

DURON.TM

THE TOUGHER. THE BETTER.TM

THE PROOF.

CUSTOMER:
HARDLINE TRUCKING



RESULT:
EXTENDED OIL DRAIN INTERVALS, IMPROVED EFFICIENCY,
INCREASED COST SAVINGS



AN HF SINCLAIR BRAND

A GAME-CHANGER FOR OUR FLEET OPERATIONS

“WE’RE A SMALL FAMILY-RUN BUSINESS, SO EVERY EFFICIENCY MATTERS. WORKING WITH GREG AT VALLEY PACIFIC AND THE TEAM AT PETRO-CANADA LUBRICANTS HAS BEEN AN EYE-OPENER. **EXTENDING OUR OIL DRAIN INTERVALS AND IMPROVING FUEL ECONOMY HAS MADE A BIG DIFFERENCE TO OUR BOTTOM LINE.** THE PROOF IS IN THE RESULTS – AND NOW, WE’RE CONFIDENT THAT WE’RE RUNNING WITH THE BEST PRODUCTS FOR OUR FLEET.”

Joey Key, Manager, Hardline Trucking

THE BACKGROUND

Hardline Trucking, a family-owned business based in Cottonwood, CA, has been in operation for nearly a decade. Starting as a truck brokerage with just one vehicle, the company has grown into a tight-knit operation with 17 trucks and a staff of up to 20 people. Specializing in transporting agricultural products, the fleet operates across both on- and off-road environments. Optimizing efficiency as a small business fleet will be critical to the profitable growth of the company.



THE CHALLENGE

As a traditional trucking business rooted in maintenance practices handed down through the generations, Hardline Trucking was cautious about making changes that might impact their equipment. Oil drain intervals were capped at 12,000–13,000 miles to protect their engines, and they relied on a local, house-blended oil. Focusing on their customers and growing their business meant that optimizing vehicle maintenance was not typically prioritized. This approach resulted in frequent oil changes that were costly, time-consuming and disruptive – especially during busy seasons when trucks would need servicing at external shops far from home.

The Hardline team lacked the time and data to explore whether they could safely push these limits, and convincing their seasoned mechanic to move away from traditional methods was a significant hurdle. That’s where Valley Pacific Petroleum Service and the DURON™ Challenge came in.

THE SOLUTION

Greg Fee, Territory Manager at Valley Pacific Petroleum Services, introduced the team at Hardline Trucking to Petro-Canada Lubricants’ DURON SHP 10W-30 as part of the DURON Challenge. By presenting a step-by-step approach backed by data, Greg helped Hardline understand the possibilities of extending their oil drain intervals and improving efficiency.

With thorough oil sampling and testing, the team saw firsthand that their engines could run safely on DURON for far longer than they thought possible. Greg worked closely with the Hardline team, addressing their concerns, providing clear proof of results, and building trust. Even the company’s in-house mechanic, initially resistant to change, was convinced by the data and results, marking a turning point for the fleet.

THE RESULTS

Hardline Trucking experienced outstanding improvements:



Extended Oil Drain Intervals

Oil changes more than doubled, an increase from 12,000 to 30,000 miles, delivering annual savings of around \$40K across the 17-truck fleet.



Minimized External Maintenance

Trucks could stay on the road longer without needing oil changes at external workshops, saving time, maintaining quality, and reducing downtime.



Improved Fuel Economy

Industry practice when moving to an SAE 30 grade from SAE 40 increases fuel economy, and they noticed a difference which equates to money in their pocket.



Uncovered efficiencies

By extending drain intervals and improving fuel economy, Hardline uncovered significant efficiencies that were previously out of reach for a company their size.

LOOKING AHEAD

With these proven results, Hardline Trucking has fully transitioned to DURON SHP 10W-30 for its entire fleet. They are also exploring the benefits of Petro-Canada Lubricants' gear oils and transmission fluids to further protect their trucks and extend their longevity. For this small, family-run business, partnering with Valley Pacific and Petro-Canada Lubricants has been a transformative experience – allowing them to operate more confidently, efficiently, and profitably.

AUTHORIZED DISTRIBUTORS

“ As a distributor, my goal isn't just to sell a product – it's to help businesses thrive. With Hardline Trucking, it was about showing them what was possible with a modern, high-performance oil like Petro-Canada Lubricants' DURON SHP 10W-30. Through the DURON Challenge, we proved that they could safely extend drain intervals and unlock significant cost savings, all while maintaining the reliability they need. It's rewarding to see a small, family-run business like Hardline benefit so much from these changes – and knowing we've helped them stay competitive in a tough market makes it all worth it. ”

Greg Fee,
Territory Manager, Valley Pacific Petroleum Services

HF Sinclair has an extensive network of trusted and authorized distributors that support the delivery of best practices, innovative solutions and outstanding value for customers. Driven by a collective ambition to help grow our customers' businesses, distributors play a key role in matching fundamental lubricant knowledge and the suite of services to the needs of a business.





OUR NO-NONSENSE LUBRICANTS WARRANTY

“We will repair equipment or replace equipment parts that are damaged due to defects of a Petro-Canada Lubricants product, as long as the lubricant is used in accordance with your equipment manufacturer’s and our recommendations.”

IT’S MORE THAN JUST A WARRANTY. IT’S A COMMITMENT.

To learn more about how Petro-Canada Lubricants products can help your business, visit petrocanadalubricants.com or contact us at lubecsr@hfsinclair.com

Committed to the disciplined operation of our business.



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