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.