

CO-OP® PREMIUM DIESEL JUST GOT MORE PREMIUM



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CO-OP® PREMIUM DIESEL *versus* TYPICAL COMPETITOR DIESEL

FEATURE	FUNCTION	BENEFIT	CO-OP® PREMIUM WINTER DIESEL	CO-OP® PREMIUM SUMMER DIESEL	TYPICAL COMPETITOR DIESEL
Cetane Number	Improves diesel ignition	Impacts fuel conversion efficiency, smoothness of operation, smoke emissions, noise and ease of starting	42 – 46	45 – 49	40
Corrosion Inhibitors	Provide corrosion protection of the fuel system	Extend injection pump life and reduce particulates in fuel, which decreases downtime and maintenance costs	Yes	Yes	No
Stabilizers	Provide longer formation of gums, varnish and sludge during storage	Longer fuel storage life and fewer fuel filter replacements	Yes	Yes	No
Aggressive Detergents	Clean dirty injectors, keep injectors clean	Restore lost power because of fouled injectors. Improve fuel efficiency up to 6.8 per cent compared to dirty injectors. Extend injector life	Keep clean/cleanup dose sufficient for heavy-duty engines	Keep clean/cleanup dose sufficient for heavy-duty engines	Typical diesel doesn't contain detergents
Lubricity Powers	Improve the wear-inhibiting properties of ultra-low-sulphur diesel	Prevent wear of high-pressure fuel injection pump. Reduce downtime and repair costs	<460µm	<350µm	<460µm
Energy Density	Improves the amount of energy contained in each litre of diesel	More energy per litre of diesel means more potential work with each tank fill	Contains lighter components	Up to 2.5 per cent higher than competitive seasonal products	Contains lighter components

PREMIUM DIESEL BENEFITS AT A GLANCE³

- Guaranteed minimum cetane number provides quicker ignition and improved cold-weather starts
- Restores lost fuel economy and maximizes power output
- Enhances lubricity to reduce fuel-system wear
- Effective deposit-control additive prevents nozzle coking⁴ and Internal Diesel Injector Deposits (IDID)
- Continued use maintains fuel-injector cleanliness
- De-icers protect system integrity and offer improved performance in sub-zero temperatures

³Proven technologies/features in real-world applications.

⁴Carbon deposits left over during the combustion cycle that clog the injector deposit openings. With the new detergent additive, this proactively assists in removing these particles before they can adhere to the surface.

CONTACT INFORMATION

For more information on this or any other CO-OP® fuel product, please contact your local Co-op or Federated Co-operatives Limited.

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**PREMIUM
— DIESEL —
WITHOUT
A PREMIUM PRICE**



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PREMIUM WITHOUT THE PRICE TAG

Whether you're running trucks or equipment, you need diesel fuel that maximizes power output and fuel economy while maintaining fuel-system cleanliness in both modern and legacy diesel engines. CO-OP® Premium Diesel ensures this, and our new additive package offers real, measurable performance gains.

To deliver the best performance, Co-op Premium Diesel is seasonally adjusted more than 24 times throughout the year. This means that during the summer months you are getting an exceptional fuel with a higher cetane number and better fuel efficiency compared to a standard competitor diesel. It also means you can count on Co-op Premium Diesel performance all winter long.

PROTECTION BUILT RIGHT IN

Co-op Premium Diesel guards your equipment against fuel deposits, corrosion and more, thanks to its powerful package of additives and detergents. That means fewer expensive repairs and less unnecessary downtime, no matter what industry you're in.

Co-op Premium Diesel can help with many aspects of your diesel engines. You can expect to see increased power, fuel filters that stay cleaner longer, corrosion protection and better fuel economy. Co-op Premium Diesel also provides outstanding deposit-control capabilities, helping to keep critical engine parts cleaner in the long run. In turn, that cleanliness can help to restore engine performance to like-new conditions, delivering optimal fuel economy, power and reliability. Co-op Premium Diesel is even proven to restore deposit-related power loss within eight hours of operations.¹

QUICKER IGNITION AND IMPROVED COLD- WEATHER STARTS



**TOP
TIER™**
Diesel Fuel

DON'T SETTLE FOR LESS

Many refiners across Western Canada produce a year-round diesel that always meets winter specifications throughout the year. While that may make things easier for the refiner, it's not doing your equipment any favours — When it comes to producing Co-op Premium Diesel, no corners are cut. With Co-op Premium Diesel, you can rest easy knowing that you're getting the most from your fuel, no matter what time of the year it is.

- Our powerful detergent package has been proven to improve fuel economy by up to 6.8 per cent. It does so by removing and preventing deposits in fuel injectors and engine cylinders that result in power loss and sluggish performance.
- Water dispersants and fuel stabilizers in Co-op Premium Diesel control moisture in storage and fuel tanks, preserving fuel quality for longer.

TOP TIER™ CERTIFIED

Unlike many of our competitors, Co-op Premium Diesel is TOP TIER™ certified, the premium standard for diesel performance. It is also recognized and endorsed by the world's top automakers and engine manufacturers.

OUR DIESEL PROVIDES UP TO

2.1% INJECTOR FLOW IMPROVEMENT²

4.9% POWER IMPROVEMENT²

6.8% BETTER FUEL ECONOMY²

¹Performance shown in leading North American OEM Agricultural 6.8L engine.

²A leading North American OEM agricultural tractor was tested using a diesel fuel treated with a deposit-control additive equivalent to Co-op Premium Diesel performance over a three-month period to gather 100 hours of performance.