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CENTRAL PETROLEUM COMPANY  
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# CENTRAL NEWS<sup>®</sup>

## Merry Christmas! & A Happy New Year!

A recent survey in England found that 65% of their citizens buy engine oil on price alone and 64.9% also hadn't changed their oil in the last 12 months while an additional 29% didn't know if and when they had changed their oil at all. More worrisome still, a significant number of these people said they will be cutting back even more on vehicle maintenance and service in order to save even more money in these tough economic times. Talk about false savings; wait till Santa leaves some really expensive carbon deposits in their Christmas stockings in years to come.

Thankfully we live in America where knowledgeable people realize that the people at Cen-Pe-Co make superior oils that actually reduce wear and increase engine life even during prolonged drain intervals. Longer engine life and superior performance for our customers is a special gift that everyone associated with Cen-Pe-Co can be proud of.

With your help our quality products continue to have a superior reputation. From administrative, to manufacturing, to quality control, to extra sales and delivery efforts, your hard work and dedication is important and appreciated.

Thank you and may you and your families have a Merry Christmas and a Happy New Year.

Paul T. Webster III  
President

# Cen-Pe-Co Synthetic ATF vs. Dexron® III

By: Blaine Ballentine

Although they are not appropriate for most newer vehicles, Dexron® III / Mercon® type ATFs are still the biggest category of automatic transmission fluid in the aftermarket. Our customers are looking for value and want to know why they should pay up for Cen-Pe-Co Synthetic ATF. Let's compare Cen-Pe-Co Synthetic ATF with the Dexron® III specifications.

Cen-Pe-Co Synthetic ATF provides over 20% better wear control for longer life of gears, bearings, and sprags.

Cen-Pe-Co Synthetic ATF provides over 35% better corrosion control for longer life of bearings and bushings.

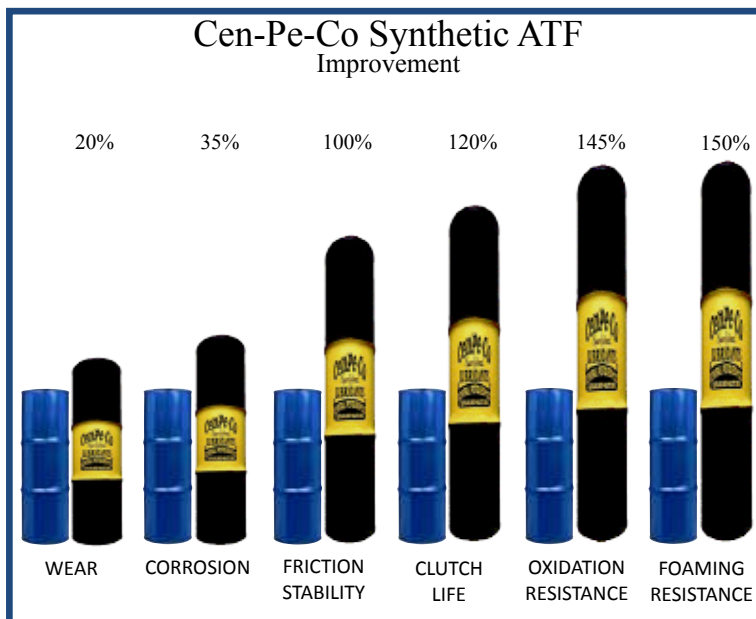
Cen-Pe-Co Synthetic ATF gives over 100% improvement in friction stability. Shift performance deteriorates as the fluid ages, and our Synthetic ATF maintains

shift performance more than twice as long Dexron® III.

Cen-Pe-Co Synthetic ATF reduces clutch wear to increase clutch durability by over 120%.

Cen-Pe-Co Synthetic ATF's synthetic base oil resists breakdown, increasing oxidative life by 145%.

Cen-Pe-Co Synthetic ATF is 150% more resistant to foaming for better cooling and performance.



When you consider the improved performance and that it can be used in all but a few oddball automatic transmissions, Cen-Pe-Co Synthetic ATF is a real bargain.

Dexron is a registered trade name of General Motors.  
Mercon is a registered trade name of Ford Motor Company.



Phil McIntire, IA works the Cen-Pe-Co booth at the Farm News Show in Ft. Dodge, IA.

# A Note from Daryl

The following was lifted from a letter Daryl Lehman sent to his team.

Corn and bean harvest is wrapped up. Yields have been good overall, so feed costs will be down for our customers with live-stock. Milk, beef and bean prices are steady. This makes for a better financial outlook. Capitalize on this by planning your sales calls. What does this mean?



D. Lehman, PA

**Don't be just an order taker, SELL!** Ask questions! "Do you need anything?" doesn't count. :) Qualify the customer. Ask about his maintenance practices - drain interval etc. Has he heard about the benefits of paraffinic base oils? What does he think about synthetic oil? From that, you can go into the virtues of our oil versus synthetic. Question, questions, questions! Think ahead what questions you are going to ask.

**Demos** - Plan ahead what product you want to present. Nail-slide demo, carry a grease tube, sample bottle of chain lube, can of Penetrator, flask of paraffinic bright stock...or have a box with all of them in and move the prospect/customer to your vehicle. Or, "I have something to show you", and go to the vehicle and take the box to him.

**Plan your week** - What days are you going to sell? Where are you going to sell? Who do you need to call back on? You are making notes about each sales calls right? :) Note ahead on your calendar when you are to see someone, and go back to water the seed you planted a month or two ago. If you wait too long, the "seed" is likely to shrivel, the info given, forgotten.

**Paint and Coating** - the season is over for application. Yet, we can talk about building maintenance needs now, give an estimate and go back in the spring to follow up.

Sales can be lonely and become routine. By planning your sales calls, you can keep the process fresh for yourself. It will keep you on top of your game.

What is your sales goal for the month - dollars and order count?

Rolling with you!

*Daryl*

## Highlights From The Illinois / Indiana State Meeting



Here, Bob Nagel, IL demonstrates a bearing machine. Facing the camera left to right, Max Rogers, IN Tony Cler, IL Larry Goebel, IL Ron Bayles, IL Gerry Lighty, IL Mike Rawlins, IN Scott Crull, IN Paul Obert, IL and Mike Petri, IL. Most guys were behind the camera.



These pictures are of Tony Cler, IL (Dillsburg Ag) and the hydraulic system he built. The system consists of a hydraulic pump and a pressure regulator. The oil circulates to a small reservoir, where it is again picked up by the pump. It is powered by a big drill.

When the heat from producing and maintaining pressure rose to 150 degrees, he started the clock. After 10 minutes, he noted the temperature and pressure.



A “yellow bucket” oil had a pressure of 500 PSI at 150 F. After 10 minutes the temperature rose to 215 F, thinning the oil and dropping the pressure to 370 PSI. Cen-Pe-Co’s Multi-Purpose Hydraulic and Wet Brake Oil had a pressure of 550 PSI at 150 F, and after 10 minutes the temperature was 205 F with pressure at 380 PSI. Cen-Pe-Co’ Multi-Purpose was much better at holding its temperature and pressure. Thank you, Tony!



During the meeting they toured an ethanol plant. Looking very safe and distinguished in their Yellow hard hats!