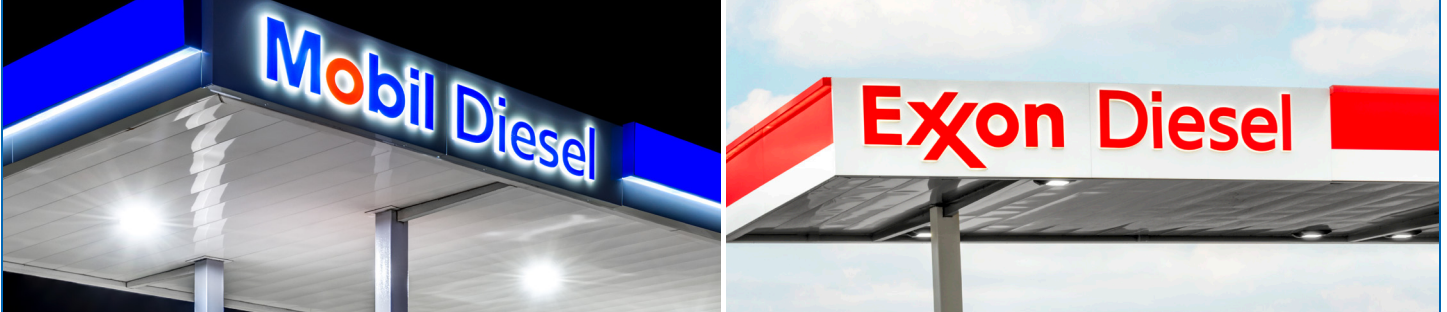


Synergy Diesel Efficient™ fuel



Synergy Diesel Efficient™ fuel for fleets, light-duty trucks and passenger vehicles

Synergy Diesel Efficient fuel is **fully formulated to help keep commercial vehicle engines cleaner for 2% better diesel fuel economy**,** which means less maintenance and downtime. It also helps **improve mileage and deliver more power** in light-duty trucks and passenger vehicles.



The product

- **Increase fuel economy by an average of 2%***
- Boosts **engine power** and responsiveness
- **Reduces emissions** and burns cleaner
- Improve **injector cleanliness** and provide **corrosion protection**



The image

- **11-15% average volume uplift** in Commercial Sites and **4% average volume uplift** in Retail after conversion††
- **Increase** in C-store sales also attained
- **Exxon™ and Mobil™ branded image** support is available.



The value proposition

- **On-site marketing** and **digital advertising** to promote the branded fuel
- **Exxon and Mobil programs and FleetPro™** to support fleet businesses
- **Growing national network** for your commercial customers

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*Applies to Exxon and Mobil Synergy Diesel Efficient branded fuel compared to diesel fuel without detergent additive, and assumes a 250 gallon tank and an average of 7 miles per gallon. Vehicle testing showed an average fuel economy improvement of 2 percent. Actual benefits will vary depending on factors such as vehicle/engine type, driving style and diesel fuel previously used.

**Claims apply to Exxon and Mobil Synergy Diesel Efficient-branded fuel compared to diesel fuel without detergent additive. Actual benefits will vary depending on factors such as vehicle/engine type, driving style and diesel fuel previously used.

†† Based on PoS data at 300 locations 12 months prior to conversion compared to the same 12 month post conversion.