

# JobbersWorld

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The Lubricant Distributor's Voice

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**JOBBERSWORLD...MARKET INTELLIGENCE FOR INTELLIGENT MARKETERS...**

**WESTERN MARKETING ACHIEVES HIGHEST CHEVRON LUBRICANT RECOGNITION - - WINNING THE EAGLE AWARD TWO CONSECUTIVE YEARS RUNNING**

Western Marketing Inc. (WMI) receives Chevron's highest honor for distributors of its lubricants - the 2013 Eagle Award- 2nd consecutive year.



Each year Chevron honors its top-performing 1st Source Lubrication Marketer with the celebrated Eagle Award. Western Marketing has earned this recognition for the second year in a row, based upon the highest Recognition Score for achieving significant performance milestones in the sale of Chevron premium lubricants and coolants over the preceding twelve months. Receipt of the Eagle Award demonstrates Western Marketing's commitment to training and service excellence in providing Chevron lubricants to its customers. Earning this recognition requires a focus on the sale of premium lubricants and coolants, year-over-year volume growth and delivery of superior

value to customers. Chevron's senior management announced this industry achievement at their Annual Leadership Forum held in Scottsdale, AZ where over 500 representatives of their top-performing distributor were present.

Mike Miller, Western Marketing's president and chief executive officer stated "WMI has consistently ranked amongst the highest of Chevron's marketers based upon performance, customer satisfaction and growth, so it's really special to be recognized with this honor. Earning the Eagle Award, in back-to-back years with Chevron, is fantastic!"

Wayne Ederer, Chevron's Manager-Lubrication Marketer, Sales emphasized "In the history of this prestigious award it's uncommon for same marketer to win it in consecutive years. The fact that WMI won twice demonstrates their unparalleled passion and commitment to the Chevron lubricants business."

Western Marketing services the truck fleets, industrial, agricultural, automotive repair shops and dealerships sectors. Those interested in more information can contact the Amarillo, Lubbock, Abilene, Longview, Texas and Stroud, Oklahoma sales offices to learn more about the lubrication services and products offered. In addition to providing lubricants throughout West Texas and Oklahoma, WMI is the primary supplier of BlueDEF™ diesel exhaust fluid across the region, carries over 4,500 automotive-related items in its warehouses and stocks over one million gallons of bulk motor oils and coolants.

Western Marketing Inc. is a leading, multi-branded distributor of lubricants including heavy-duty motor oil, specialized industrial lubricants and natural gas engine oils. For more information about the Chevron products and services provided contact them at 1-800-588-4662, visit <http://www.westmktg.com> or e-mail [Info@westmktg.com](mailto:Info@westmktg.com).