

Irving Lubricants Newsletter

Welcome to our latest edition of the Irving Lubricants Newsletter. We here at Irving are continually striving to provide information about our company and the industry to you the customer. We hope you enjoy this edition.



Lubricant Industry Headliners

Countdown to GF-5

Most passenger car engine oil in the United States - some 75 percent of the total sold each year, meets the latest ILSAC GF designation. "GF" Refers to "Gasoline Fuelled" and GF-4 is the current standard, introduced in 2004. By mid-2010, that category is expected to be replaced by an upgrade GF-5. The final needs statement was approved on January 23rd, 2008.

The needs statement spells out that GF-5 performance standards will have to result in a balance amount three equally important needs. Incorporating increased fuel economy throughout the oil change interval, enhanced oil robustness for spark-ignited internal combustion engines; and compatibility of the engine oil with emission system components capable of meeting stringent federal and California emission regulations.

How soon can you expect to see the new GF-5 specification? If all stays on track, the new GF-5 spec will be formally approved in third quarter 2009 and the GF-5 Oils should be available in time for model year 2011 vehicles.

Lubes 'N' Greases- April 2008 Vol. 14 Issue 4

Our Customer Offer

"Our people are committed to fulfilling customer's needs everyday by being responsive and flexible, with winning partner relationships and through ordering and fulfillment reliability.

We will achieve this through the 3 R's:

Relationship focused
Responsive and flexible
and Reliable delivery."



Product Talk

Industry Tidbits

Maximizing Maintenance Programs

In today's volatile environment, companies are seeking ways to reduce operating costs. Cost savings can be realized through implementation of a total lubrication management program. Reduced operation costs through extended oil drain programs reduce overall maintenance costs. While it may be a cost reduction in the short term, if not implemented properly, the long term consequences can be devastating to equipment reliability. To fully understand the risks you must examine key factors that affect the oil drain intervals.

Start with the right high quality oil- Choosing a quality product that carries an American Petroleum Institutes (API) license as well as meeting specific performance requirements of engine manufacturer's is equally important to extending oil drain intervals. This will ensure you are getting the lubricant that meets the highest standards in the industry

Identify your equipment application, operation, and environmental factors- These factors have a significant impact on the oil. Each of these conditions adversely affects engine oils by causing high temperature volatility (evaporation) leading to consumption and contamination as well as oil thickening leading to poor protection and increased fuel consumption.

Start a regular oil analysis program- Used oil analysis is an essential component of extending oil drain intervals. It is both a diagnostic tool and a management tool.



Advant Re-Launch



A new formulation of our ADVANT Synthetic Oil is now available! ADVANT is no ordinary motor oil, it's the ultimate in next generation oil technology. A sophisticated formula of pure and stable base stocks and the very latest in additive technology to deliver the performance and protection your engine demands. Unlike our previous formulation, this formulation offers European or ACEA credentials for Volkswagen, BMW, Mercedes Benz and Porsche. ADVANT offers the best in viscosity control, anti-wear and anti-corrosion protection.

ADVANT easily exceeds the motor oil performance requirements of most automobile manufacturers in the world. Hot weather or cold, on or off the road, ADVANT is the best oil for all your engine needs.

Customer News

Our newest editions to the Irving Family

New Distributors

G-World Co., Ltd., Seoul, Korea
Dymtar-Rosebush Fuels, Cannifton & Picton, ON

Depot News in Atlantic Canada

Opening

A.P.M Auto Parts, Rothesay Ave., Saint John, NB
A.P.M Auto Parts, Ready St. West, Saint John, NB
A.P.M Auto Parts, Rothesay, NB
A.P.M Auto Parts, Fredericton, NB
A.P.M Auto Parts, Moncton, NB
A.P.M Auto Parts, Upper Letang, NB

A.P.M Auto Parts, Truro, NS
Sussex Auto Supplies Ltd., Sussex, NB
Peterbilt New Brunswick, Moncton, NB
Peterbilt New Brunswick, Fredericton, NB
MacFarland's Rentit, Halifax, NS
MacFarland's Rentit, Dartmouth, NS
Doaktown Main St. Gas Bar, Doaktown, NB
Gallant Auto Parts Ltd., Rogersville, NB
CARQUEST Auto Parts, Fredericton, NB
Auto Choice Parts & Paint, New Minas, NS
Auto Choice Parts & Paint, Wilmot, NS
Auto Choice Parts & Paint, Halifax, NS
ALPA Equipment Ltd., Balmoral, NB
ALPA Equipment Ltd., Edmunston, NB
ALPA Equipment Ltd., Fredericton, NB

Closing

Falmouth Mainway, Falmouth, NS
Irving Oil Bulk Plant, Dartmouth, NS
New Minas Big Stop, New Minas, NS
Canso Pharmacy, Canso, NS
Irving Oil Bulk Plant, Port Hawkesbury, NS
Saint Quentin Mainway, Saint Quentin, NB
Doaktown Mainway, Doaktown, NB
Four Corners Mainway, Sussex, NB
Blue Acres Mainway, New Glasgow, NS
MacFarlanes Service Station, Antigonish, NS
Myrls Irving, Botwood, NL
Sprindale Iring, Springdale, NL
South Island Garage, Twillingate, NL
Gallant Auto Parts, Rogersville, NB

Irving Lubricants in the Community

2008 Customer Event a Success!

Our Customer Appreciation Event that was held on May 21st-22nd was a great success. Day one was highlighted with a chance to drive a Pro Stock race car and was topped off by the opportunity to ride shotgun with Pro Stock Driver Lonnie Sommerville. Day one began at Speedway 660 in Geary, N.B. There was plenty of buzz following the event.

Day two began with tours of the Irving Oil Refinery, LNG terminal and our Lubricants plant and various educational seminars were held. We received a lot of positive feedback from our customers. One customer went out of his way to extend thanks by sending a package to our Business Development Representative, Robert Wilkin's hotel room while attending the Winnipeg truck show directly following the Customer Event! Many thanks to all who took the time out of your busy schedules to attend.



15th year as the only weekly Pro Stock Division in Canada.

Irving Lubricants has been a great supporter of Speedway 660 over the years sponsoring Best of the Best Pro Stock events over the last several years and also being the primary sponsor on Terry and Justin Labonte's Peterbilt 250 entries in 2007.

Irving Lubricants becomes only the second company in Speedway 660 history to sponsor the long standing Pro Stock division at Speedway 660.

CARQUEST (formerly McKlerie Millen) has held the title since the speedways inception.

"We couldn't be more excited about heading into 2008 with Irving Lubricants as our primary sponsor on our Pro Stock Division. These guys and gals are a class act and have some great products to bring to our customers and our racers. They are also race fans and are investing significantly in our sport throughout the region." said Steve Burns, Co-owner of Speedway 660.

Irving Lubricants Racing 2008 Sponsored Driver Line Up

Irving Lubricants has its drivers lined up for the 2008 race season. With the success of sponsoring racing last year, we were more than willing to continue our commitment to the sport. Our primary sponsored driver is Lonnie Sommerville who was Rookie of the Year in 2007 for the CARQUEST Maritime Pro Stock Tour.



Lonnie Sommerville #23, Pro Stock Division, Saint John, N.B

Travis Benjamin #17, Pro Stock Division, Belfast, Maine

Frank Fraser #23, Pro Stock Division, Shubenacadie, NS

Corey Little # 83, Sportsman Division, Saint John, NB



Irving Lubricants Racing

Irving Lubricants Sponsors Canada's Only Weekly Pro Stock Division at Speedway 660 in Geary, NB

Irving Lubricants is pleased to announce that we have signed a multi year deal with Speedway 660 to sponsor the weekly Pro Stock Division. The Irving Lubricants Pro Stock Division will be entering its





Did you know?

Interesting Findings in the "Fleet" Market

Carriers running between 10 and 50 trucks make up nearly half of Canada's for-hire trucking fleet, making the "small fleet" the largest demographic in industry. While the big 500 to 1000 truck operations handle most of the volume in the country, these small guys serve niche markets and the small shippers with unique service requirements.

Small fleets face all the same challenges as big fleets, but they often have to manage without the expertise the big fleets can afford.

Jim Park's Truck Talk

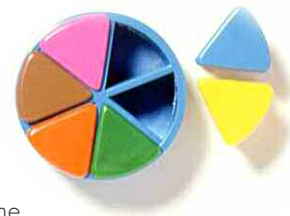
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Irving Lubricants Online Trivia

We wanted test your knowledge of the products and services that we offer, so we are challenging you to Lubricants Trivia. If you answer all the questions correctly, you will be entered into a draw to win a \$100.00 of lubricants products of your choice!

How to Play

Go to our website <http://www.irvingoil.com> and click on the "Lubricants" page and browse around our site to get the answers. Send your answers via email to Audreyrose.McBay@irvingoil.com Subject Line "Online Trivia". Contest ends July 30th, 2008. Good Luck!



Here are the questions;

1. How many product formulations do we have?
2. List 3 locations where you can purchase Irving Lubricants in New Brunswick?
3. What is the turn around time for our Hydrocarbon Contaminant Testing?
4. Name 2 fully Synthetic Automotive Motor Oils we offer?
5. List the available package sizes of our IDO Premium Plus that is listed on the Infotech sheet.

Please email Audreyrose.McBay@irvingoil.com for full contest details.

We welcome your feedback on the articles in our newsletter. You can send us your comments via email to Audreyrose.McBay@irvingoil.com Subject line "Newsletter Commentary" or through snail mail at;

Irving Oil Lubricants
555 Courtney Bay Causeway, Saint John, NB E2L 4K1
Attn: Audreyrose McBay

Trade Shows

Please come see us at DEMO International, during Sept 18-20th, in Halifax, NS

For more information on the show go to <http://www.demointernational.com/>

Lube Tips by Bruce

Why Grease Fails



When wondering why the grease you are using isn't working you need to take these factors into consideration; Improper product selection
Thickener incompatibility
Improper re-lubrication frequency
Improper application volumes
Environmental & process contamination.

Symptom	Probable Cause	Check Point
Excessive Wear	Lack of Lubrication	Equipment Misalignment Application Amount/ Frequency Extreme Pressure
Product Leakage	Excessive Lube Application	Application Amount/ Frequency Extreme Pressure NLGI Grade
	Seal Problems	Damage of Leaking Seals
Overheating	Lack of Lubrication	Equipment Misalignment Relube amounts and Frequency Malfunctioning Lube Equipment
Grease Wash Out	Fluid Contamination	Process Fluid Effects Environmental Water
	Seal Problems	Damaged or Leaking Seals
Grease Hardening Stick/ Slip	Lack of Uniform Motion Lube Selection Lube Amounts	Process Fluids & Materials Grease Adhesive/Cohesiveness Frequency & Amounts Relube Amounts & Frequency
High Temperature Grease Hardening	Improper Production Grease Selection	Dropping Point Thickener Type