



FLEMING FEED MILL LTD. SEES THE DIFFERENCE WITH

Shell
Diesel Extra[®]

Shell Diesel Extra with fuel economy formula has delivered visible benefits, according to Fleming Feed Mill's own observations and experience.

Fleming Feed Mill Ltd. is a family owned and operated business in Clinton, Ontario. They receive grains such as wheat, soybeans and corn to make chicken and horse feed and distribute the feed to the southwestern Ontario region.

They operate a fleet of twelve trucks:

- Half the trucks are equipped with newer Detroit Diesel and Cummins engines and use EGR (Exhaust Gas Recirculation) systems in line with latest environmental and emissions regulations. The purpose of EGR is to decrease NOx emissions by re-circulating a portion of the exhaust through a valve and running it through the combustion process again.
- The other half are older models with no EGR system.

Fleming Feed Mill Ltd. was having ongoing EGR valve issues with some of the newer models. When the EGR valve starts to plug, the check engine light comes on and the truck visibly emits more black smoke. The truck then needs to be serviced. Often, the EGR valve needs to be replaced and this repair takes approximately 4 to 5 hours, which is a significant downtime.

In April 2012, having heard from their Shell Distributor, Edward Fuels, about the potential benefits of **Shell Diesel Extra**, they made the decision to switch their entire fleet over to the premium diesel. Sam Henderson and Mike Wilson, the mechanics for the company, are the ones that noticed the changes first.

"There is one vehicle in particular, a 2009 model, that used to emit black smoke when running on regular diesel, and after about six to eight months of using **Shell Diesel Extra**, the black smoke emissions were visibly reduced " says Sam Henderson.

"Basically, the exhaust is cleaner so the EGR valve is not dirtying up that fast and we have noticeably less EGR problems." he adds. "We have also been getting better cold starts and there is no unbearable black smoke when we start the trucks in the shop area. Even our pre-EGR models are doing better."

"We see a visible reduction in black smoke in our trucks - a physical difference in how **Shell Diesel Extra** is helping!" summarizes Mike Wilson.



Mike Wilson and Sam Henderson, Fleming Feed Mill Ltd.

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