had quite a few issues with after treatment in our tractors, and we were looking for a way to address some of those issues.

0:37 [CUT TO MAN IN OFFICE BEHIND LARGE COMPUTER MONITORS]

Dave Andrews: But also of course we wanted the kick in fuel economy, which truly excited us.

0:17 [CUT TO MAN TALKING TO CAMERA. SUPERS APPEAR: JIM ALBERS, CEO,
HOLLAND SPECIAL DELIVERY]

Jim Albers: We have a lot of suppliers that come in and save you know, we're going to save you x amount percent on your fuel bill.

0:49 [CUT TO MEN SITTING AROUND IN AN OFFICE, LOOKING AT A BINDER FULL OF DATA]

Jim Albers: and that usually never works, but what really excited us is the fact that we would actually prove whether or not it worked.

0:53 [CUT TO MAN TALKING TO CAMERA]

Jim Albers: We went to the testing facility and we were amazed.

0:59 [CUT TO BIG RIG ON DYNO. SUPER APPEARS: INDEPENDENTLY TESTED AND VERIFIED]

Jim Albers: We were amazed at how they did it, but even more so, we were amazed at the benefits.

1:05 [CUT TO MAN TALKING TO CAMERA]

Dave Andrews: We got to see all the hard work that went into not only creating this fuel but validating it in a lab environment.

1:12 [CUT TO BIG RIG LEAVING GARAGE]

Marvin Visser: We decided to use Diesel Efficient fuel...

1:14 [CUT TO MAN TALKING TO CAMERA. SUPERS APPEAR: MARVIN VISSER, CHIEF OPERATING OFFICER, HOLLAND SPECIAL DELIVERY]

Marvin Visser: ...as we saw the ability to increase our fuel economy and have seen a cleaner burn...

1:18 [CUT TO BIG RIG DRIVING ON ROAD. SUPERS APPEAR: IMPROVED FUEL ECONOMY, CLEANER BURN, 2% INCREASE IN FUEL ECONOMY]

Marvin Visser: ...which has an effect on maintenance items on the truck.

Marvin Visser: We experience 2% increase in our fuel economy, and it was awesome to see the same results come through in our fleet that we experienced at the testing facility.

1:35 [CUT TO MAN TALKING TO CAMERA. SUPERS APPEAR: INCREASED PERFORMANCE, INCREASED MILEAGE, DECREASED DEF CONSUMPTION]

Jim Albers: Our drivers saw an increase in the performance of their truck, an increase in the mileage of the truck and the ability to see less usage of diesel exhaust fluid.

1:46 [CUT TO MANY TRUCKS AND THEIR DRIVERS IN A PARKING LOT]

Jim Albers: We started seeing things coming back from our drivers, that said you know, I'm on the same run every day, and I'm putting less fuel in my truck.

1:55 [CUT TO MAN TALKING TO CAMERA]

Jim Albers: You know, when you're a CEO of a company you love to hear that.

1:59 [CUT TO BIG RIG ENTERING GARAGE. SUPERS APPEAR: REDUCED: FUEL COSTS, MAINTENANCE EXPENSES, OVERALL COST OF OPERATION]

Marvin Visser: Maintenance on our trucks is also an area that we see savings.

2:03 [MAN GETS OUT OF TRUCK, AND FLIPS OPEN ENGINE COMPARTMENT]

Jim Albers: When you start with a truck that's two cents a mile to maintain it, by the sixth year it might be twenty cents.

2:09 [CUT TO MAN TALKING TO CAMERA]

Jim Albers: If we can maintain that at that fourteen, fifteen, sixteen cents a mile in the sixth year, that goes right to the bottom line.

2:15 [CUT TO MAN TALKING TO CAMERA]

Marvin Visser: All the trucks are set up with your exhaust gas particulate filters, right. So that interval could for three hundred and fifty thousand miles, or it could go to four hundred and fifty thousand miles.

2:29 [CUT TO MAN TALKING REFUELING TRUCK. SUPERS APPEAR: EXTENDED MAINTENANCE SERVICE INTERVALS BETWEEN: PARTICULATE FILTER CHANGES, ENGINE RE-GENS]

Jim Albers: We have a cleaner burn so the DPF filter is a little longer lasting. The regens of the engines are little longer between regens...

2:34 [CUT TO MAN TALKING TO CAMERA]

Jim Albers: ...so the maintenance part of it is a pretty big deal for us. We'd recommend Diesel Efficient to other fleets because it makes sense financially.

2:47 [CUT TO BIG RIG BACKING UP TO TRAILER, THEN DRIVING AWAY]

Jim Albers: I mean that's the easiest thing to quantify. It's a no brainer. All you have to do is put it in your fuel tank.

2:53 [CUT TO MAN TALKING TO CAMERA]

Jim Albers:

You don't have to add a trailer wing. You don't have to add special tires. You don't have to do anything. You just have to put fuel in like you always did. And there's a savings of a little over two percent. It's a slam dunk.

3:13

[CUT TO BLACK SCREEN WITH SUPERS: SYNERGY DIESEL EFFICIENT FUEL TECHNOLOGY]

3:17

[CUT TO ESSO LOGO ON BLACK]