



## A WARM WELCOME

Hello and a warm welcome to the new Ford Fuels Agricultural Newsletter. We know how much our world can tie up into yours, so we thought we could share a quick news-bite to show what we can produce.

Working with our agricultural community has always been in our roots and as a result, there will be those who are reading this who have been with us every step of the way. In this first edition, it gives us a chance to wholly thank those who have been on the fun journey down the track with us. Although some faces along the way may have changed, we are still moved by the same values that we have had from the very start. We hope that a regular newsletter can give us a way of keeping in touch with you, whilst giving you the chance to be able to see what the fuel market has been doing, meet some of your local representatives or other behind the scenes staff, and gain some information on deals and products that are key to keeping you on the move.



## THE FUEL MARKET – PAST & PRESENT

We always expect the unexpected to happen when it comes to the fuel market, and it has been no secret that oil prices have been more than unusual for the last 3 years. Back in April 2020 our fuel was flying out at low prices that nobody could have expected - House-hold fuel was being sold in the 30ps, Red Diesel not much more than that and these low prices stayed around for a good period, for customers to really take advantage of. All good things came to a sticky end however when the market quickly recovered, then skyrocketed, back in March 2022.

In more recent times we still see big changes in the market in the day-to-day, but not quite the minute-to-minute that was happening before. On Sunday 2<sup>nd</sup> April, OPEC surprised everyone by announcing further cuts to their production of crude by 100million barrels a day by the end of 2023 - meaning the total cuts stand at 316 million. This caused the crude oil price to immediately shoot 5% up and really stand as a reminder to how the market can twist in the blink of an eye. Before this, the prices were coming down to more “normal” levels than before the Ukraine War, but these cuts have now increased the pressure on an already fragile system.



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The Oil Depot | Farrington Fields Trading Estate  
Farrington Gurney | Bristol | BS39 6UU



## FIXED PRICE FUEL

As previously mentioned, the instability in the market has made it hard for our customers to budget for the future. Because of this we are delighted to offer a fixed priced fuel package for the summer. **How it works** - you pledge to buy a certain amount of fuel from us, which we “hold” and transport to you when you need it, at the same price all season long. If you would like to know more, please speak to your local Sales Representative, or call the pricing team at Head Office on **01761 454069**.



## TOP-UP TELEMETRY SYSTEM

We have all been guilty of having a slip of the mind and not checking our Red Diesel tanks as often as we should. Whilst we have never charged for quicker deliveries, it can give you peace of mind to get on the **EasiLIFE** telemetry program with us - leave us to monitor what is inside your tank daily and top you up when it's needed. Many are taking advantage of this advanced system already.

**Use this newsletter as your reminder to order your fuel now, so you get it in plenty of time!**

## ADBLUE PRICE DROP

AdBlue prices have dropped in recent weeks. Therefore, it may be an idea to take advantage of this change in the market and purchase now in case we see an increase as before. Remember, we offer AdBlue deliveries to suit your needs - in 10 Litre & 20 Litre containers, Barrels, IBC's or by Bulk. We also offer Barrel pumps and Gravity Dispensing Kits. Our team on **01761 452222** will be happy to help with whatever query you have.



## MEET THE TEAM



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*For up to date news and market talk  
please contact our pricing team.*

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# FORD FUELS

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Valid: 15/4/23 - 31/5/23 - While stocks last

1 x 205 Litres

- Premium Engine Oil 15W/40
- Hydraulic 46
- SUTO 10W/30
- UTTO (Undyed)

\*Maximum of 4 Jugs per customer



**FREE JUG**



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