

Increase Sales By Selling High-Quality Diesel Exhaust Fluid

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When looking for ways to increase diesel sales, convenience store retailers need to look at a variety of factors—including the other products they offer for diesel-powered vehicles.

Diesel exhaust fluid (DEF), for example, is an essential product for any convenience store that also offers diesel fuel. DEF is a nontoxic solution of purified water and automotive grade urea and is one of the key elements of the selective catalytic reduction (SCR) after-treatment process used to treat exhaust gas downstream of the engine to meet EPA regulations. It's not a fuel or a fuel additive: the

SCR system injects DEF into the exhaust stream via a designated tank in the vehicle, where it helps convert harmful nitrogen oxide (NOx) air pollutants into nitrogen gas and water vapor—harmless elements naturally occurring in the air.

Not every DEF product is alike, however: Purity and quality are necessary to ensure a diesel-powered vehicle runs smoothly. The difference between a high-quality DEF and a poorly-made DEF can easily be the difference between a repeat customer and a customer who chooses to buy their DEF—and their fuel—elsewhere.

Blue
DEF[™]
DIESEL EXHAUST FLUID

What's in a name? DEF from brand to brand

DEF may seem like a small part of the diesel-powered system, but the role it plays is paramount.

Because DEF is consumed in such small proportion to diesel (at a rate of approximately 3-5% to diesel by volume) low-quality DEF can cause problems with the injection system that introduces the fluid into the exhaust, therefore making it impossible to adequately clean the vehicle's exhaust. If this happens, the vehicle will function as though the DEF has run out: A downstream NOx sensor will send a fault code and a warning to the driver, turn on the check-engine light or another malfunction indicator or may even derate the engine. For the customer, this results in lost time and up to thousands of dollars in added costs. And for retailers, this very likely results in losing the customer.

That's why the brand matters when it comes to DEF: It allows retailers and consumers to look at the numbers and buy a product they can trust. BlueDEF™ is America's no. 1 brand of DEF, and for good reason.

It's no coincidence that BlueDEF™ has earned its place as the most-trusted DEF brand. Quality starts at the source. High standards of purity and a commitment to rigorous testing ensure that each and every batch keeps vehicles running at top performance.



All diesel-powered vehicles made after 2010 use SCR technology and therefore require DEF to run correctly.

For retailers, carrying a highly trusted brand can make a significant difference in sales—not just for DEF itself, but for diesel sales as well.

Quality pays off

Because DEF is consumed in proportion with fuel, drivers will often need to replenish their DEF as they refuel their vehicle. And as diesel sales continue to increase in volume year over year, DEF sales follow suit.

Vehicle manufacturers contribute to the growing DEF demand, too. All diesel-powered vehicles made after 2010 use SCR technology and therefore require DEF to run correctly. This means that as new cars and trucks hit the

road, demand for DEF increases. In fact, Old World Industries reports that DEF consumption will continue to increase well into 2026, with total consumption of DEF at over 1 billion gallons annually.

For these reasons, retailers that sell diesel fuel must account for rising demand and keep quality DEF in stock to keep their consumers' diesel-powered vehicles running.

DEF isn't optional for diesel-powered vehicles. Therefore, dependability is a top priority as consumers choose where to buy it. They want a retailer they can trust to have a well-made DEF in stock when they need it. Retailers who meet consumer demand in terms of both quantity and quality set themselves up to develop a faithful consumer base. To do so, they must work with a dependable supplier.

The BlueDEF™ advantage

BlueDEF™ is a name that retailers and consumers alike can trust. And when it comes to sales, the numbers don't lie: BlueDEF™ is the top-selling DEF on the market, making the brand a clear leader in the category and a name that retailers and consumers alike recognize across the industry.

Purity is one of BlueDEF's key selling points. Each batch is tested rigorously, and each box of product is labeled with a batch code which provides assurance that the DEF within is pure and has been tested to meet or exceed the strictest OEM standards. BlueDEF™ is stable, colorless, odorless and American Petroleum Institute approved.

BlueDEF's standard for purity isn't limited just to the manufacturing process, however. Unlike some other DEFs on the market, BlueDEF™ is stored and transported via dedicated DEF tanks with the most stringent methods possible. This ensures that the highest quality is maintained during application by keeping contaminants such as dirt, debris and bugs out of the container.

The BlueDEF™ program offers consumer packaged goods, as well as a full line of dispensing solutions for fleets, truck stops and all other end users. BlueDEF™ provides all the necessary DEF compatible components, including storage tanks and dispensing systems in several tank sizes and state-of-the-art filtration units. All dispensing systems come with the fittings and venting components needed to maintain DEF purity.

A gamechanger for sales

BlueDEF's sales say it all: Drivers are selective about which DEF they purchase, and a trustworthy supplier with a top-quality product is the cornerstone for a loyal consumer base. Given the costly, time-consuming risks of using a poorly-made DEF, it's important for customers to purchase a high-quality



For distribution and promotional opportunities with BlueDEF™, contact Andrew Kloep at (847)443-0703 or email akloep@owi.com

DEF. It's so important, in fact, that a retailer's DEF offerings can decide where a consumer chooses to stop and purchase their diesel fuel—and any other convenience-store items they need. As a trusted name in the category, BlueDEF™ practically sells itself—but it can help increase gallons of diesel sold and boost sales throughout the c-store, too.

Providing a top-performing DEF may seem to have a lot of moving parts, from careful manufacturing to thorough testing and consumer-friendly application. But with BlueDEF™, Old World Industries makes it simple by guaranteeing purity and quality in every batch. To learn more about how Old World Industries can help retailers boost storewide sales and retain customers with BlueDEF™, visit peakauto.com/products/blue-diesel-products/diesel-exhaust-fluid/bluedef/.

Also, Coming Soon... There will be additional transformation of the DEF category through the BlueDEF™ brand.