**Define DEF.**

To convert NOx gases (harmful emissions) into nitrogen and water, Diesel Exhaust Fluid (DEF) is a solution of urea and water that is injected into the exhaust stream of diesel automobiles. In order to comply with EPA emissions regulations in 2010, vehicle manufacturers used a technology known as a Selective Catalytic Reduction (SCR). By doing this, the standards can be met without sacrificing engine output or fuel economy. DEF is kept in separate tanks because it is not a gasoline additive.

**Who needs DEF, why?**

DEF is a requirement for medium- and heavy-duty vehicles with diesel engines produced after 2010. The vehicle is programmed to inject the DEF into the exhaust stream to meet emissions requirements. If the vehicle is allowed to run out of DEF, the engine performance will be reduced, and lower speeds are imposed.

**What are the different delivery modes of DEF?**

DEF can be purchased in several ways. There are varying sizes of jugs/containers a driver can purchase. This requires the driver to transfer the DEF into the vehicle manually. DEF can also be dispensed into the vehicle through a fueling dispenser when equipped.

**What factors may merchants use to determine which stores should carry DEF?**

Given the high number of automobiles on the road, DEF is a fantastic product for all convenience stores to have. The volume sold by retailers at their fuelling stations can serve as a proxy for the number of diesel customers they are attracting. Today's heavy-duty trucks need DEF to operate. Locations with a separate large truck filling station ought to think about dispensing DEF. Since they typically purchase the DEF in large quantities to store in their tanks, this results in higher margins. Additionally, certain places that sell huge quantities of diesel on their forecourt should think about a dispenser solution.

**What ways may Western overseas USA assist shops in entering DEF?**

Since DEF requirements first became necessary, Our channel partner has dominated the market for DEF dispensers. Over the years, we've collaborated with major stores to provide the dispenser feature, and we've established ourselves as the market leader in this service. Through factory installed products and retrofits of dispensers where DEF is stored in bulk storage, Western overseas assists retailers in entering the DEF dispensing market through our associates