



Lakeland Oil
est. 1991
"world's smallest oil company"

Kelowna 250-869-8487 or Vernon 250- 275-4956
May 2011 Energy Update

May Lube Special

Many of our customers are surprised to hear we carry a wide selection of Lubes from Conoco- Phillips, Chevron, and Shell. This month we celebrate the high quality Shell Aviation Oils that have earned such a loyal following over the years.



Aeroshell 15W50- just \$7.47/L or \$89.64/case

Aeroshell 100 - just \$4.15/L; or \$49.80/case

Aeroshell W100 - just \$5.34/L or \$64.08/case

Aeroshell W100 Plus- 12X1 \$5.73/L or 68.76/case

These prices are Cash and Carry from our Carion Rd. warehouse.

* plus EHC, Deposits, and taxes

A Little Bit of Fun

A sudden idea to hold a hockey pool drew a surprisingly strong response from all the Canucks and (a few) Black Hawks fans out there. We have 2 winners!

First Prize: \$200 credit on account –

- **Darnell Dick (BC Dock and Marina)**

Runner Up: 50 Litres of fuel on the Lakeland Oil Cardlock

- **Carmen St. Jean (Digitech Laser)**

Stay tuned; we are going to continue the pool as long as the Canucks stay alive in the playoffs this spring. You can enter on the Lakeland Oil Facebook page (first you have to "like" us!), send your guess to @OKFuelguys on Twitter, email us at info@lakelandoil.ca or phone us with your prediction. Entries close at the start of the second game.

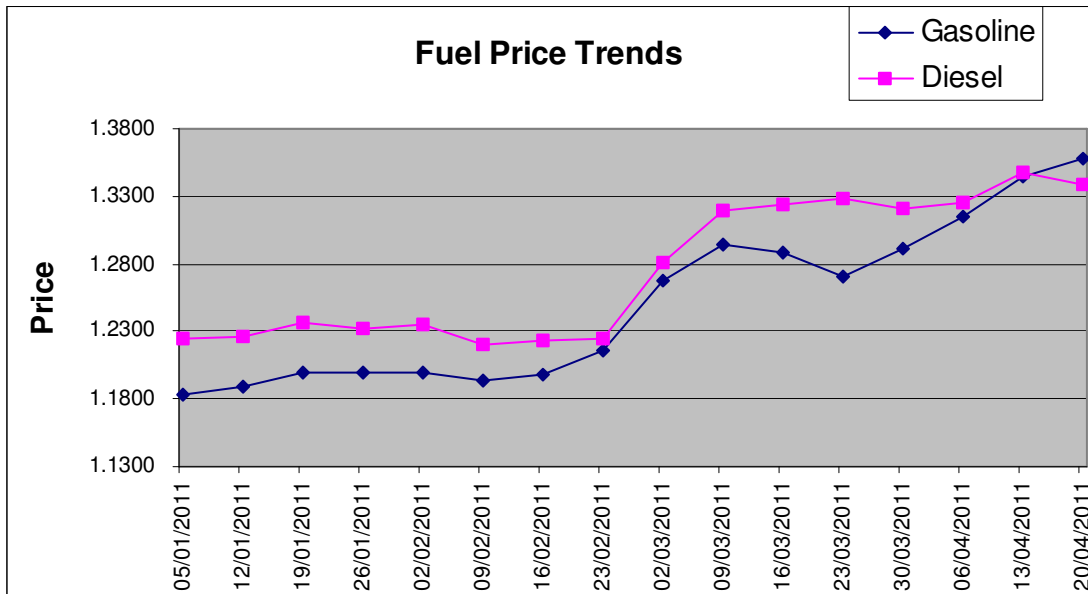
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Price Trends

An interesting article in the Globe and Mail this week discusses why fuel prices don't necessarily follow the crude price decreases. It's right here if you want to read online. <http://bit.ly/heTB4W>. Essentially the articles points out an increasing trend towards diesel in North American passenger cars places the emphasis on new diesel production, constraining gasoline production. Those operators with both production and refining facilities are enjoying healthy margins at the refining level. If crude prices drop, the "crack spread" between the crude price and the sales price can increase, placing less emphasis on the need for high production margins. Those marketers (such as us) who buy the product at the refinery gate and deliver it to you do not participate in the refining crack spread.



Drop by the office for a cold drink anytime!

Sean, Lynn, Kevin, Peter, and Ross

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