

Irving Lubricants Newsletter

Welcome to our first 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 our first edition.



Lubricant Industry Headliners

Ford Extends Oil Change Intervals

Ford Motor Co. has extended its recommended engine oil change intervals from 5,000 miles to 7,500 miles under "normal" use for select new 2007 models, and for all new redesigned models for 2008. Ford also increased the recommended engine oil change interval under "severe duty" use from 3,000 to 5,000 miles.

Source: OEM/ Lube News

Forecast Predicts Increasing Lubes Demand

A recent Freedonia Group Inc. study indicated that world demand for lubricants will increase by 2.3% per year and 46.6 metric tons by 2015. The drivers for the higher rate will be higher rate of vehicle ownership worldwide, and longer distance traveled per vehicle. It also suggests that the improving quality of lubricants will enable better sales of higher priced, premium lubes.

Predictions specific to the North American markets were that the recent decline in demand for lubricants would be reversed through to 2010; increased manufacturing activity will fuel the demand for process oils; hydraulic fluids and greases; and the increasing motor vehicle parc will benefit engine oils and transmission fluids.

Source: OATS Technical & Marketing Solutions

Where the Gains are

The motor-oil sector clearly felt the effect of rising prices in 2006. Private label, which accounts for less than 7% of dollar sales in McLane's motor-oil list, contributed slightly more than half of new category dollars. On the branded side, the Mobile name added \$600,000, topping all other branded contributors.

Motor Oil Type	Sales gain, wholesale dollars (\$ Millions)
Total motor oil	\$3.5 million
Branded	\$1.7
Private Label	\$1.8

Chrysler Announces Lifetime Powertrain Warranty

Chrysler has announced that it will extend its powertrain warranty from the 3 year/ 36,000 miles basic limited warranty to a new Lifetime Powertrain Warranty. The new Chrysler lifetime Powertrain Warranty applies to most new Chrysler, Jeep® and Dodge vehicles purchased from dealer inventory and delivered on or after July, 26 2007

Voice of the Customer

We would like to thank everyone who participated in our Customer Survey that was held last December. Based on the key findings from the survey here are three process areas that were identified for action.

- 1. Order and Delivery**
Reliable delivery, communication
- 2. Customer Service**
Rapid response, proactive communication, problem resolution, dedicated account management, customer knowledge
- 3. Sales & Service**
Industry information/ news, brand and marketing support, sales force support, business development support, consistent sales competency/ responsiveness

Product Talk

Introducing our new products for 2007.

Max 1 High Performance Motor Oils



The Irving Max 1 product line up were developed for today's sophisticated engines that require technology advanced protection. The Max 1 line delivers superior performance no matter what you drive.

- Max 1 Conventional
Ideal for everyday driving offering cold start protection, superior fuel economy and extended engine life.
- Max 1 Plus Severe Duty Synthetic Blend
Synthetic blend for hard-working pick-ups and SUV's where high stress, high volatility and brutal conditions are the norm.
- Max 1 Advanced Full Synthetic
Is designed for high performance engines powered up with direct gasoline injection, variable valve timing and turbo and super-charged technology.

IDO Premium Plus

Is our next generation product, built to meet the CJ-4 specification for 2007 diesel engines with Diesel Particulate Filters. Formulated for better protection in emission control, valve train wear and piston deposit control, IDO premium plus brings improved oil consumption characteristics and protection against bearing corrosion. And it carries on the Irving Lubricants Family Tradition of better soot control than other heavy duty diesel engine oils in its class.

Up and coming Products for 2007

- IDC Premium Diesel Coolant
- Irving Global Coolant for Gasoline Engines
- Irving Transflo Multivehicle

Product Changes

Vision Plus

Our Vision Plus Summer and Winter Wash has had a face lift! Our products will now have an updated look and will be available for purchase before 2008.

Transflo

Due to new specifications from both GM and Ford, Transflo ATF will no longer carry an official Dexron® or Mercon® license. This product is still suitable for use in model year 2005 and older vehicles where those specifications are recommended and meets warranty requirements. For newer vehicles requiring Dexron®VI, we recommend Transflo VI and for vehicles where Mercon® V is required, use Transflo Multi-Vehicle.



Customer News

Our newest editions to the Irving Family

New Distributors

- Densson and Maine Potato Growers (MPG), New England, US
- Cormack Lubricants, Ancaster Ontario
- Fleetline Parts & Services Ltd., Digby, NS
- Commercial Oil Company, Hamilton, ON
- Kemi EHF, Iceland
- Tex Lubricants, Winnipeg, Manitoba
- Shoreline Lubes Distribution Inc., Shediac, NB

Depot News

Opening
Hooper's Convenience, Blacks Harbour, NB
Irving Mainway, Corner Brook, NL
GFW/ TCH Irving

Closing

Steamboat Gas Bar & Convenience, Amherst, NS
Campbellton Mainway, Campbellton, NB
St. Onge Industrial, Grand Falls, NB
Irving Oil Lubricants Branch, Corner Brook, NL

Irving Lubricants in the Community

Irving Lubricants has created the Racing "Dream Team" for the Peterbilt 250

Irving Lubricants was the primary Sponsor for Nascar Champion Terry Labonte and his son Justin for the Maritime Pro Stock Race, Peterbilt 250 at the New Brunswick Geary, NB on September 2nd, 2007. The appearance of the Labonte's brought a lot of excitement and Hype to the Race which was also historical because Terry and Justin have never raced each other before.



The Labonte's were the stars of the show but Irving Lubricants also had many other pro-stock racers that qualified for the race. Irving has really stepped up to the plate this race season and has started a Dream Team for the 250, sponsoring pro-stock legends Lonnie Sommerville of Saint John, NB, Frank Fraiser of Shubenacadie, NS and Travis Benjamin of Belfast Maine. One of our own drivers Travis Benjamin place 2nd in the Peterbilt 250 with Justin Labonte coming in strong at 5th place.

Did you know?



Used Oil Analysis Testing

Irving Lubricants provides used oil analysis testing as a preventative maintenance program to ensure that both your oil and the machine last longer.

The benefits of our Oil Analysis program are:

- Lower Maintenance Cost
- Preventive Maintenance
- Detects Engine & Equipment Problems before they arise
- Early Detection reduce repairs/ maintenance cost

Lube Tips by Bruce

Here are some tips on lubrications from our Lab technician Bruce Sanford.

Pour Point

Pour point is the lowest temperature at which oil will flow. This is a very important property especially when selecting the proper oil for colder applications. The "rule of thumb" is choose the proper oil which is at least 10 degrees C (20F) below the lowest anticipated ambient temperature.

Viscosities

Here are some reasons why viscosities increase assuming no water contamination:

- Oxidation of oil
- Increased Pressure
- Decreased temperature
- Contamination of a higher viscosity oil
- Glycol contamination
- Soot contamination
- Evaporation – light oil fractions from high temperatures



Give us your thoughts and Enter to Win

This is our first newsletter and we would like to have your feedback on the information that we have provided for you. Send us your thoughts and you will be entered into a draw for a \$100.00 gift certificate from Carquest. You can send your comments via email at Audreyrose.Mcbay@irvingoil.com Subject Line Newsletter Comments Contest or through the mail.

Irving Oil Lubricants, 555 Courtney Bay Causeway, Saint John, NB, E2L 4K1

Irving Lubricants Contact List

Sales Order Desk for New Brunswick

Andy Walton / Phil Babineau506-202-2388

Sales Representatives by Territory

N.S./P.E.I - Lou MacDonald902-202-3888

N.B./N.F.L.D - Robert Wilkin.....506-202-7760

Quebec- Jean Lacharite866-864-6419

Eastern Ontario - Jamie Therien905-209-9290

Western Ontario - Doug Hayward.....866-557-8188

Santo Lombardo - New England207-642-4741

Sales Manager

Ingrid Harris.....506-202-3622

Marketing Manager

Matt Mannette603-559-8809

Sales / Marketing Coordinator

Audreyrose McBay506-202-7038

Billing Clerk

Private Label/Canadian Packaged - Tammy Degrace506-202-7091

Export Bulk, Package and Labels - Serena Fortune506-202-5408

Quebec all Goods-Micheal Fox506-202-3444

Shipping

Jeff Asselstine.....506-202-6421

Blow Moulding

Ron Kilpatrick506-202-5402

Production / Blending

Jim Craft.....506-202-3458

Logistics / Distribution

Ron Campbell506-202-3445

Laboratory1-800-563-8378

Front Desk / Reception506-202-3623

Accounts Receivable

Tammy Atwell506-202-3896

Accounts Payable

Heather Cook.....506-202-7026

