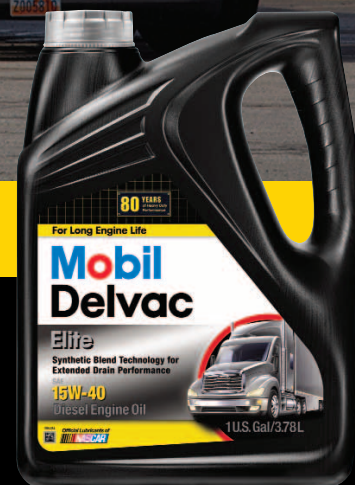




Mobil Delvac®

Improved Performance is a Matter of Pride





Tom Moreland, ExxonMobil local automotive lubricants territory manager, reviews a used oil analysis report with Sean Webb and Terrance Bloodsworth outside of Pride's Salt Lake City, UT, facility.

“I wanted the name Pride not only to stand as our company name, but be part of everything we do”

Jeff England
Owner
Pride Transport

"After 30 years, Pride's first truck still shines as it sits side-by-side next to the newest addition to the fleet."

Even After 30 Years, Successful Fleet, Pride Transport, Still Finding Ways to Stay Ahead of the Competition

Fleet Sees Significant Performance Improvements and Bottom Line Savings Since Switching to Mobil Delvac Elite

Like many professionals in the trucking industry today, Jeff England says his family played a big role in his career choice.

“I was born with trucking in my blood. And I always knew I was going to make this my career,” says England, owner of Pride Transportation, a Salt Lake City, UT, fleet that specializes in transporting temperature-sensitive freight.

For England, the path to becoming a successful fleet owner started in 1979.

At the time, he was working for his father at C.R. England & Sons trucking company. With his father's blessing, Jeff decided to carve out his own niche, and was able to take with him the four best trucks in his father's fleet, which he called the “Pride of England.”

The notion of “Pride,” he says, not only provided him with great inspiration for his company's name, but also exemplified the vision of what he wanted his company to stand for.

“I wanted the name Pride not only to stand as our company name, but be part of everything we do,” England says. “I wanted us to take pride in every aspect of our business, from how we treat our customers, to how we treat our employees and how we manage our trucks.”

Now, 30 years later, England is proud to say that he can look back on his goal of building a dynamic, successful trucking fleet, and say, “Mission Accomplished!”



“My goal was not only to solve our soot-related problem, but find the right partner that could help us implement new products and services”

Sean Webb
Director of Maintenance
Pride Transport



Present Day Pride Transportation

Today, Pride Transportation is one of the most well-known and well-respected fleets in the western United States. With nearly 350 trucks reaching all corners of the U.S., the company transports fruit, vegetables, medical supplies and other temperature-sensitive products.

Having vehicles that travel through all types of conditions, including the frequently snow-covered mountains of Utah, maintenance is a top priority for Pride Transportation. In fact, the company commits significant resources to vehicle inspection, safety and maintenance.

“Jeff takes a lot of pride in this company, its image, and naturally, the way our trucks look and operate,” says Sean Webb, director of maintenance, Pride Transportation. “I’ve even seen him watching trucks leaving the lot from his office with his binoculars and calling them back for a wash or to replace a missing hubcap.”

Finding the Right Partners

When it comes to vehicle maintenance, Webb and England agree that an essential component of Pride Transportation’s success is “to work with the best partners who can help us maximize our fleet’s productivity, and deliver consistent value in terms of cost savings and service.”

For Webb and the maintenance team, the need to have the right partners was certainly a top-of-mind issue several years ago.

At the time, Webb and the maintenance team members were becoming concerned with high levels of soot found in various oil analysis test samples. To make matters worse, Webb says, “I became increasingly frustrated with the lack of support and feedback we were receiving with the analysis reports.”

“I was basically receiving 50 or so analysis reports at a time with no explanation as to why there was so much soot in my samples,” said Webb. “I would make calls trying to get some feedback and wouldn’t hear anything.”

“My goal was not only to solve our soot-related problem, but find the right partner that could help us implement new products and services that would enable us to enhance our overall maintenance procedures and save us money.”

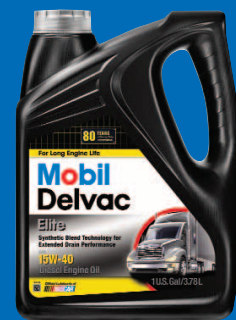
Webb consulted with John Jardine, sales manager of Rhinehart Oil, to discuss potential solutions.

“While it’s not easy to have someone switch to a new product after using the same brand for more than 20 years, I knew, based on the issues that they were experiencing, that there were better options for Pride Transportation,” Jardine said.

Among Jardine’s first suggestions to Webb was for Pride Transportation to consider switching to Mobil Delvac Elite, an extra high performance heavy duty engine oil that has shown outstanding performance in the ability to handle soot.

He then explained that Mobil Delvac Elite would not only deliver exceptional overall protection, even under extreme temperature conditions, but also could help Webb and the maintenance team extend Pride Transportation’s oil drain intervals from 25,000 miles to 60,000 miles.

“Sean and I spoke for several weeks about switching to Mobil Delvac Elite, and I could see that he was taking the decision very seriously,” said Jardine. “I knew it was a big decision for Pride.”



Proof of Performance

After several face-to-face meetings, during which they reviewed detailed cost savings analysis reports prepared by members of the Mobil Delvac technical team, Webb began to see the potential of how making a switch in lubricants and oil analysis provider could save money and reduce vehicle downtime.

As he prepared to make his final decision, Webb wanted to better understand the performance of the Mobil Delvac Elite and the capabilities of ExxonMobil's field engineering team.

Jardine invited Webb to a Mobil Delvac Elite engine "tear down" inspection that was being conducted by ExxonMobil's field engineering team. The engine was randomly selected from a local 2,200 truck fleet that had been using Mobil Delvac Elite at 60,000 mile service intervals. Webb was impressed with the wear protection performance of Mobil Delvac Elite and with its ability to keep the engine clean even while operating under 60,000 mile service intervals in a high-soot EGR environment.

Tom Moreland, ExxonMobil's local automotive lubricants territory manager, reviewed their engineering and service capabilities with Webb.

"I went to Pride Transportation and met with Sean Webb and John Jardine to review the Mobil Extended Oil Drain Interval process to include our proposed cost savings analysis report and to discuss our online Signum Oil Analysis program, which I knew was something Pride would benefit from," said Moreland.

"We reviewed our cost savings proposal of approximately \$108,000 per year with Sean and his staff. We showed examples of how other fleets have benefited from the exceptional soot control and performance benefits that Mobil Delvac Elite delivers and how easy our Signum Oil Analysis Program is to use."

"The extended drain intervals not only helps keep our trucks out on the road longer but also frees up our maintenance teams to conduct preventative maintenance on close to 30 trucks per day."

Terrance Bloodsworth,
assistant maintenance
manager/IT manager for Pride
Transportation



Seeing the Results in the Shop and in the Bottom Line

After presenting his opinion to Jeff England and the rest of the senior staff at Pride, Webb worked with Jardine and Moreland to begin transitioning the entire fleet to Mobil Delvac Elite and initiated the Signum Oil Analysis program.

“We started off with our normal 25,000 mile drain interval so that I could see how our trucks would respond to the new oil and also review the oil analysis reports,” said Webb. “After the first round of oil analysis reports, I saw a significant decrease in the soot thickening of the oil and was convinced that we could continue toward the 60,000 mile interval.”

“We saw an obvious benefit in the amount of oil we needed to purchase each month by extending our oil drain intervals,” said Webb. “We also significantly reduced the amount of waste oil that we needed to dispose of, which certainly helps the environment and of course, our bottom line.”

In fact, since making the switch, Webb estimates that Pride Transportation has saved over \$320,000 and has significantly reduced the amount of congestion and the number of time constraints within the shop.

Also, Terrance Bloodsworth, assistant maintenance manager/IT manager for Pride Transportation, says, “Before switching to Mobil Delvac Elite we were able to bring only about 8 to 10 trucks a day through our shop for immediate maintenance needs and general inspection.

“The extended drain intervals not only helps keep our trucks out on the road longer but also frees up our maintenance teams to conduct preventative maintenance on close to 30 trucks per day.”

Equally important, Webb says, “working with the team behind Mobil Delvac has been such an upgrade in service for us that we are reminded every day about the importance of finding and working with the right partner.”

As he looks back on his initial goals set several years ago of solving the company’s soot-related problems and finding a partner that could help enhance Pride Transportation’s vehicle maintenance practices, Webb is happy that he can say – Mission Accomplished!

An essential component of Pride transportation's success is to "Work with the best partners who can help us maximize our fleet's productivity, and deliver consistent value in terms of cost savings and service"

Sean Webb
Director of Maintenance
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“We saw an obvious benefit in the amount of oil we needed to purchase each month by extending our oil drain intervals”

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Distributor Rhinehart Oil, Mobil lubricant provider of Pride Transport for more than 3 years.

ExxonMobil Lubricants and Specialties

3225 Gallows Road
Fairfax, VA 22037

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