

DEALERS IN ACTION!

Trucker Saves Thousands

DJ Lands Account With Tested Sales Approach

Blake Thompson is one happy trucker.

Using AMSOIL products in his diesel engines saved him \$5,000 in fuel costs in one year.

In 2006, Thompson was a diesel mechanic in Fortville, Ind. when he met Direct Jobbers Chuck and Linda Evans at the Greenfield, Ind. county fair. Thompson had a dream of owning his own trucking company. Evans saw the opportunity to plant the seeds for a sale, explaining to Thompson the AMSOIL diesel product line and giving him a business card, a 409,000 Mile Teardown brochure and a Retail Catalog (G100).

In November 2007, Thompson bought his first diesel tractor – a 1999 International with an M11 Cummins engine, an Eaton 4-9 transmission, five low-range gears, four high-range gears and a twin screw (two differentials) rear-end. “It was in beautiful shape with 580,000 original miles,” Thompson said.

Thompson is now a local hauler with two trailers. He uses one for hauling wood products – sawdust and wood chips, and the other for agricultural products, including corn and soy beans. The truck and tractor have a maximum gross weight of 80,000 pounds.

Thompson had his truck for only a short time before he contacted Evans. “With 590,000 miles on his tractor, he signed on the dotted line to become a commercial account,” Evans said. “He purchased AMSOIL Engine Flush (AEF) and twin packs of 15W-40 Heavy Duty Diesel and Marine Motor Oil (AME).”

Thompson said he is more than happy he switched to AMSOIL products. “He reports that while towing his hopper trailer his fuel mileage increased from 5.5 to 6.0 miles per gallon,” Evans said. “While towing his walking floor trailer – turn it on and the darned thing unloads itself – the fuel mileage increased from 6.0 to 6.5 miles per gallon.”

Oil analysis at 10,000 and 20,000 miles showed the oil was “good for continued use.” Typical oil drain intervals for the big diesel engine is 20,000 miles.

Thompson was spending \$75,000 a year on fuel. After investing \$500 in AMSOIL products, he is spending \$69,500 a year for fuel. “This is a savings of \$5,000 per year,” Evans said.

Evans has talked with Thompson about continuing oil analysis and extending his drain intervals, but Thompson said he is so happy about the fuel savings that he is satisfied changing the oil at his current drain intervals, Evans said.

Thompson also uses AMSOIL Synthetic 5th Wheel Grease (GFW) “because it goes on easy and stays



COMMERCIAL ACCOUNT – AMSOIL Direct Jobber Chuck Evans, right, and Blake Thompson, a loyal commercial account, in front of Thompson’s first tractor trailer.

where you put it. He can also see the difference in the spring shackles and king pins with AMSOIL Synthetic Heavy Duty Grease (GHD),” Evans said. “Blake says he used to have to pump several pumps, with brand X grease, before the grease started squeezing out. Now when he starts to pump the grease gun, the grease immediately starts to squeeze out of the joints. That shows that the AMSOIL Heavy Duty Grease stays where you put it.”

Thompson’s business is growing. He recently bought another used tractor that has more than 470,000 miles on the engine. “He says he will use 15W-40 Heavy Duty Diesel and Marine Motor Oil in that one too, and he is eager to try the gear lube in his bearings, transmission and differentials,” Evans said.

Evans has gained a repeat customer from that first meeting. Although many months passed from the initial contact until the first sale, Evans said it “must have made an impression on him.” Thompson still had Evans’ business card when he was ready to make his initial purchase.

Since that time, Thompson has continued to buy 15W-40 Heavy Duty Diesel and Marine Motor Oil, Oil Sample Kits (G1318), Heavy Duty Grease and 5th Wheel Grease.