

Delivering value that matters

Ready-mix concrete fleets need the Castrol® Proven Advantage

Ready-mix concrete 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 ready-mix concrete 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 among many ready-mix concrete companies in the U.S., especially those that seek to extract maximum operational savings and value proven results.



Castrol is the lubricant supplier of choice among many ready-mix concrete 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.

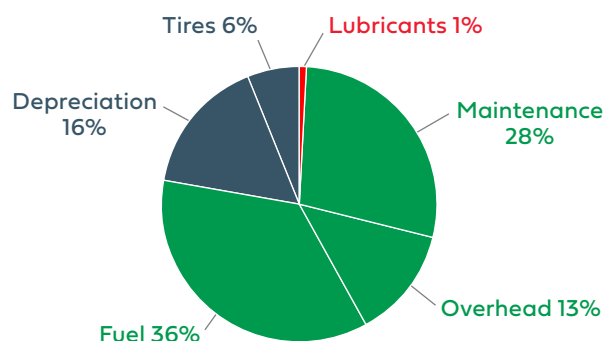
1. Much of the heavy lifting is done before getting in front of a customer. Be sure to learn as much as possible about the customer's business and industry, the type of equipment employed, equipment challenges, and current lubricant products used.
2. Share this fact: Castrol is the preferred lubricant supplier to many ready-mix concrete companies in the U.S.
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



78% Opportunity

■ Costs impacted by lubricants
■ Costs unrelated to lubricants

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

Castrol GPS (Guide to Products & Services):
castrol.com/gps

Fleet Savings Calculator: castrolfleetsavingscalc.com

HD Partner Program: contact your HD salesperson for details

Labcheck Online Portal: labcheckonline.com

Labcheck Training Resources: labcheckresources.com

Opportunities, solutions and benefits

| Opportunity | Castrol® solution | Game-changing benefits |
|---|---|---|
| Engineered to deliver longer oil life, which can enable longer service intervals and reduced costs | Castrol VECTON® Long Drain 10W-30 & 15W-40 CK-4 Diesel Engine Oil Castrol VECTON 10W-30 & 15W-40 CK-4/NG Multi-Fuel Engine Oil | <ul style="list-style-type: none"> • Unique System Pro Technology™ delivers between 42 - 45% extra performance reserve to help control oxidation, reduce deposits, and neutralize harmful acids² • Reduces operating costs by extending drain intervals; for VECTON Long Drain 10W-30 CK-4, up to 80,000 miles or 1,000 hours³ • VECTON Multi-Fuel CK-4/NG engine oils meet API CK-4 (diesel), Cummins CES 20092 (natural gas), and API SN (gasoline) engine specifications <p>² 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, acid neutralization, and minimum oil limits.</p> <p>³ Extending oil drain intervals should only be done in conjunction with a comprehensive used oil analysis program like Castrol Labcheck®.</p> |
| Reduce maintenance costs on hydraulic systems and pumps and achieve superior wear protection ¹ | Castrol Dual Range™ HV Hydraulic Fluid | <ul style="list-style-type: none"> • Multi-viscosity, high-viscosity-index fluid offers superior wear protection at both high and low temperatures¹ • Can eliminate seasonal change-outs • Documented two-times hydraulic pump life and extended drain intervals |
| Extend transmission life and reduce costs by extending drain intervals | Castrol TranSynd® 668 Automatic Transmission Fluid Transmax® Manual E Long Life 40 Manual Transmission Fluid | <ul style="list-style-type: none"> • TranSynd 668 enhancements include improved wear protection, extended anti-shudder durability, and extended clutch-friction durability • The Allison Transmission® TES 668™ spec is fully backwards compatible for both TES 295® and TES 468™ applications (TES 668 is not approved for TC10) • A synthetic lubricant designed for fuel-efficiency, extended drain intervals, and severe service in transmissions requiring an Eaton PS-386 or Mack TO-A Plus spec fluid • Formulated to protect higher-torque transmissions coupled with increased-horsepower engines |
| Protect equipment and extend grease service intervals and equipment life | Castrol Pyroplex® Protection ES Grease Castrol Pyroplex Blue Grease | <ul style="list-style-type: none"> • Pyroplex Protection ES is a synthetic lithium-complex grease specially formulated to provide extended service life • Resists breakdown due to its excellent thermal stability • Proprietary Hydro-Activated Technology™ keeps Pyroplex Blue from softening and washing out, which provides maximum extreme pressure wear and equipment protection • Reduces grease consumption and can extend lubrication service intervals and equipment life |
| Enhance the performance and extend the lifespan of critical equipment | Castrol Labcheck® Used Oil Condition Monitoring Program | <ul style="list-style-type: none"> • Oil condition monitoring is the single most cost-effective method for extending drain intervals, preventing catastrophic failures and increasing the lifespan of vital equipment |