

Fall 2002

WARM NOTES

From Klasen Oil Company

Web Page: www.klasenoil.com

information@klasenoil.com

Dear Friends,

Recent industry reports indicate a projected increase in home heating oil expenditures this winter. Some reasons are because there is expected to be an increased demand as weather patterns and temperatures return to more seasonal levels. Demand slumped last winter on temperatures that ranged 10-20% warmer than normal. Also, the cost of crude oil is higher, leading to higher costs of heating oil. However, there is no prediction of a shortage, which really could inflate prices. Be assured that Klasen Oil has the ability and buying power to purchase fuel from several states allowing us to pass along the best product and price possible.

If you have internet access, please take a look at our web page at www.klasenoil.com. With the current revision I have tried to include all of



Bob Klasen

our products and services. I am always looking to find ways to improve the site. If you have any suggestions on what anyone at Klasen Oil Company can do to improve our relationship with you, please let me know. My personal e-mail address is bobklasens@klasenoil.com.

Finally, I want to welcome the many new customers that have recently joined the "Klasen Oil Company Family". WE REALLY DO APPRECIATE YOUR BUSINESS. I take pride in the fact that Klasen Oil Company offers a quality product and we always try to give the best service possible. Thank you for choosing Klasen Oil Company to be your fuel supplier.

Thank You,

Bob Klasen

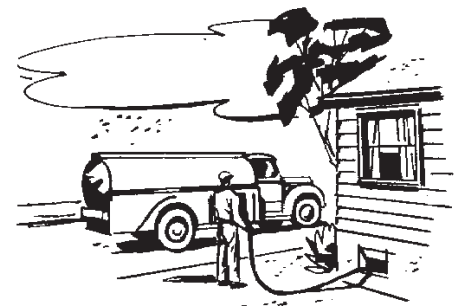
Don't Call Us!!

Tired of calling us for a delivery of fuel? Join our **Automatic Delivery** program and we'll do all the work for you.

Our computerized projection system uses the daily weather conditions and your history of fuel purchases to schedule your next delivery. Even when Mother Nature sends us a surprise in the weather, Klasen Oil will bring your fuel so you won't run out.

Customers with approved credit are eligible to participate in this program. Be sure to let us know if you also heat your hot water with fuel so we can set our system to accurately predict when you need a delivery. Also, let us know if you use wood or other alternate source of heat as this affects the automatic delivery scheduling.

Call today to sign up for this FREE service!



CETANE in Diesel Fuel... What is it?

Cetane is a reference number for Diesel Fuel that provides a measure of ignition characteristics, how easily the fuel ignites and how fast it burns. Cetane in diesel fuel is like Octane in gasoline.

Cetane numbers in the 46-49 range are essentially the level of ignition quality that the North American diesel engine manufacturers are currently looking for. This level of ignition quality can improve starts in cold weather and reduce white smoke on start up.

Premium Diesel Fuel from Klasen Oil Company has an average cetane of 50. A higher cetane number is not the only attribute, however, that makes this product a desirable, premium quality fuel. The fuel also has:

- A de-icer to help prevent ice crystal formation (from condensation) during cold weather.
- A detergent to help clean and maintain the cleanliness of fuel injectors (clean injectors are necessary for maximum power and best fuel economy)
- Stabilizers to keep the fuel fresh and avoid high temperature breakdown
- Corrosion inhibitors to protect fuel systems
- Added lubricity improvers to protect fuel-wetted parts (e.g. fuel pumps/injectors)

Klasen Oil Company's Premium Diesel is premium in many ways, and we believe it is the best diesel fuel currently available in the area.

Quiz Question

Can I use my credit card to pay for my purchases at Klasen Oil Company?

2988 Old Hwy. 322
 Cochran, PA 16314



PRSR STD
 U.S. Postage
PAID
 Permit #30
 Cochran, PA

Motor Oil Bulk Tank Program

This program is designed for customers of Klasen Oil Company who wish to enjoy the benefits of purchasing lubricants in bulk quantities. In addition to reduced pricing, our Bulk Oil Program removes the empty drum problem and creates a clean and safe work environment. **If you use more than three drums of a single product in a month, then this program may be for you.**



Sara Miller...

has been with Klasen Oil Company for exactly five years. Sara is busy answering the phone, taking customer orders and helping customers coming into the office. She tracks incoming transport loads of fuel, coordinates the Prebuy Programs, and enters customer payments into the computer. "I really enjoy talking to the customers", Sara says, "if you've ever called our office, you've probably spoken with me."



Sara and her husband, John, have been married for 34 years. They have three grown children and six grandchildren. Her interests include spending time with her grandchildren, scrapbooking photo albums, reading and traveling, especially to scout for lighthouses. Her favorite vacation spot is a beach house on the Outer Banks of North Carolina where her family gathers to spend a fun-filled week together.

Quiz Corner

Can I use my credit card to pay for my purchases at Klasen Oil Company?

Answer: YES

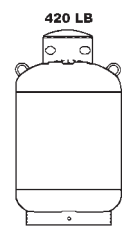
Klasen Oil accepts Master Card, Visa and Discover credit cards as payment for purchases you make and you receive the "cash discount"! You may either give us your numbers at the time you place your order or you may sign an authorization for us to charge your card automatically when each delivery is made. Either way, we will send you a receipt showing the exact amount processed against your card.

For security purposes, we will now be asking you for the 3-digit identification number that appears on the back of your card when you ask to use your credit card as payment. This allows us to help you protect your account. Be assured, we treat your credit card numbers as confidential account information used only by us to prepare the payment on your account.

NEED PROPANE?

Klasen Oil Company can supply you with 33#, 100# and 420# (100 gallon) propane cylinders.

For your Fork-Truck, Cooking Stove and Heating needs, give KLASEN OIL COMPANY a call!



New to the Cochran area?

If so, stop in our office for a "welcome pack" full of information and discounts. The Cochran Area Business Association has put together this packet, featuring most area businesses, to help all "newcomers" see what the area has to offer.