



ROADMASTER XL
PREMIUM HIGHWAY DIESEL FUEL

RUBY FIELDMASTER
SOY-ENHANCED PREMIUM DIESEL

Enhanced Cenex® Premium Diesel Fuel

Fueling Innovation for Enhanced Performance

FREQUENTLY ASKED QUESTIONS

Q: Is there a specific reason for the enhancement to Cenex Premium Diesel Fuels? Wasn't there a change to the product back in 2010?

A: CHS enhanced Cenex® Premium Diesel Fuels to address the needs of modern engine technology including the current engines designed to meet Tier 3 and Interim Tier 4 emission standards. Beginning in June 2013, each gallon of Cenex Roadmaster XL® and Ruby Fieldmaster® will contain an enhanced additive to help prevent fouling issues. High Pressure Common Rail engine technologies continue to advance as the industry prepares for the Tier 4 Final emission standards that will take effect beginning 2014; Cenex Premium Diesel is ready to meet the challenge.

As engine technologies continue to change, in terms of engine pressures and increased temperatures, Cenex Premium Diesel must change to ensure we continue to deliver the most advanced, multi-functional additive package on the market.

Q: Was there a specific component of the additive package that was changed?

A: The enhancement was to the Injection Stabilizer component, addressing internal diesel injector deposits (IDID) — including carbonaceous, soap/metal carboxylates, and lacquer deposits that form internally within the injector. IDID are of critical concern with high-pressure injection engine technologies.

Q: What is the difference between carbonaceous coking deposits & internal diesel injector deposits?

A: Carbonaceous coking or soot deposits typically are formed at the tip of the injector causing an uneven spray pattern of fuel while internal diesel injector deposits (IDID) refer to the deposits that occur internally in the injector body and its components. IDID are more defined deposits known to be of a soap or metal carboxylate and/or lacquer type. IDID has the tendency to foul the injector by causing the internal components to stick which can lead to poor engine performance, expensive repairs and downtime.

Q: Has this enhanced additive been tested, what were the results?

A: CHS has recently conducted over 14,000 hours of extensive field testing with the enhanced additive package in Cenex Premium Diesel Fuel. The real-world testing in the toughest conditions took place in three states and featured six producers — from spring planting through fall harvest including the harsh demand of commercial feedlot operations. All testing was successful and resulted in zero injector fouling issues.

Q: Is the Cummins L10 injector test still valid for Cenex Premium Diesel Fuel?

A: No, the Cummings L10 injector test is no longer a valid testing method in terms of a fuel's detergency capability. A more comprehensive testing method for IDID includes the DW10 & XUD-9 method. For example, the DW10 engine test directly measures engine power, a function of the level of injector cleanliness. The importance of the testing is that it specifically measures the rate of the fuel's ability to effectively prevent and remove the build-up of carbonaceous deposits. Cenex Premium Diesel Fuels pass both the DW10 and XUD-9 engine tests.



Q: Does Cenex Premium Diesel Fuel pass the National Corrosion Engineers (NACE) fuel corrosion test?

A: Yes. The enhanced additive formulation received an “A” rating, the highest score possible.

Q: What really makes Cenex Premium Diesel better than other fuels?

A: Cenex Premium Diesel Fuels start with a top-quality base fuel; they’re enhanced with a complete, balanced additive package specially formulated for the rugged demands of diesel-powered engines. Cenex Premium Diesel Fuels are continually tested in the lab and in the field to ensure they’re the best diesel fuels on the market. Plus, Cenex Premium Diesel Fuels are backed with over 50 years of experience in the industry. We’re so confident in our premium diesel fuel, that Ruby Fieldmaster is backed by the best warranty in the industry — the [Cenex Total Protection Plan® warranty](#).

Q: I’ve been using a regular #2 diesel for years. Why switch now?

A: If your diesel engine is 2007 or newer, it’s likely just a matter of time until problems arise. If your diesel engine was manufactured before 2007, overtime your fuel pump and injectors have become dirty — a gradual, hard-to-notice process that reduces engine performance and fuel economy.

Cenex Premium Diesel Fuel will work to clean your fuel system and keep it clean, helping prevent equipment failure, costly repairs and downtime.

Q: I’m ready to make the switch to Cenex Premium Diesel. What do I need to do?

A: For the best (and quickest) results, we recommend replacing fuel filters and draining storage tanks; however, Cenex Premium Diesel Fuel can be used without any modifications or preparation.

QUESTIONS YOU MAY HAVE:

Q: What is CHS doing to communicate the enhancement to Cenex Premium Diesel Fuels?

A: CHS has a comprehensive plan in place to introduce the new fuel through trade publications, radio advertising, direct mail and more. Specific emphasis is focused on key customer groups: agricultural producers and fleet users.

Q: What’s the best way to communicate this change to my customers?

A: A variety of tools are available to help you communicate the change to current Premium Diesel users, to help convert #2 users to a premium, and to garner new business, too. Authorized, Branded Distributors and Retailers will receive a complimentary marketing kit with brochures, sample advertising templates, point of purchase materials, and more.

Q: Does my advertising qualify for reimbursement from CHS?

A: Yes. Qualified advertising using approved materials is eligible for the Cenex® Premium Diesel Ad Share program. Talk with your Cenex Representative for details or refer to the 2013 Premium Diesel Marketing Guide. Approved advertising materials can be customized at Cenex Ad Builder www.cenex.com/adbuilder.

Q: Where can I find sales materials?

A: A variety of ready-to-use sales materials can be found at Cenex Shop, www.cenexshop.com and Cenex Ad Builder, www.cenex.com/adbuilder.