

### Delivering value that matters

#### Off-road fleets need the Castrol® Proven Advantage

Off-road customers are looking for premium, differentiated products, services and support. The Castrol Proven Advantage delivers the following:

- Optimal protection that can extend the life of components and equipment
- Extended-drain capabilities verified by the Labcheck® fluid analysis program
- Reduced costs through operational savings

Our lubrication experts partner with off-road fleets to design innovative, money-saving solutions that are aligned with customer performance goals and supported by Castrol's deep analytical insights. Castrol takes pride in being the lubricant supplier of choice for one of the largest aggregate companies in the U.S. and many other large off-road businesses, especially those that seek to extract maximum operational savings and value proven results.



Castrol is the lubricant of choice for one of the **largest aggregate companies in the U.S.**

#### Sell with insight

Selling with insight involves crafting a proposal that features a solid understanding of a customer's challenges, as well as Castrol's unique capabilities to provide solutions. This will allow you to be more in control as you guide key decision makers through the sales process.

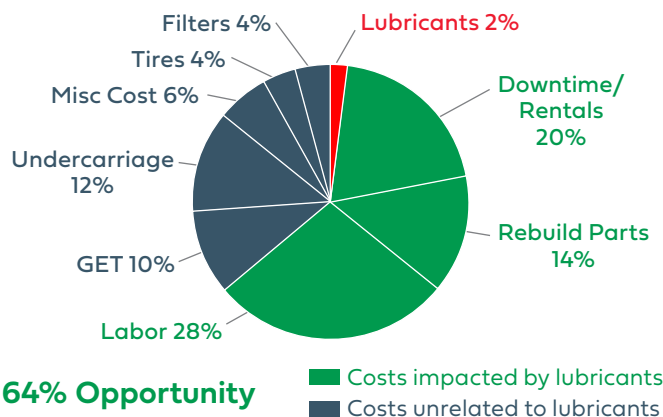
1. Much of the heavy lifting is done before getting in front of a customer. Be sure to learn as much as possible about the customer's business and industry, the type of equipment employed, equipment challenges, and current lubricant products used.
2. Share this fact: Castrol provides premium, differentiated products, services and support for Caterpillar, Komatsu, John Deere, Case, Hitachi, Volvo and all other types of off-road equipment – both mobile and stationary.
3. Utilize your Castrol HD salesperson to help connect our offer to customer opportunities and to overcome objections.

Castrol's premium offer should be sold on value, not price.

Focus on customers that:

- measure value beyond the price per gallon of lubricants
- want to optimize equipment life, uptime and production
- want to lower their labor and total maintenance costs
- value proven results

#### Help customers to understand costs on a per-hour basis versus a per-gallon basis



Lubricant costs are not a major factor in the overall equipment maintenance budget; yet, they can have a significant effect on reducing overall operating costs. Castrol has proven success with extending drain intervals and improving fuel efficiency with its premium offer. It is important to show savings on a per-hour basis, which is where Castrol excels.

#### Key Castrol programs & links

**Castrol Heavy Commercial Vehicles (HD) Website:**  
[castrol.com/hd](http://castrol.com/hd)

**Castrol GPS (Guide to Products & Services):**  
[castrol.com/gps](http://castrol.com/gps)

**Fleet Savings Calculator:** [castrolfleetsavingscalc.com](http://castrolfleetsavingscalc.com)

**HD Partner Program:** contact your HD salesperson for details

**Labcheck Online Portal:** [labcheckonline.com](http://labcheckonline.com)

**Labcheck Training Resources:** [labcheckresources.com](http://labcheckresources.com)

# Opportunities, solutions and benefits

Opportunity	Castrol® solution	Game-changing benefits
Reduce maintenance costs on hydraulic systems and pumps and achieve superior wear protection <sup>1</sup>	<b>Castrol Dual Range™ HV Hydraulic Fluid</b>	<ul style="list-style-type: none"> <li>• <b>Multi-viscosity</b>, high-viscosity-index fluid offers superior wear protection at both high and low temperatures<sup>1</sup></li> <li>• <b>Can eliminate</b> seasonal change-outs</li> <li>• <b>Documented</b> two-times hydraulic pump life and extended drain intervals</li> </ul>
Engineered to deliver longer oil life, which can enable longer service intervals and reduced costs	<b>Castrol VECTON® Long Drain 10W-30 CK-4 Diesel Engine Oil</b>  <b>Castrol VECTON 15W-40 CK-4 Diesel Engine Oil</b>	<ul style="list-style-type: none"> <li>• <b>Unique System Pro Technology™</b> delivers a 45% extra performance reserve to help control oxidation, reduce deposits, and neutralize harmful acids<sup>2</sup></li> <li>• <b>Reduces operating costs</b> by extending drain intervals; for VECTON Long Drain 10W-30, up to 80,000 miles or 1,000 hours<sup>3</sup></li> </ul> <p><sup>2</sup> Average of percentages by which VECTON exceeds the industry standard requirement limits in API CK-4 and ACEA E9-16 engine tests for viscosity maintenance, heat protection, deposit control, minimum oil limits, and acid neutralization; in API CK-4 test only, the VECTON performance reserve is 37%.</p> <p><sup>3</sup> Extending oil drain intervals should only be done in conjunction with a comprehensive used oil analysis program like Castrol Labcheck®.</p>
Extend service intervals, simplify maintenance practices, and consolidate inventory	<b>Castrol Trans C™ HT Transmission Fluid / Hydraulic Fluid</b>	<ul style="list-style-type: none"> <li>• <b>Full-synthetic</b>, all-weather transmission and hydraulic fluid that balances high-temperature wear protection with low-temperature flow properties</li> <li>• <b>Provides</b> superior oxidation protection versus typical anti-wear hydraulic oils</li> </ul>
Extend service intervals in off-road final drives where FD-1 fluids are specified	<b>Castrol Axle FD-1 80W-140 Final Drive Fluid</b>	<ul style="list-style-type: none"> <li>• <b>Semi-synthetic</b>, multi-grade final drive fluid designed to extend drain intervals up to 6,000 hours<sup>4</sup></li> <li>• <b>Provides</b> excellent wear protection and outstanding oxidation resistance to help extend component life</li> </ul> <p><sup>4</sup> Extending oil drain intervals should only be done in conjunction with a comprehensive used oil analysis program like Castrol Labcheck.</p>
Protect equipment and extend grease service intervals and equipment life	<b>Castrol Pyroplex® Gold Grease</b>  <b>Castrol Pyroplex Blue Grease</b>	<ul style="list-style-type: none"> <li>• <b>Proprietary Hydro-Activated Technology™</b> keeps Pyroplex Blue from softening and washing out, which provides maximum extreme pressure wear and equipment protection</li> <li>• <b>Reduces</b> grease consumption and can extend lubrication service intervals and equipment life</li> </ul>
Protect equipment, extend service intervals and reduce maintenance costs	<b>Castrol Alpha® HC Gear Lubricant</b>  <b>Castrol Alpha HC EP Gear Lubricant</b>	<ul style="list-style-type: none"> <li>• <b>ISO grades</b> excel in applications that require increased oxidation control, thermal stability, and consistent anti-wear performance</li> <li>• <b>EP grades</b> provide excellent performance in applications requiring AGMA EP gear oils</li> </ul>
Enhance the performance and extend the lifespan of critical equipment	<b>Castrol Labcheck® Used Oil Condition Monitoring Program</b>	<ul style="list-style-type: none"> <li>• <b>Oil condition monitoring</b> is the single most cost-effective method for extending drain intervals, preventing catastrophic failures and increasing the lifespan of vital equipment</li> </ul>