

FleetOwner

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Blue Sky for Prime Lube

Prime Lube, Inc., a distributor of lubricants and anti-freeze in the Mid-Atlantic region, has announced establishing a strategic partnership with [Germany's Kruse Group](#) to become the first Mid-Atlantic manufacturer of BlueSky Diesel Exhaust Fluid (DEF). The BlueSky to be produced by [Prime Lube](#) will be distributed across 12 states, the District of Columbia and two Canadian provinces.

The company expects to begin production of BlueSky DEF in June. As part of the arrangement, Kruse will provide Prime Lube with the manufacturing equipment and raw materials, specifically automotive grade urea, to produce BlueSky DEF for sale to Prime Lube's fuel and lubricant distributor network. They are already distributing Kruse-manufactured DEF throughout Ontario, Quebec, all of New England, Pennsylvania, Maryland, Delaware, Virginia and Washington DC.

"We're very pleased to partner with Kruse Group and leverage their proven, scalable DEF manufacturing system to provide this emissions-reducing Diesel Exhaust Fluid to our local and regional customer base," said Robert Arbasetti, COO of Prime Lube. "With DEF now mandated by the EPA to control diesel emissions, our customers will be able to save money through reduced transportation costs by buying locally and help further reduce greenhouse gas emissions by minimizing the distance required for delivery."

BlueSky is ISO- and API-approved for its ability to help neutralize the oxides of nitrogen (NOx) present in diesel exhaust. In January, tougher NOx emissions standards went into effect for diesel-powered vehicles, which [most truck makers chose to meet via an onboard DEF system](#).

Founded in 1987, Prime Lube, Inc. is one of the largest distributors of Chevron, ExxonMobil, and Castrol products in the United States and also supplies its own private label brand, Prime Plus, in New Jersey, southern New York State and in the New York City metro, eastern Pennsylvania and southern Connecticut markets.