

# What Customers Are Saying...

Petro-Canada Lubricants at Work



## BISON TRANSPORT, WINNIPEG, MANITOBA

“Our entire fleet of over 1000 units travels throughout North America running on DURON-E Synthetic 10W-40. We experienced outstanding performance and reliability on the road – it’s a great all-weather solution.”

– **Itamar Levine**, Maintenance Director, Bison Transport

### Bison Transport: Facing the road ahead with DURON™-E Synthetic 10W-40

Every day Bison Transport relies on the quality and performance of its large and vast fleet operation. With success relying on the dependable operation of their fleet, Bison turned to Petro-Canada’s DURON-E Synthetic 10W-40.

Offering performance, reliability and dramatic inventory consolidation, DURON-E Synthetic 10W-40 gives Bison peace of mind in knowing that their engines are well cared for even under the most severe conditions.

#### The Challenge

Managing a large fleet with various demands left Bison looking for dependable engine oil that could minimize inventory, maximize protection and ensure reliability on the road.

“Reducing the number of different engine oils needed for our operation has been a challenge,” says Levine. “We have truck units, refrigeration units and 1200 heater units all equipped with APU (auxiliary power units) and we have to run a synthetic product in these units.”

#### The Solution

Bison made the switch to DURON-E Synthetic 10W-40 and they haven’t looked back. DURON-E Synthetic 10W-40 offers an industry leading soot control formulation that provides exceptional all-weather performance and protection.

“We need an engine oil for our entire fleet that we can count on for cold weather start-ups and long terrain durability. We found it in DURON-E Synthetic 10W-40. These vehicles need to be equipped for long hauls and demanding conditions on the road. With transports travelling anywhere from Winnipeg, to the Maritimes and down to New Orleans, all-weather performance is critical for our engine oil.”

#### The Result

Since the switch, Bison is using DURON-E Synthetic 10W-40 in all engine oil applications in their fleet, which has significantly reduced their inventory requirements.

“Our purchasing list used to be three pages long, and now it only has four products on it, all from Petro-Canada,” says Levine. “With the switch to DURON-E Synthetic 10W-40, we can run it in all components, which is fantastic for management and simplicity. It’s a great advantage.”

Using DURON-E Synthetic 10W-40, Levine has also experienced excellent cold starting results.

“The advantage of cold weather stability is a real benefit of a full synthetic. There is a big difference. When the vehicles are shut off overnight, it has to start up in the morning for the safety of my drivers, and with DURON-E Synthetic 10W-40 we know that it will.”



## About Bison Transport

Bison Transport, an industry-leading transport company based out of Winnipeg, Manitoba, is one of the largest truckload carriers in North America today.

Serving all of Canada and 48 states in the U.S., Bison Transport offers full truckload services, logistics, dedicated fleet operations, yard management, warehousing and distribution, as well as services in dry-van, refrigerated, long combination vehicles, intermodal and asset based logistics. Bison has grown to over 1050 tractors and 3000 trailers throughout their operations.

Maintenance Director Itamar Levine has been with Bison Transport for 14 years and knows first-hand the quality and care that goes into each vehicle in their fleet.



# DURON. FIGHT SOOT. SAVE MONEY.

Soot is in every engine. Every year, make and model. And today's tough operating conditions can produce and retain more soot than ever before. Left unchecked, it can have a damaging impact on your engines – and your bottom line.

It's proven. DURON-E is an engine's best defence against the costly effects of soot. Proven to handle up to 2.2x\* more soot while maintaining its viscosity, minimizing wear, reducing downtime and extending drain intervals, DURON-E ensures you get the most out of your engine in all weather conditions – in the short term and over the long haul.

\*Based on Mack T-11 test data for DURON-E Synthetic 10W-40.

## DURON-E Synthetic 10W-40

**DURON-E Synthetic 10W-40 delivers industry leading soot control while providing the ultimate in all-weather engine protection, mile after mile, hour after hour – while saving you money.**

- Maintains fresh oil properties longer for exceptional protection throughout extended drain intervals\*\*
- Excellent low temperature performance and advanced shear stability help ensure your engines are fully protected in all weather conditions
- Helps extend engine life, increase productivity and minimize downtime

**Learn more at [www.fightsoot.com](http://www.fightsoot.com)**

\*\*Extending drain intervals should always be undertaken in conjunction with a regular oil analysis program.

To place an order, please call a Customer Order Management Representative at:

<b>Canada</b> (English) .....	Phone 1-800-268-5850
(French) .....	Phone 1-800-576-1686
<b>United States</b> .....	Phone 1-877-730-2369
<b>Latin America</b> .....	Phone +1-416-730-2369
<b>Europe</b> .....	Phone +1-416-730-2389
<b>Asia</b> .....	Phone +1-416-730-2372
<b>China</b> .....	Phone +86 (21) 6362-0066

You can also e-mail us at [lubecsr@suncor.com](mailto:lubecsr@suncor.com)



LUB2802E (2013.12)

Petro-Canada is a Suncor Energy business

™Trademark of Suncor Energy Inc. Used under licence.

To learn more about how Petro-Canada lubricants, specialty fluids, oils and greases can help maximize your equipment performance, savings and productivity, please contact us at:

<b>North America</b> .....	Phone 1-866-335-3369
<b>Europe</b> .....	Phone +44 (0) 121-781-7264
<b>Germany</b> .....	Phone +49 (0) 201-726-2913
<b>Latin America</b> .....	Phone +1-416-730-2369
<b>Asia</b> .....	Phone +1-416-730-2372
<b>China</b> .....	Phone +86 (21) 6362-0066
<b>E-mail</b> .....	sales@suncor.com

Visit us on the web at [lubricants.petro-canada.ca](http://lubricants.petro-canada.ca)

Beyond today's standards.

