



Cenex® Premium Diesel Fuel
The product of refined thinking

At Cenex,® it's our priority to study and understand the fleet business. This allows us to anticipate and address your changing needs—proactively and aggressively. Based on knowledge and experience, we've developed Cenex Roadmaster XL® Premium Diesel Fuel to meet the demands of new and existing engine technology and to operate with higher efficiency and less downtime.



A better fuel and a better way to track costs. The Cenex® Fleet Card.

- A monthly statement that includes a summary and reports for each vehicle
- Free detailed reporting for every vehicle that uses the card on easy-to-read statements, including all vehicle related purchases and repairs
- Option to track fleets by departments

For more information and to sign up for a Fleet Card, visit cenex.com and click on "Credit Cards."

A more efficient fleet starts with



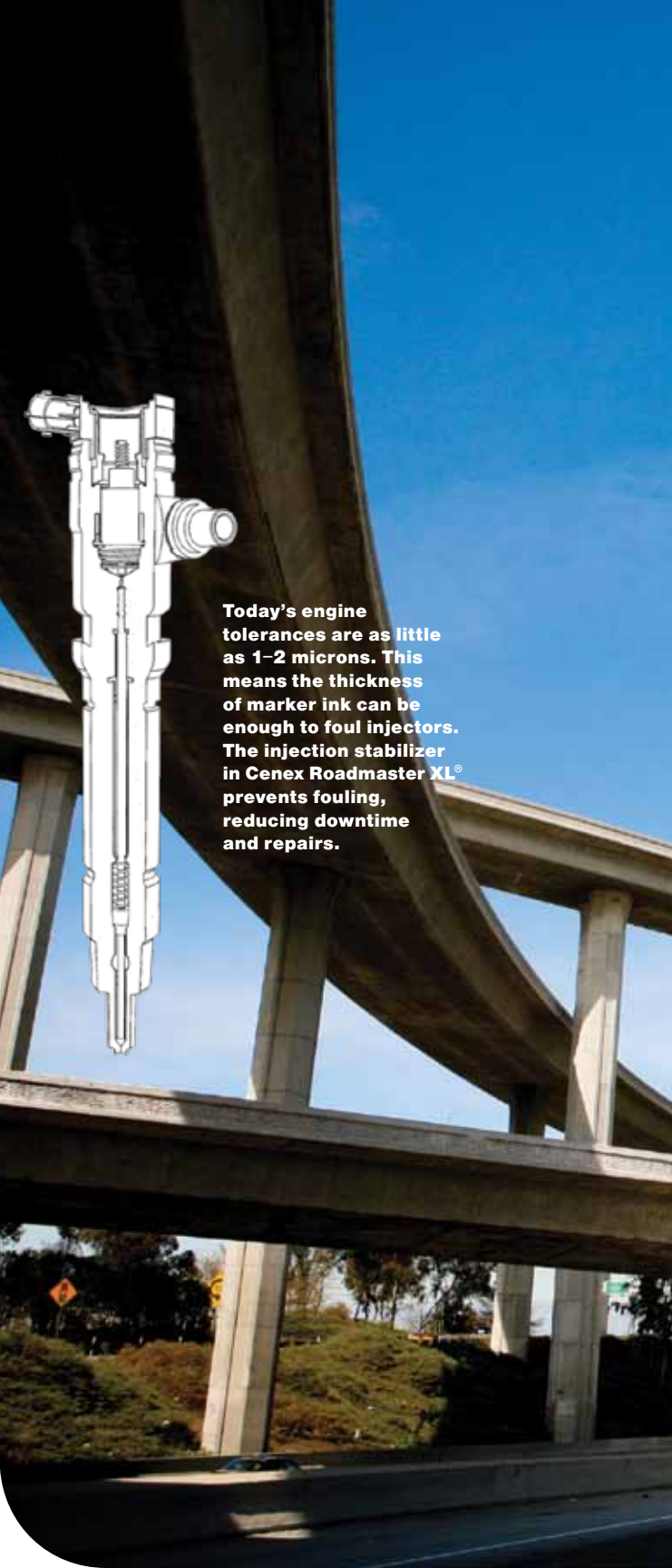
better diesel fuel in the tank.



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cenex.com/roadmasterxl





Today's engine tolerances are as little as 1-2 microns. This means the thickness of marker ink can be enough to foul injectors. The injection stabilizer in Cenex Roadmaster XL® prevents fouling, reducing downtime and repairs.

Better diesel fuel for a business that demands efficiency.

It's well documented that engines experience complications related to typical #2 diesel fuel. Newer engines operate under high temperatures and pressures that can literally "cook" typical #2 diesel. This results in fouled fuel that recirculates in the fuel system, which can damage engine parts.

Cenex Roadmaster XL® Premium Diesel Fuel optimizes performance with a complete, high-quality, balanced additive package that:

- ◆ Improves fuel economy by as much as 5%
- ◆ Increases fuel lubricity by 10-15%
- ◆ Improves power by 4.5%
- ◆ Has typical cetane number of 48
- ◆ Lowers maintenance costs
- ◆ Extends life of injectors/injector pumps

Above claims are in comparison to a typical #2 diesel fuel



Cenex® knows you need to keep vehicles on the road and your operation profitable. Cenex Roadmaster XL is the premium diesel fuel to help you do it.

Diesel fuel formulated for the demands of the road.

No other diesel fuel contains a more complete, balanced and high-quality additive package than Cenex Roadmaster XL Premium Diesel Fuel. It's all done to ensure you get the performance you expect from the vehicles you depend on.

Feature: Detergent

Benefits:

- + Improves fuel efficiency by as much as 5%
- + Maximizes horsepower by providing 4.5% more power
- + Extends life of fuel pumps and injectors

Feature: Injection Stabilizer

Benefits:

- + Addresses fuel oxidation problems in new engine technology fuel injectors
- + Prevents injector fouling in engines with tight tolerances
- + Reduces the frequency of filter and injector replacements in new engine technologies

Feature: Lubricity Improver

Benefits:

- + Provides 10-15% more lubricity compared to typical #2 diesel fuel
- + Protects injection pumps from wear
- + Prevents premature pump replacement
- + Soy enhanced

Feature: Demulsifiers

Benefits:

- + Separate water from fuel in tank
- + Allow easy drainage and removal of water in central storage tanks

Feature: Storage Stabilizers

Benefits:

- + Antioxidants extend the life of diesel fuel
- + Allow 3 to 6 months longer storage than typical #2 diesel fuel

Feature: Corrosion Inhibitors

Benefits:

- + Prevent fuel lines from corroding
- + Prevent corrosion-caused leaks, blockages or breaks in fuel lines
- + Reduce downtime and repair costs

Feature: Cetane Improver

Benefits:

- + Has typical cetane number of 48
- + Enhances ignition quality delivering quicker, smoother starts
- + Results in less smoke compared to typical #2 diesel fuel
- + Better cold-weather starts

Keeping equipment on the road is a priority. Keeping better diesel fuel in the tank is the answer.

It's time to think about what your fuel is doing to improve your business. Cenex Roadmaster XL® Premium Diesel Fuel delivers a multitude of benefits to meet the demands of new and existing engine technologies. Here are just a few:

- ◆ Maximized performance and fuel efficiency
- ◆ Improved horsepower and quick, reliable starts
- ◆ Reduced downtime and maintenance costs
- ◆ Extended life of injectors/injector pumps



The small change that adds up to a more profitable operation.

Cenex Roadmaster XL Premium Diesel Fuel is an investment that pays for itself with added performance, reduced maintenance, less downtime and increased efficiency of operation. The most important difference is the one you'll see on the bottom line.

Contact your authorized Cenex® Premium Diesel Fuel distributor today to find out how Cenex Roadmaster XL Premium Diesel Fuel can help improve the bottom line of your operation. Or visit cenex.com/roadmasterxl to learn more.

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