

'At-the-Pump' DEF

Pilot announces diesel exhaust fluid (DEF) schedule, locations

Issue Date: CSP Daily News, July 20, 2009

KNOXVILLE, Tenn. -- Pilot Travel Centers, the nation's largest retail operator of travel centers with more than 350 owned or licensed retail interstate locations in 41 states, has announced installation plans for the rollout of 100 diesel exhaust fluid (DEF) "at-the-pump" locations. The company was the first travel center chain to make the commitment to offer DEF at the pump, it said, and will carry prepackaged supplies of DEF at all 350 Pilot retail stores.

Pilot's initial plans call for the installation of 100 bulk dispensing pumps at locations spread out nationally and at a rate of 25 pumps per quarter beginning in the third quarter of 2009 through the second quarter of 2010.

The initial phases of Pilot fuel island DEF pump locations will include Amarillo, Texas, Avondale, AZ, Bordentown, N.J., Brooks, Ore., Carlisle, Pa., Charlotte, N.C., Cheyenne, Wyo., Denver, Dexter, Mich., Effingham, Ill., Fort Pierce, Fla., Gallup, N.M., Greenville, Va., Hesperia, Calif., Houston, Meridian, Miss., Milford, Conn., Murfreesboro, Tenn., Oak Creek, Wis., Oklahoma City, Santa Nella, Calif., Seville, Ohio, St. Cloud, Minn., Stanfield, Ore., West Memphis, Ark.

"We have worked closely with Detroit Diesel Corp. and Daimler Trucks North America, as well as Gilbarco, to develop Pilot's bulk dispensing capabilities and a billing/transaction system that will meet our customers' need for ready DEF supply and fuel island convenience," said Mark Hazelwood, executive vice president for Pilot Travel Centers, Knoxville, Tenn.

"The maximum distance between any two of our locations will be 2,618 miles," Hazelwood added. "That is the distance between Milford, Conn. and Santa Nella, Calif., and it is also within the normal range for one tank of DEF on a Class 8 on-highway truck." The company expects to offer DEF at-the-pump at prices that are equal to or less than diesel fuel.



"Pilot is committed to its customers and communities. Both will be served by the fuel efficiency and near-zero emissions enabled by DEF in selective catalytic reduction (SCR)-equipped commercial vehicles," he added. "And, since a little DEF goes a long way, Pilot will leverage its national network in a rollout of DEF pumps at travel centers from coast to coast."

David Siler, spokesperson for Detroit Diesel and Daimler Trucks North America, said, "Pilot's rollout plan for DEF will serve the industry's need for bulk DEF availability and pricing, and will support customers while demand for DEF builds and the rest of the DEF supply infrastructure develops," said David Siler, spokesperson for Detroit Diesel and Daimler Trucks North America. "SCR, along with convenient, bulk supplies of DEF, will create efficiencies for truckers and trucking companies."

He added, "It will improve fuel economy, saving them money—up to 5% or better—and truckers will have easy access to ample and affordable supplies of DEF where and when they need them," Siler added.

Virtually all of the heavy-duty engines in volume production today, that will continue to be sold after the new standards take effect, will use SCR to comply with the new 2010 standards set by the U.S. Environmental Protection Agency (EPA). SCR technologies optimize engine function and, in turn, reduce fuel consumption and improve reliability and driveability for their owners.

Headquartered in Knoxville, Tenn., Pilot is one of the largest operators of travel centers in the United States with more than 300 locations in 41 states and in Canada.