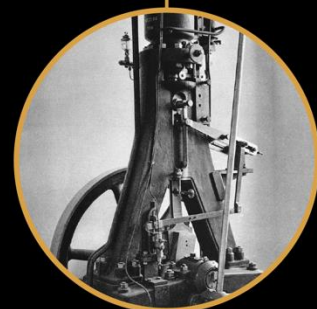


### A Legacy of Innovation

For 100 years, heavy-duty vehicles have evolved, innovated and delivered – and so have we. From the early efforts of pioneering owner-operators to today's advanced fleets and large-scale operations, we've been driving the industry forward since the very beginning.



1892



### Invention of the diesel engine

German inventor Rudolf Diesel files a patent on the first compression-ignition design. Five years later, the first "Diesel Engine" prototype would prove to be more than 16% efficient than then-standard steam engines.



1904

### The gargoyle awakens

The Mobil Delvac brand's first mascot, an intimidating bright-red creature outlined in black, was distinct from anything else on the market, and quickly came to represent strength, reliability, and speed.



1911

### The Pegasus™ takes flight

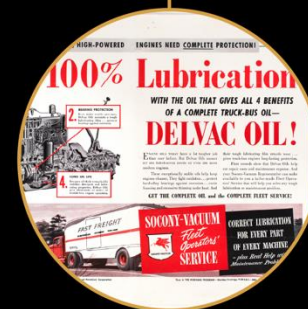
The Vacuum Oil pegasus was initially launched in South Africa. Later it would become the US trademark and grow inextricably linked to the ExxonMobil™ brand.



1925

### The Mobil™ Delvac™ brand is born

Vacuum Oil, a predecessor to ExxonMobil™, registers a new product: Diesel Engine Lubricant by Vacuum Oil. Customers would come to know it by the acronym: "DELVAC."



1929

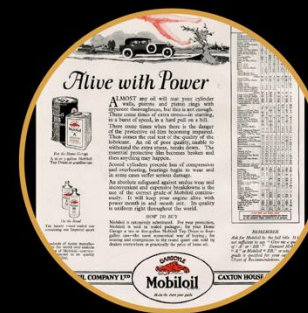


### Paulsboro Refinery

Vacuum Oil begins manufacturing lubricant oil at refinery near Paulsboro, New Jersey. The site would eventually become a central production and research facility.



Giving 100%



1930



### Mobiloil logo

The Gargoyle was chosen to represent the transition to "Mobiloil™" because of its existing association with the strength and reliability.

### "Alive with Power"

Mobiloil advertisements educate consumers on the demands of automobile engines and the advantages of Mobil lubricants.



1931







### Making the grades

Gargoyle™ Mobiloil™ was manufactured in 9 different grades to fit the growing range of applications for lubricant oil.



### Cutting-edge research

ExxonMobil engineers used state-of-the-art machines to develop market-leading products, like this photoelectric colorimeter to measure the hues of greases.



100 years of moving forward



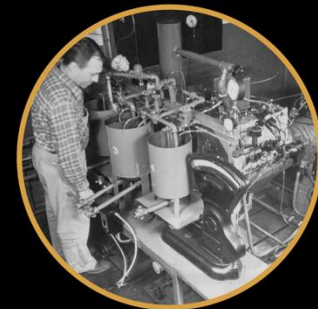
### Women at work

During WWII in the United States, many women like Claire Frank (pictured) went to work to perform jobs traditionally reserved for men at Mobil factories.



### Mrs. Madeline Erikson

Setting up her Kinematic Viscosimeter for a viscosity check run.



### Further innovations in testing

An ingenious use of three oil reservoirs enables laboratory technicians to run oil consumption tests on an unlimited number of different lubricants without stopping the engine.



1931

1937



1940s

1940

1942-1945

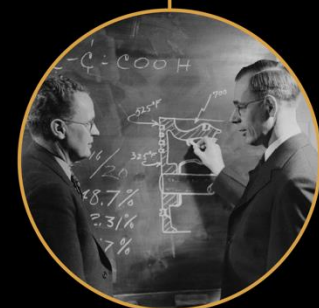
1949

1950s



### Vacuum merges with Socony

The new company announces its new name, "Socony-Vacuum," and adopts the red Pegasus as its logo.



### Oil refining improvements

Researchers like Dr. Carlton H. Schlesman, head of research and development at Socony-Vacuum Oil Company (pictured) help make dramatic improvements in oil refining.



### 1940s – The Dawn of Diesel

In the 1940s diesel engines begin to dominate industry. Discover how this technology reshaped how people lived and worked around the world in

[\*The Dawn of Diesel\*](#)



### Hydraulic oils testing

Mobil develops hydraulic oils that must pass a -40 degree temperature test. Oils like these are still used in the hydraulic systems of modern planes.



### Engine tests

Our engineers have always been dedicated to helping customers get the most out of their equipment. Here, engineers tear down and inspect an engine block after a test run with new lubricants.





### Further innovations in testing

An ingenious use of three oil reservoirs enables laboratory technicians to run oil consumption tests on an unlimited number of different lubricants without stopping the engine.

1950s



### Oil in glass bottles

Here a young driver tops up his car with Mobiloil from a glass bottle. Introduced during the war years due to steel shortages, glass bottles persisted for years until plastic and metal became more practical.

1950s

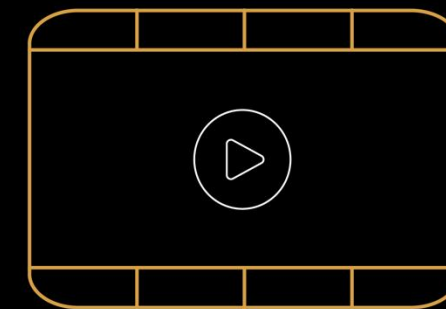


### Revolutionizing the mining industry

The Standard Oil Company of New Jersey released Uniflo™ Multigrade, the first multigrade motor oil recommended for both summer and winter use. Learn more about Mobil Delvac in mining with

*The Proof is in the Polishing Pond*

1952



Across the years

1960s



### Lubricants built by scientists

Every generation of Mobil Delvac products undergoes years of meticulous research. Here, Dr. Dwight Prater (seated) and Dr. James Wei study a three-dimensional model of petroleum molecules.

1961



### Delvac™ Special

The Balanced Commercial Vehicle Oil in All Services

1949



### Engine tests

Our engineers have always been dedicated to helping customers get the most out of their equipment. Here, engineers tear down and inspect an engine block after a test run with new lubricants.

1951



### Diesel engines in Europe

Diesel engines like this 1951 Büssing in Germany came to power busses and trucks across the continent.

1955



### A new name, a new logo

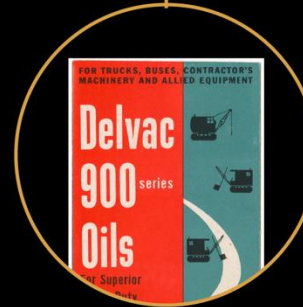
Socony-Vacuum changed its name to "Socony Mobil Oil" and acquired a new logo. The brand Mobil™ took the center stage with the iconic pegasus.

1960s



### MobilOil de México

A Mobil brand sign in Matamoros, Mexico. By the 1960s, seventeen different trucking firms vied for dominance of Mexico's rapidly growing, and urbanizing, population.



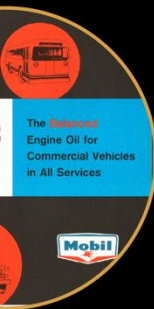
### Delvac™ Special

Mobil™ releases a balanced engine oil designed to work with commercial vehicles in all services.

1964







### Delvac™ Special

The Balanced Oil for Commercial Vehicles in All Services



### CLG Series Commer truck

The Mobil Delvac brand takes pride in setting new standards—when you have to go the distance, there’s no room for compromise. Learn more about how *Mobil Delvac™ has set new milestones for fleets*



### Expanded presence in Africa

A man fills his diesel truck at a Mobil station in Dire Dawa, Ethiopia, in 1971.



### Synthetics arrive

Mobil introduces its first synthetic heavy duty engine oil—Mobil Delvac SHC™. Learn more about where synthetic lubricants came from, and what they have made possible, in *The Power of Synthetics*



### Ray Rogers Mobil gas station

This gas station in San Antonio, Texas proudly displays the rotating Mobil Pegasus and the iconic “Mobil” text logo, promising truckers and drivers alike that their vehicles will be well cared for at this stop.



### Big dig in China

Mobil Delvac lubricants support the construction of the Three Gorges Dam, the largest hydroelectric dam in the world.



1964



1970s

1971

1977

1980s

1981

1982

1990s

1993

Winning with our customers

1990s



### First use of the modern Mobil™ logo

Designed by Tom Geismar from the design firm Chermayeff & Geismar, the modern logo captures the simplicity, efficiency, and quality that has set the Mobil brand apart since the beginning.



### London Orbital Motorway (M25) Construction

Proposed in 1944 and completed in 1986, the M25 is the largest ring road in Europe (117 miles/188km) and one of the most important traffic arteries on the planet, and due to demand has been widened several times. Every day, trucks filled with Mobil Delvac lubricant use it to deliver essential products to partners in the counties of Ken, Surrey, Berkshire, Greater London, Buckinghamshire, Hertfordshire and Essex.



### Isuzu Bedford

The Isuzu Bedford design, a once-popular but now defunct brand of commercial vehicles, parks outside a Mobil gas station in the early 1980s.





Winning with our customers



### Big dig in China

Mobil Delvac lubricants support the construction of the Three Gorges Dam, the largest hydroelectric dam in the world.

1993



### The legacy continues in Paulsboro

Half a century after trailblazers like Claire Frank worked in the same Paulsboro Research Lab, technician Anitra Samuels conducts tests on lubricants.

1994



### Engine testing evolves

As standards for diesel engines start to change, Mobil Delvac engineers continue to evaluate how the latest lubricants work in the field. Here, Lab Technician Jim Wiest examines parts of an engine for wear marks and degradation at the Paulsboro Research Lab.



1999

### The choice for truck stops

Mobil Delvac™ became the featured brand of heavy-duty diesel engine oil for all Petro Stopping Centers®, now part of TA Truck Services, the largest truck stop chain in the United States at the time.

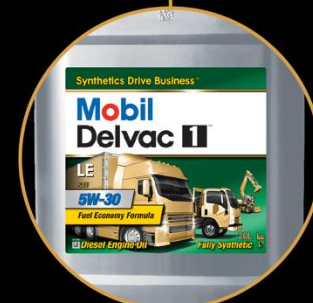
2005



### Setting the speed record

A Kenworth T400 using Mobil Delvac lubricants is recognized by the Guinness Book of World Records as the World's Fastest Diesel-Powered Truck with a top speed of 113mph (182kph).

2000s



2009

### A new product

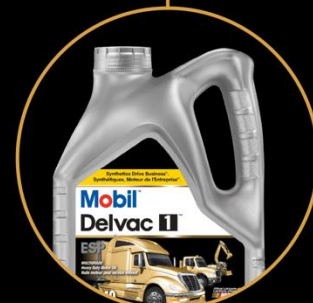
Mobil Delvac 1 LE 5W-30 – a new, low viscosity synthetic diesel engine oil – is introduced across Europe. In 2013, it becomes available around the world.



### The preferred coolant

Mobil Delvac Extended Life Coolant/Antifreeze is selected as the coolant for the 200-plus TravelCenters of America and Petro Stopping Centers®.

2010



2014

### Racing to green

NASCAR® announces that Mobil Delvac 1 5W-30 synthetic diesel engine oil will be used as part of the NASCAR® Race to Green™ initiative.



### A new analysis

Mobil<sup>SM</sup> Lubricant Analysis is launched, helping customers get the most out of their machines' service life on-highway and off.

*What oil analysis makes possible*

2017



2020

### Mobilawy loyalty

Mobilawy launched a digital loyalty program designed to create brand affinity and drive Egyptian consumption.



### Direct distribution

The Mobil Delvac Direct Distribution program is launched in China. Today, customers can purchase Mobil Delvac solutions from Petro outlets.

### Direct distribution in China

The Mobil Delvac team established Direct Distribution Centers across China. Today, consumers can purchase Mobil Delvac lubrication solutions from over 30,000 CV retail outlets.



2022

### Fuel economy loyalty program

The Fuel Economy Loyalty Program was launched, a new digital loyalty program designed to create long-term relationships and affinity among Chinese consumers.

### Energy efficiency for heavy duty trucks

In 2022, Mobil Delvac CK-4 products received the Energy Conservation Certification from the China Energy Conservation Association, highlighting the exceptional quality and fuel economy benefits.



### Packaging innovation in India

The Mobil Delvac team commits to using 50% post-consumer recycled pails for all branded lubricant products.

2023



### Oil ProMine

The Oil ProMine program helped Mexican mine operators increase drain intervals and improve efficiency of equipment.



### 100 years and beyond

In our next century, we will continue to innovate and work with our customers to meet evolving lubricant demands.

2025



### Unstoppable Care-avan

The Mobil Delvac team makes an impact in North America. As trucks drove 1 million miles across North America without an oil change, we helped connect kids in need with one million meals.

### To the next 100 years

Whatever new challenges and opportunities and opportunities await us in the next century, you can count on the Mobil Delvac team and all our partners to keep pushing forward, keep innovating, and keep giving it 100%.