

## **Fleet Testimonial: Challenger Driver**

**0:00** [music plays]  
[OPEN ON A HUSBAND-AND-WIFE COUPLE CLIMBING INTO THEIR BIG RIG. THEY HAVE THEIR DOGS WITH THEM.]

**Deb Urquhart:** We share our truck with two little fellas, Patch and Riley, and they do not have a logbook.

**0:05** [CUT TO COUPLE TALKING TO CAMERA]

**0:08** [CUT TO MAN INSPECTING THE RIG AND TRAILER. SUPERS APPEAR: SYNERGY DIESEL EFFICIENT FUEL TECHNOLOGY]

**0:13** [CUT TO MAN AND WOMAN TALKING TO CAMERA. SUPERS APPEAR: DAVE & DEB URQUHART, DRIVER TEAM, CHALLENGER MOTOR FREIGHT]

**Dave Urquhart:** Hi, I'm Dave Urquhart

**Deb Urquhart:** And I'm Deb Urquhart.

**0:17** [CUT TO COUPLE IN THEIR RIG]

**Deb Urquhart:** We met at truck driver school and here we are, twenty years later, driving team.

**0:24** [CUT TO MAN TALKING TO CAMERA]

**Dave Potoma:** My name's Dave Potoma. I'm local and regional driver.

**0:28** [CUT TO MAN EXITING HIS RIG, AND INSPECTING VARIOUS CONNECTIONS]

**Dave Potoma:** I've been driving for Challenger now for almost twenty-five years. I like driving, I think about it as a hobby, and I get paid for it.

**0:39** [CUT TO MAN ENTERING PARKING LOT IN HIS RIG]

**0:42** [CUT TO COUPLE DRIVING THEIR RIG]

**Dave Urquhart:** For us, as owning our own truck, fuel mileage and performance is one of our main things.

**0:46** [CUT TO COUPLE TALKING TO CAMERA]

**Dave Urquhart:** Using the Diesel Efficient fuel, I noticed the difference within one tank.

**0:50** [CUT TO TRUCK DRIVING ON ROAD]

**[super appears on screen: This success story is based on the experience of three drivers of an Imperial Oil customer. Actual benefits will vary based on vehicle/engine type, driving style and diesel fuel previously used.]**

**Dave Urquhart:** A lot more power. Pulls the hills really great, really good. The engine runs just smooth as kitten...

**0:56** **[CUT TO COUPLE TALKING TO CAMERA]**

**Dave Urquhart:** ...just tickity boo.

**1:00** **[CUT TO TRUCK DRIVING ON ROAD]**

**Dave Potoma:** I've been using Diesel Efficient for 10 months now. I used to drop a gear on one hill that I travel in the north all the time.

**1:09** **[CUT TO MAN TALKING TO CAMERA]**

**Dave Potoma:** And with the same load, I didn't even drop that gear anymore. It just pulls up that hill nice and smooth and away I go.

**1:16** **[CUT TO COUPLE IN THEIR RIG]**

**Deb Urquhart:** We were using an additive in the truck and when we started using the Diesel Efficient fuel, we no longer used that additive.

**1:25** **[CUT TO COUPLE TALKING TO CAMERA]**

**Deb Urquhart:** So, it saves us money, and as owner operators, that's what you need to do.

**1:30** **[CUT TO TRUCK IN PARKING LOT, THEN TO THE INTERIOR OF THE RIG WHERE A MAN IS DRIVING]**

**Dave Potoma:** My exhaust stack is a lot cleaner. The soot is basically gone. The whole engine has got to be running a lot cleaner than it used to.

**1:38** **[CUT TO MAN TALKING TO CAMERA]**

**Dave Potoma:** When it's rolling regens down the highway, you can smell it, and it's a sweet-smelling truck now. A lot better than the old stuff.

**1:48** **[CUT TO COUPLE TALKING TO CAMERA]**

**Dave Urquhart:** I would recommend Diesel Efficient fuel, yes, and I already have too many of my friends.

**1:57** **[CUT TO TRUCK DRIVING ON ROAD]**

**Dave Urquhart:** Downtime is expensive for an owner operator and you want to keep it rolling.

**2:01** [CUT TO SUPERS ON BLACK SCREEN: SYNERGY DIESEL EFFICIENT FUEL TECHNOLOGY, IT'S A NEW DAY IN DIESEL.]

**2:03** [CUT TO ESSO LOGO]