

June 8, 2010



Mobil Delvac to Sponsor Budweiser Dairyland Super National Truck & Tractor Pull

- Event marks Mobil Delvac's debut sponsorship of one of the largest motorsports events in the Midwest
- More than 1,500 participants and approximately 70,000 fans and volunteers attend the 4-day event
- Mobil Delvac-branded exhibition truck will be on site during the event, giving attendees access to valuable information on vehicle maintenance

FAIRFAX, Va.--(BUSINESS WIRE)-- The team behind [Mobil Delvac](#) heavy duty diesel engine oil will sponsor the [35th Annual 2010 Budweiser Dairyland Super National Truck & Tractor Pull](#). The event takes place from June 24-27 in Tomah, Wisconsin. The event boasts six sessions of action-packed pulling over the course of four days, and it is one of the largest motorsports events in the Midwest.

The Budweiser Dairyland Super National Truck & Tractor Pull draws tens of thousands of people from the United States and abroad. The majority of attendees are professionals who work in the agriculture, automotive, construction or trucking industries. As part of the sponsorship, a Mobil Delvac-branded exhibition truck will be on site during the event, giving attendees access to valuable information on Mobil Delvac lubricants and vehicle maintenance.

"The fans and competitors that annually drive hundreds of miles to enjoy this event with their families are hard working Americans who rely on diesel engine trucks and equipment to make their living," said Marci Crigger, lubricants marketing advisor for ExxonMobil Lubricants & Petroleum Specialties Company, a division of [Exxon Mobil Corporation](#) (NYSE:XOM). "We are proud to show our appreciation for the fans of this sport by sponsoring the 2010 Budweiser Dairyland Super National Truck & Tractor Pull."

Whether on the road or on the job site, the proven performance of Mobil Delvac is beneficial because it is designed for use in all types of diesel powered trucks and equipment -- from big Class 8 trucks, to heavy farming equipment, to powerful diesel pickups. Mobil Delvac heavy duty diesel engine oils can help deliver enhanced performance with their unique formulations that include Trimer Core chemistry -- a powerful additive technology that resists oil degradation, reduces sludge build up and prevents wear, ultimately extending drain intervals and engine life.

"We're not only thrilled to have the Mobil Delvac brand join us as a sponsor for the Budweiser Dairyland Super National Truck & Tractor Pull this year, but believe that all competitors and attendees will benefit from having access to the representatives from the Mobil Delvac team so they can learn more about the benefits of Mobil Delvac heavy duty

diesel engine oils and obtain valuable maintenance tips for their vehicles and equipment," said Mary Maas, general manager for Budweiser Dairyland Super National Truck & Tractor Pull.

This year's competition is the only event on the National Tractor Pullers Association circuit that hosts all twelve divisions of super national competition with each division hooking twice.

Mobil Delvac is the #1 brand of diesel engine oil sold at truck stops. For more information on Mobil Delvac commercial vehicle lubricants and services, please call 1-800-MOBIL25 or visit www.mobildelvac.com.

Mobil and Delvac are registered trademarks of Exxon Mobil Corporation or one of its subsidiaries.

Source: Exxon Mobil Corporation