



Tick.

Mobil

New-formula Mobil Delvac 1300 Super 15W-40 for heavy-duty engines.

Buy time.

Emission controls are a dream for the environment and a potential nightmare for your engine.

Compared to the diesels of years past, today's engines run hotter and harder and also have to cut back on the sooty particles blowing out the stack.

With further changes required for 2007-model-year engine designs, there's an even greater risk of uncontrolled soot attacking your engine. These changes can lead to sludge, varnish and premature wear.

There's also a higher risk of piston deposits, which could increase oil consumption and liner wear and lead to sticking piston rings, which could take you off the road for unscheduled repairs.

None of us can travel back in time. But you can travel to your Imperial Oil supplier to load up on new-formula Mobil Delvac 1300 Super 15W-40, the oil that consistently stays ahead of ongoing changes in engine design.

Mobil Delvac 1300 Super 15W-40 now exceeds the requirements of the new emission-control standards API CJ-4. It exceeds industry standards for controlling soot, piston deposits and engine wear. In fact, it controls them to such an extent that it will actually help extend the life of your heavy-duty engine.

While new-formula Mobil Delvac 1300 Super 15W-40 was created for model-year 2007 engines, it will deliver enhanced performance in engines currently using API CI-4 oils.

Want to buy time for your heavy-duty engine? Buy new-formula Mobil Delvac 1300 Super 15W-40, available through Imperial Oil's extensive distributor network.



If a diesel engine is the heart of your business, here's the oil to keep it ticking.

To meet the quality standards of API CJ-4, a lubricant must meet minimum requirements for controlling the wear that can shorten engine life.

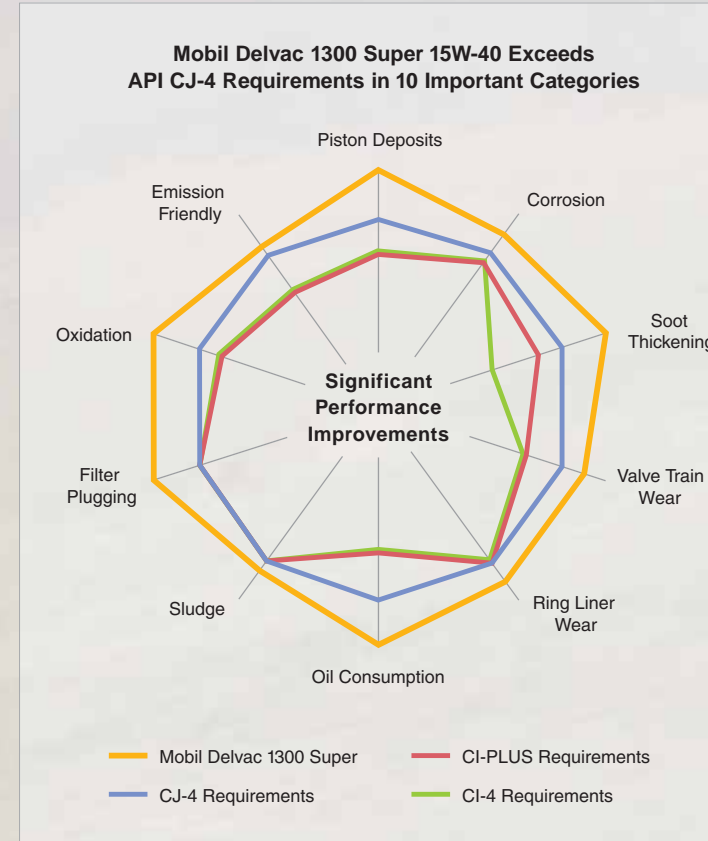
So while any API CJ-4 oil will be an improvement over yesterday's quality standards, Mobil Delvac 1300 Super 15W-40 will be a significant improvement over today's quality standards!

These powerful enhancements will help your engine to a longer life by exceeding even the latest, most stringent, North American industry standards for:

- **Valve train wear control.** Cross-heads, lifters and rocker arms are among the components particularly vulnerable to wear in a heavily loaded engine;
- **Deposit control.** In low-emission engines, upper piston rings are positioned extremely close to the firing zone, requiring a lubricant that can handle the heat and retain its lubricating strength;
- **Soot management.** When soot leaps out of control, you have a dangerous abrasive attacking the inner surfaces of your engine. Soot can also plug filters, cutting down an oil's ability to lubricate effectively;
- **Oxidation control.** Key to preventing sludge and keeping your oil from thickening out of grade.

Mobil Delvac 1300 Super 15W-40 delivers on each of these critical areas. The result is an oil that helps extend engine life, whether you're using fuel containing 15 ppm or 500 ppm sulphur.

No matter how your engine controls diesel emissions, this is the oil you need to control engine wear!



Eighty years of improvements keep your engine running like clockwork.

Now that Imperial Oil is making Mobil Delvac 1300 Super 15W-40 available across the country, Canadian truckers can at last benefit directly from the engine-saving advantages long associated with this world-famous lubricant.

Although original-equipment makers may handle emission control in different ways, reformulated Mobil Delvac 1300 Super 15W-40 has proven itself throughout extensive proprietary and industry engine tests and on-highway testing covering millions of kilometres. It exceeds the requirements of:

- Caterpillar ECF-3
- Cummins CES 20081
- Detroit Diesel Power Guard 93K218
- Mack EO-O Premium Plus
- Volvo VDS-4

Mixed Fleets

While new-formula Mobil Delvac 1300 Super was created for model-year 2007 engines, it will deliver enhanced performance in engines currently using API CI-4 oils.

For mixed fleets of Class 3 trucks and higher, or fleets including gasoline engines, Mobil Delvac 1300 Super 15W-40 would be an excellent choice for simplifying lubricant inventory. You'll not only reduce handling and storage, you'll avoid the risk of the wrong lubricant finding its way into an engine that needs a CJ-4 lubricant, an error that could lead to engine damage and breakdown.

Mobil Delvac is widely available right across North America. In Canada you have the added peace of mind of The Ultimate Lubrication Warranty from Imperial Oil, the largest marketer of petroleum products in the country and one of Canada's most trusted names.



Mobil Delvac 1300 Super 15W-40 – known the world over as 'The Million Mile Oil' – thanks to a relentless commitment to research and development. The program includes millions of miles in highway fleets, along with non-stop laboratory work, testing lubricants in engines from every major manufacturer.



www.delvac.ca

Mobil Delvac

Tock.

Long live your engine.

