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Courtesy: PRIME LUBE INC.

As part of a partnership announced in May, Germany's Kruse Group will provide Prime Lube with the manufacturing equipment and raw materials, specifically automotive grade urea, to produce BlueSky DEF for Prime Lube's fuel and lubricant distributor network.

Prime Lube Inc. partners with Kruse Group for mid-Atlantic DEF ramp-up

By Dorothy Cox


THE TRUCKER STAFF

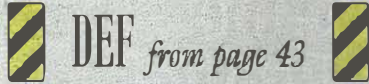
CARTERET, N.J. — Prime Lube Inc., one of the largest distributors of lubricants and anti-freeze in the Mid-Atlantic region, last month partnered with Germany's Kruse Group to become the first Mid-Atlantic manufacturer of BlueSky diesel exhaust fluid or DEF.

BlueSky will be distributed in 12 states, the District of Columbia and in two Canadian provinces.

DEF is necessary for all 2010 engines using selective catalytic reduction or SCR. Most OEMs have chosen SCR as the method for reducing harmful emissions to meet 2010 Environmental Protection Agency (EPA) rules. Navistar has chosen exhaust gas recirculation or EGR technology, which doesn't require DEF.

DEF infrastructure will continue to be rolled out in the next several years to make sure truckers have plenty of access to the urea-based prod-

SEE DEF ON P50 



uct, which is added to a tank separate from the fuel tank on 2010 Class 8 trucks equipped with SCR technology.

As part of the agreement, Kruse will provide Prime Lube with the manufacturing equipment and raw materials, specifically automotive grade urea, to produce BlueSky DEF for Prime Lube's fuel and lubricant distributor network.

This will give Prime Lube effective manufacturing and distribution within a 500- to 600-mile radius which is "key" in giving the company a real advantage in the DEF marketplace, Prime Lube COO Robert Arbasetti told *The Trucker*, explaining that "our customers will be able to save money through reduced transportation costs by minimizing the distance required for delivery."

He said Prime Lube was "very pleased to partner with Kruse Group and leverage their proven, scalable DEF manufacturing system to provide this emissions-reducing DEF to our local and regional customer base."

Established in 1931, Kruse is a mid-sized, family-run business located in Balve, Germany, and has a significant share of the DEF market in Germany with additional manufacturing and distribution partnerships in Belgium, the United Kingdom, the Netherlands, Dubai, India and Brazil.

Initial ramp-up of the DEF infrastruc-

ture in the U.S. was expected to be slow, said Arbasetti, "but we feel over the next few years as more 2010 models cycle through, the volume [of trucks needing DEF] will increase significantly." Volume DEF sales "will be down the road as the economy rebounds and fleet turnover starts to take place."

He said word-of-mouth led Prime Lube to the Kruse Group. Besides the fact that their local manufacturing and distribution will make DEF cheaper for the end user, there will be less fuel required, thus benefiting the environment, he noted.

The DEF will be produced in various sizes including 2.5-gallon jugs, 55-gallon drums and 275-gallon IBC (intermediate bulk container) totes.

Also provided will be mini-bulk stations with 800- to 2,700-gallon, self-contained above-ground systems; stand-alone pumping stations for above- and below-ground installations and a complete line of dispensing hardware with plumbing and accessory equipment for container dispensing.

"We'll also supply truck stops with tanks at fuel islands and [fleet] depots," Arbasetti noted.

He said the decision to supply DEF in Canada was because there was a "void in the marketplace that needed to be filled, especially in the metro areas. Large trucking centers in Canada are underserved."

For more information about Prime Lube and BlueSky DEF call (800) 634-4615. 🚛

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Penske orders 600 new fuel-efficient Volvo tractors with SCR technology

THE TRUCKER NEWS SERVICES

GREENSBORO, N.C. — Penske Truck Leasing has ordered 600 Volvo VN670 tractors with EPA2010-certified Volvo D13 engines and selective catalytic reduction (SCR).

"Penske has selected the cleanest-running diesel trucks available today that can deliver 5 percent better fuel economy than previous engines and a smaller carbon footprint for its customers," Scott Kress, vice president-sales at Volvo, said.

The initial 100 units of the order have been built and are being placed in Penske's commercial truck rental fleet.

The remaining 500 VN670s will be produced and delivered over the next several months.

"We are extremely happy that Penske chose Volvo trucks and engines to meet the EPA'10 emissions standard, while also delivering the performance and fuel economy Penske and its customers require," Kress said. "Volvo's engines and SCR system are the most tested products in our company's history and are the right choice for EPA'10. Penske not only has a deserved reputation as one of the leaders in evaluating new technology, they are committed to running the cleanest and most efficient trucks available." 🚛



Courtesy: VOLVO TRUCKS N.A.

The initial 100 units of the order have been built and are being placed in Penske's commercial truck rental fleet and the remaining 500 VN670s will be produced and delivered over the next several months.

"Penske is committed to responsible operations and participating in the EPA's SmartWay Transport partnership is a big part of that when it comes to the environment," said Marc Althen, senior vice president of administration and procurement for Penske Truck Leasing. "Volvo's trucks and engines are right in line with our approach to minimizing environmental impacts and improving operations. We think our truck rental and truck leasing customers will embrace vehicles like these as win-win options for their businesses and the environment."

Kress said the Volvo VN670s ordered by Penske are EPA SmartWay compliant for increased aerodynamics and fuel efficiency.

"And Volvo's EPA'10 technology eliminates active regenerations of the diesel particulate filter (DPF), which saves additional fuel, and also simplifying truck operations," he said.

All Volvo diesel engines meet the EPA'10 emissions regulations without the use of emissions credits, Kress said. 🚛