



Shell

Diesel Extra®

SHELL DIESEL EXTRA GETS HIGH MARKS IN ONTARIO



Bathurst Ready Mix has made the switch to Shell Diesel Extra with fuel economy formula and is impressed with the results, according to their own observations and experience.

Leonardo and Rocky Morra are brothers and business partners. They have over 40 years experience in the concrete ready-mix industry and take pride in currently being one of the largest mobile mixer concrete supplier in the Greater Toronto area.

Bathurst Ready Mix aims to reduce the environmental impact of its operations and its concrete mixing facilities are RMCAO (Ready

Mixed Concrete Association of Ontario) eco-certified. The company has adopted a pro-active approach with its truck fleet as well – they are mobile concrete mixers, preparing on site the quantity customers need and thus optimizing concrete output.

Bathurst Ready Mix has a fleet of Mack trucks which use a system to regenerate the diesel particulate filter (DPF).





WHAT does a regeneration system do?

- Breaks down soot and carbon build-up in the DPF by burning it off at very high temperatures

HOW does it work?

- When a regeneration is required, an indicator light turns on
- Driver performs a "parked regeneration" - presses a button which increases the engine RPM to about 1800 to increase the temperature of the exhaust and burn off the accumulated particles

"As a trusted concrete supplier to our customers, we have to work with high quality and efficient input products ourselves. I am pleased that **Shell Diesel Extra** is such a product!"

Leonardo Morra, Owner

What did Bathurst Ready Mix find happens when Shell Diesel Extra is used?

BEFORE Shell Diesel Extra	AFTER Shell Diesel Extra
During regeneration, the truck's surface and engine compartment felt hotter	During regeneration, the truck's surface and engine compartment feels noticeably cooler
Regenerations caused downtime	Regenerations are happening less frequently
✓ Increased profit making time!	

"Since switching to **Shell Diesel Extra** in 2012, our operators have noticed that the trucks do not have to regenerate as often compared to the regular diesel we used before, which means less downtime overall. While they are regenerating, they are also running cooler. Our truck repairs have also shrunk considerably - in 2011, our total fleet maintenance costs were \$180,000 and they dropped to \$119,000 for the whole of 2012, even though our fleet size increased. I am convinced that **Shell Diesel Extra** played a role in that."



"We are an eco-certified concrete facility and aim to run our operations with reduced environmental impact. Less frequent regeneration means less fuel is burned and in turn, less exhaust gases are emitted. **Shell Diesel Extra** definitely contributes to our company's environmental values." Rocky Morra, Owner

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