



### **Expeditions West Takes Mobil 1 from “1” Extreme to the Other**

*“We faced the most extreme temperature conditions you can imagine – 100 degrees to 40 degrees below.”*

*“Mobil 1 synthetic engine oil is the only oil I would use for a trip like this.”*

*“Using another oil besides Mobil 1, would be like driving on ice with bald tires.”*

As a trained adventure driver and off-road racer, Scott Brady, founder and CEO of Expeditions West, never takes chances when it comes to preparing his vehicles for the harshest conditions our planet has to offer. His most recent challenge, a one-month, 9,000 mile (14,484 km) adventure expedition from the company’s headquarters in Prescott, AZ, through the rugged Canadian Yukon Territory and up across the frozen Arctic Ocean, proved to be the toughest for both Scott and his vehicle.

“Driving across the frozen Arctic Ocean to reach the Arctic Circle we put our vehicles through extreme cold temperatures that we had not encountered before,” said Brady. “After addressing our Arctic clothing requirements, I thought about how important keeping my engine running was and how critical the performance of the vehicle was to the trip and our safety.”

As he planned the trip, Brady knew that having the right oil to protect his vehicle’s engine would be a crucial factor.

While the trip started in the hot desert conditions of the Southwestern U.S., Brady was more concerned about how the changing conditions would affect the oil in his engine. Having used Mobil 1 Synthetic Engine Oil on previous trips, Brady was confident the oil could handle the hot conditions, but, he said, “I was really curious to see how Mobil 1 would perform in the freezing temperatures of the Arctic.”

“Scott Brady approached us several months before the trip and told me what he was planning to do and the concerns that he had,” said David Tsurusaki, strategic global alliance manager, ExxonMobil Lubricants & Specialties. “I assured him that Mobil 1 0W-30 would perform in both the extreme heat of Arizona and the frigid cold of the Arctic. To top it off, I told him he could do the whole trip on one fill.”

At the time, Tsurusaki recalls thinking that “I wasn’t sure if Scott believed that Mobil 1 could perform so well in such hot and cold extremes. Obviously we know it can, based on years



of proven performance Mobil 1 has delivered even under the harshest conditions around the world.”

“I think all Scott did was smile and laugh, then turn his head and say, ‘Well, you’re the experts’,” Tsurusaki added.

By mid March 2007, Expeditions West: Arctic Expedition had pulled away from Prescott, AZ, with the Arctic Ocean in the crosshairs. The temperature was over 100 degrees as the team headed north in a 2004 Toyota Tacoma that had been completely modified for the journey. The fluids had been topped off with Mobil 1 0W-30 synthetic engine oil and 75W-90 synthetic gear oil for the duration of the trip, as recommended.

As Brady and his team passed through the Teton Mountains in northwestern Wyoming and crossed over the northern border of the U.S., they knew the cold weather they were experiencing was just the tip of the iceberg.

“Crossing over into Canada and up into the Yukon Territory was when the cold really kicked in,” said Brady. “In these conditions, I have to admit that I was surprised by how well Mobil 1 was performing. It gave me a great deal of confidence as we entered the toughest part of the trip that our engine was performing flawlessly.”

The true test of Mobil 1’s performance capabilities came as the team crossed the remote Dempster Highway, a road that connects the Klondike Highway in Canada’s Yukon Territory to Inuvik, Northwest Territories on the Mackenzie River delta and crosses over into the Arctic Circle. As nightfall had quickly closed in, Scott and his team decided to camp at a campsite in a valley. As the team set up their gear for the long cold night, Brady noticed the temperature had exceeded their weather measurement equipment and had fallen below -40 degrees Fahrenheit.

“The cold air was like nothing any of us had ever encountered,” said Brady. “We knew that we had to shut the engines off in order to set up our tents which were attached to the truck but I was confident that the engine would start in the morning with the help of Mobil 1.”

By morning, Brady and his team had reached their breaking point. They were cold, tired and had lost feeling in some parts of their body from the freezing temperatures they encountered in the valley along the Dempster.

“I closed my eyes as I turned the ignition key and the engine fired up immediately,” said Brady. “It was incredible. The engine had been turned off for six hours in -40 degree



temperature and within a few seconds the oil pressure had reached the necessary levels without any drivetrain noise.”

Upon reaching the Arctic Circle and driving across the thick ice that had turned the Arctic Ocean into a bumpy, slick highway, Brady and his team made the journey back to sunny, hot and sandy Arizona, all on one single fill of Mobil 1. The single fill of Mobil 1 had literally gone from one extreme to the other and back while traveling approximately 9,000 miles (14,484 km).

“When we began preparing for this solo vehicle journey, we knew that one of the most important things we needed was the right oil for our engine,” Brady added. “With those temperature extremes, we had to have premium oil that would deliver exceptional performance no matter what the conditions were or our engines would either burn up in the heat or freeze in the Arctic.”

While back home and contemplating plans for his next series of expeditions, Brady reflected on his 9,000-mile journey and said, “Mobil 1 is a big reason why the trip went so well. Waking up at camp along the Dempster Highway, we definitely felt our lives were in danger had the engine not started.”

“There is no other oil I would use for a trip like this besides Mobil 1 synthetic engine oil.” Brady said. “The idea of using an oil other than Mobil 1, would be like driving on ice with bald tires. It’s just something I would never do.”

### **About Expeditions West and the Arctic Expedition**

Expeditions West is a team of adventure drivers and explorers that travel to the most remote and challenging regions of the globe, while testing and documenting the high quality vehicles, accessories and outdoor equipment.

On March 13th, 2007, drivers Scott Brady and Chris Marzonie, along with their videographer Pasquale Benedetto set out on a 24 day expedition from Prescott, Arizona to the Arctic Ocean and lands end at N69 26, W133 01. The team covered over 9,000 miles in a specially prepared Toyota Tacoma. Along the way they camped in Eezi-Awn roof tents and tested Mobil 1 fluids, expedition equipment and aftermarket vehicle accessories, as well as documenting the expedition through film and video. Learn more about Expeditions West and the Arctic Expedition at [www.expeditionswest.com](http://www.expeditionswest.com).

Mobil 1 was the title sponsor of the Expeditions West: Arctic Ocean Expedition and supported Scott Brady and his team with Mobil 1 0W-30 synthetic engine oil and 75W-90 synthetic gear oil for the duration of the expedition.