



Hydraulic Transmission Fluid

What Is Its Place

SWEPCO 714 Hydraulic Transmission Fluid is a high performance Type TO-4/C4 automatic transmission fluid formulated with a technically advanced additive package to provide superior protection from wear, sludge, oxidation, varnish, foaming, rust, corrosion, and emulsification.

Feature/Benefit Analysis

As is the case with any product, the greatest success comes from matching the product's features and benefits with the prospect's needs.

Here are the primary features and resulting benefits that will be of interest to prospects for SWEPCO 714:

Premium quality, 100% paraffinic, high VI straight solvent refined base stocks provide unexcelled resistance to high temperature oxidation which is the cause of many transmission problems. Ultimately this translates to longer drain intervals, lower consumption and less downtime and maintenance cost.

Advanced additive package provides comprehensive protection from wear, oxidation, varnish, sludge, corrosion, rust, shearing, high temperature thinning, low temperature thickening, foaming and emulsification.

LOA Program allows customers to safely extend the service life of SWEPCO 714. Reduces oil cost, disposal cost, downtime and maintenance labor.

Prospect Tips

As a high performance hydraulic fluid, SWEPCO 714 is targeted directly at heavy duty driveline and automatic transmission applications.

Top Five Prospects

- Garbage collection/waste management fleets
- Municipal and private bus fleets
- Excavating & construction companies (excavators, dozers, back hoes, scrapers, cranes, dump trucks, shovels, loaders)
- Agriculture (tractors, combines, harvesters, balers)
- Equipment rental companies

Other Good Prospects

Over the road trucking operations, lumber and logging companies, drilling contractors, pipeline contractors, independent domestic and foreign car repair shops and many others.

Some Specific Lubrication Points Which Should Be Explored

Transmissions which experience overheating or are operated in high ambient temperature; transmissions with poor shifting performance; fleets with frequent transmission rebuild or replacement experience; maintenance sites which would like to safely extend their transmission fluid change intervals; poor performing domestic and foreign car transmissions, particularly Ford, Mercedes and BMW.

Common Customer Experience

" . . . Also we would like to comment on SWEPCO's 714 Hydraulic Transmission Fluid Type To-4/C-4. We use this in Caterpillar Equipment, Transmissions, Final Drives and in the Planetary gear boxes. We have found that this product, not only exceeds Caterpillar Specs, it also **excels in performance**. We are totally satisfied with this product. We can honestly recommend it to all users of Caterpillar Equipment." -- Quarry Operation

" . . .we switched over to SWEPCO 714 Trans Fluid about ten years ago, and have been using it faithfully ever since. We were having all kinds of problems with the oil that we were using, such as burning and cooking which resulted in many break-downs and many transmission overhauls. **Since switching to SWEPCO 714, my maintenance costs have gone way down**, and a much longer period of time between oil an filter changes." -- Waste Handling Company

" . . . We use 714 Transmission Fluid to drive the compound on our rig, and are extremely happy with it. Also, we're using 704 Hydraulic Oil in the hydraulic system of the ram that raises and lowers the derrick. This product has performed extremely well. In all, our downtime has been cut to about 5% since switching to SWEPCO products. In my opinion, these products provide excellent cost saving advantages in **reduced downtime and longer drain intervals** while providing superior lubrication. They more than justify any initial price difference." -- Drilling Contractor

" ... Our transmissions have gone from 200 hr change intervals to 600 hours. Transmissions that previously lasted only 6 to 9 months now last much longer. Your 714 SWEPCO Oil has at least doubled our transmission life." -- Plywood Mill

"Previously with the Pennzoil Dexron ATF fully loaded with 5,000 lbs on the trailer, we could not go over 60 miles without burning the ATF, after we started using SWEPCO 714-10 ATF we are getting double the mileage on differential bearings and absolutely no transmission failures. We have taken up to 5,000 lb loads to Los Angeles and had to pull the load in 2nd gear to keep pu our speed and still we have not lost any transmissions with the SWEPCO 714-10 ATF." -- Mechanical Contractor

"We have experienced none of the problems you usually have with regular lubricants in our extreme temperatures here in Montana. No more hot, noisy gear boxes or hydraulic failures caused by cheaper brands. Because of the longevity of SWEPCO Products, our inventory has been cut by 50% or more. All factors considered, (downtime, labor, cost of previous oil, parts, etc.) Hamilton saves about \$6,000 a year with SWEPCO." -- City Street Department

"The SWEPCO oil has been excellent oil for us. We use the SWEPCO 714-30 in the transmission and it has 30,000 hrs on it. When we rebuilt the engine we decided to do the transmission, but we feel it would have lasted one or two more years. I have changed both of my boom boats over to SWEPCO with the same results." -- Lumber Mill

"Your 714 Transmission Fluid also helped us tackle high copper wear and short life on our Twin Disc and Allison torque converters. A side-by-side test of SWEPCO 714 and Texaco fluids on Rig #10 showed that SWEPCO 714 reduced copper wear by 50% with 600 hours of service life." -- Drilling Contractor



Southwestern Petroleum Corporation

P. O. Box 961005 • Fort Worth, TX 76161-0005 • Phone: (800)359-5823 or (817)332-2336 • Fax: (817)348-7237 • Web: www.swepcousa.com
Southwestern Petroleum Europe • Industrieweg 6 • B-2390 Oostmalle (Antwerp) Belgium • Phone: (32-3)312 31 41 • Fax: (32-3)311 72 77
Southwestern Petroleum Canada • 87 West Drive • Brampton (Toronto), Ontario, Canada L6T 2J6 • Phone: (905)457-0511 • Fax: (905)457-0637