

CHEVY EDGES DODGE FOR DIESEL POWER CHALLENGE TITLE



The AMSOIL-sponsored 2010 Diesel Power Challenge took place May 4-6, gathering competitors from across the United States to vie for what many consider the ultimate title for

test pulling a 10,000-pound trailer, a nearly 100-mile fuel economy test and a 30,000-pound sled pull.



Thanks to his tie-breaking win in the fuel economy test, Dmitri Millard (driver) of Highland, Utah won the 2010 Diesel Power Challenge. Diesel Power magazine editor David Kennedy is along for the ride.

DIESEL POWER CHALLENGE 2010

Top Three Finishers

First Place:

Dmitri Millard, Highland, Utah
2001 Chevrolet Silverado 2500HD

Second Place:

Brian Parker, Milton, Ky.
2006 Dodge Ram 2500

Third Place:

Dustin Mintern, Greenville, N.C.
2001 Chevrolet Silverado 2500HD

Throughout all the events, the AMSOIL logo was heavily featured track-side and via decals on some of the trucks. Most of the competitors also used AMSOIL synthetic lubricants in their vehicles, including the three top finishers.

"Acting as the Official Oil of this event for the past four years makes perfect sense for us," said Molly Brown, AMSOIL technical product manager. "AMSOIL has always focused on delivering exceptional performance and protection in demanding applications, and it doesn't get much more demanding than the Diesel Power Challenge."

diesel truck owners. Although some events were scheduled for the Beech Bend drag strip in Bowling Green, Ky., heavy flooding in the region covered the track with 10 feet of water, forcing organizers to move to an alternate track outside of Nashville, Tenn. From countless applicants, *Diesel Power* magazine selected five Fords, five Dodges and five GMs, plus defending 2009 champion Robert Evans and his 2004 Dodge Ram 2500 4X4, for a total of 16 participants.

The Diesel Power Challenge subjects each vehicle to five grueling tests to determine which displays the greatest combination of power, speed and fuel economy, and has become a yearly highlight for diesel truck enthusiasts. Day one found the trucks hooked to a chassis dynamometer to see which produced the most peak torque and horsepower. Days two and three included a 1/8-mile drag race, a 330-foot acceleration

Although Dmitri Millard of Highland, Utah and his 2001 Chevy Silverado 2500HD finished the competition tied in points with Brian Parker of Milton, Ky. and his 2006 Dodge Ram 2500, Millard's truck displayed greater fuel efficiency during the nearly 100-mile test drive, giving him the tie-breaker and the title of 2010 Diesel Power Challenge champion.

Complete results for each of the five tests will appear in upcoming issues of *Diesel Power* magazine and on its website at www.dieselpowermag.com. The event was also filmed for a 90-minute television program scheduled to air on the Outdoor Network, which reaches 30 – 40 million households. A DVD of all the action will also be produced, broadening the exposure of AMSOIL even more.

"Events like this increase the presence of AMSOIL in the diesel market. It's very exciting to see the enthusiasm that the participants have for our products," said Ed Newman, AMSOIL director of advertising.



Competitors line up for the start of the 1/8-mile drag race.



The 30,000-pound sled pull pushed each of the 16 trucks to their limits.