

SUPERIOR CHEMISTRY FOR SUPERIOR PERFORMANCE

ADVANCED, AGGRESSIVE
DETERGENCY PACKAGE

TOTAL WATER
MANAGEMENT SYSTEM

EXCEPTIONAL
FILTERABILITY AND
IMPROVED BIOSTABILITY

REDUCED EXHAUST
CYLINDER TEMPERATURE
DEVIATIONS

Injection and Combustion Optimization

Addresses fuel oxidation and
coking problems in new engine
technology and injectors

Storage Stability

Extends storage life months
longer than typical #2 diesel

Corrosion Protection

Protects fuel lines and critical
engine components from rust
and corrosion

Improved Lubricity

Protects moving parts from
excessive wear and failure

High Cetane Number

Enhances ignition quality for
quicker, smoother starts



Fueled by Innovation.
Powered to Perform.®



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ROADMASTER XL
PREMIUM HIGHWAY DIESEL FUEL

RUBYFIELDMASTER
PREMIUM OFF-ROAD DIESEL FUEL

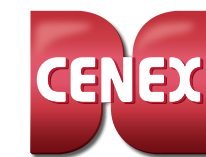
INNOVATIVE FORMULA | POWERFUL PERFORMANCE

THE NEXT GENERATION OF PREMIUM DIESEL FUELS

Precisely formulated premium diesel with a
terminally injected additive package for optimal
power, performance and protection.

A COMPLETE ADDITIVE PACKAGE.

The power of our
comprehensive additive
package lies in the sum
of its parts. It's engineered
to handle the toughest jobs,
in the toughest conditions.
Providing you with better engine
performance, reducing downtime
and maintenance costs.



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PREMIUM HIGHWAY DIESEL FUEL

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**KEEP ENGINES RUNNING CLEANER,
LONGER WITH AN ADVANCED,
AGGRESSIVE DETERGENCY PACKAGE**

40%

More effective at breaking down harmful engine deposits¹

2.5x

More effective at cleaning up and removing injector deposits and preventing further buildup in dirty equipment¹

**RESTORES UP TO
4.5%**

More power when it matters most²

**RESTORES UP TO
5%**

Better fuel economy when every dollar counts²



PROTECT EQUIPMENT FROM CONTAMINANTS WITH EXCEPTIONAL FILTERABILITY

- Protects fuel injectors and pumps
- Keeps exhaust aftertreatment system clear
- Maintains fuel efficiency
- Reduces fuel degradation through 20% better biostability²

**UP TO
75%**

Reduced filter blocking²

¹ In comparison to the previous generation of Cenex[®] premium diesel fuel
² In comparison to typical #2 diesel
³ In Cenex tractor testing conducted in controlled laboratory settings. Field results may vary based on environmental and operational conditions.

IMPROVE ENGINE PERFORMANCE WITH A TOTAL WATER MANAGEMENT SYSTEM



- Separates the majority of water to the bottom of the tank for easy removal
- Entrained any remaining negligible water for safe passage
- Protects filters and injectors
- Prevents water-caused corrosion

IMPROVED POWER AND FUEL EFFICIENCY THROUGH A MORE COMPLETE FUEL BURN



25%
Lower exhaust cylinder temperature deviations¹

- More efficient combustion
- Less soot production
- Fewer regenerations
- Less wear and tear on exhaust system

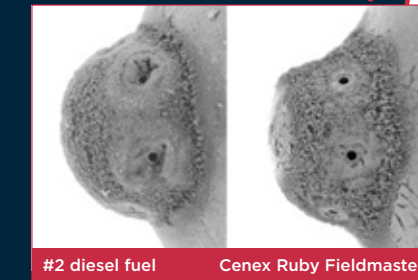
INNOVATIVE, QUALITY-TESTED FUEL YOU CAN COUNT ON

In our commitment to engineering top-performing premium diesel fuel, we tested the performance of Cenex[®] Ruby Fieldmaster[®] premium diesel fuel against typical #2 diesel fuel in a used tractor.

REDUCED INJECTOR FOULING

1.5%

Injector flow increase³

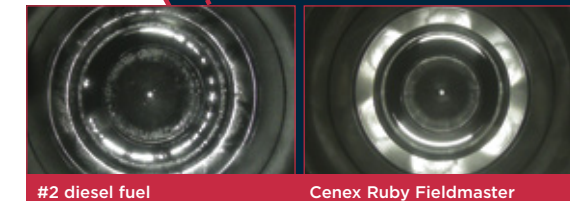


After 100 hours on untreated #2 diesel fuel, the tractor was disassembled to capture data and images, and then was reassembled.

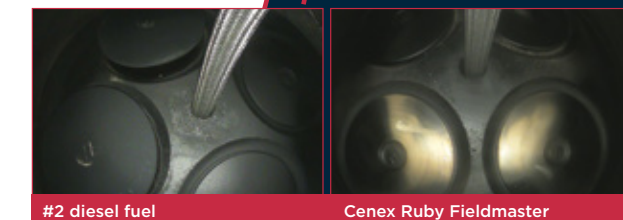
The process was repeated with Cenex Ruby Fieldmaster for comparative analysis. Witness the results. Experience the difference.

**BETTER FUEL ECONOMY
LESS PARTICULATE BUILDUP
LESS MAINTENANCE**

IMPROVED FUEL SPRAY PATTERN FOR OPTIMIZED COMBUSTION



EXCEPTIONAL EQUIPMENT CLEANLINESS OVER EXTENDED PERIODS



DO MORE WITH LESS

4.9%

Reduced diesel exhaust fluid (DEF) consumption³

14%

Reduction in NOx emissions³

30%

Reduction in soot emissions³