

## Mobil Delvac 1 Fuels Conversation at Commercial Vehicle Show

### ***4.7 percent fuel economy potential appeals to fleet operators***



To help Distributors increase sales of Mobil Delvac 1 and drivetrain lubricants to the commercial vehicle operators, ExxonMobil Lubricants & Specialties recently showcased the significant fuel economy benefits associated with the use of fully synthetic drivetrain lubricants at Commercial Vehicle Show (24-26 April, Birmingham,

UK). The CV Show is the largest and most comprehensive road transport event staged in Britain.

### **Mobil Delvac 1: Stealing the Show**

The show participants were among the first to find out the fuel economy results, reported by Palmer & Harvey, the UK's largest delivered wholesaler, during a recent field trial. The customer testimonial revealed an average fuel economy saving of 4.7 percent as a direct result of switching to Mobil Delvac flagship synthetic



engine and drivetrain lubricants. This significant potential for cutting fuel bills received a warm welcome from commercial vehicle owners and HGV fleet operators.

### **Great Opportunity to Sell Synthetics**

The busy three-day event



gathered together all ExxonMobil's CVL Distributors across UK and Ireland for an opportunity to communicate the latest Mobil Delvac Millbrook proof of performance and Palmer & Harvey customer testimonial to new prospects and existing customers. To help drive traffic to the stand, ExxonMobil exhibited a truck simulator with an iPad up for grabs for the fastest lap.



The show was a great opportunity to build on the success of a specialist media event in February where ExxonMobil launched the Millbrook fuel economy proof of performance to the key trade press titles, resulting in 15 pieces of coverage to date, including:

- [Materials Handling World](#)
- [HGV UK](#)
- [Commercial Motor](#)
- [Park Logistics](#)

### **Fuel Economy in the Spotlight**

A key part of the event were media briefings with respected pan-European industry titles, providing an opportunity for the experts behind the development of Mobil Delvac flagship lubricants, such as Mobil Delvac 1 LE 5W-30, to explain how these supreme performance



lubricants can help operators achieve a competitive edge in today's economic climate. The key benefits included fuel economy savings. The CV show became a platform for releasing the latest video case studies based on Millbrook and Palmer & Harvey trials that were available to view on

stand throughout the event.

### **Mobil Delvac in the Press**

ExxonMobil's media event was attended by 20 trade journalists from key publications. The media interviews were held with senior ExxonMobil spokespeople: Stuart Milne, Cluster Lubes Manager – UK & Ireland, Neil Briffett, Global Technical Advisor - Commercial Vehicle Lubricants



and Steve Crawley, Commercial Vehicle Lubricants Manager - UK & Ireland. To date, the media event has resulted in positive press coverage in a number of magazines and on websites:

- [HGV UK](#)
- [HGV Ireland](#)
- [Lockwood Group](#)
- [DAF Engine Trader](#)

With Mobil Delvac back on the map, and with marketing collateral to support the fuel economy benefits of ExxonMobil's flagship commercial lubricants, this is the perfect opportunity to maximise your commercial vehicle lubricant sales.

For more information about Mobil Delvac 1 synthetic drivetrain lubricants, such as Mobilube 1 SHC 75W-90, visit [www.mobildelvac.co.uk](http://www.mobildelvac.co.uk) or contact your local Distributor Business Consultant.