

# Hollon Oil Transitions to a New Era

By Eileen Mattei

For a company that started in the 1940s with Harry Hollon selling motor oil to farmers from the trunk of his car, Hollon Oil Company today is at the fore of major changes effecting the Valley's trucking industry.

"What we are concentrating on is a new product in the market called DEF or Die-

sel Exhaust Fluid," said Bill Hollon, president of the fuel and lubricant wholesaler founded by his father Harry. "As part of the 2010 EPA emission standards, new diesel truck engines require DEF as part of a Selective Catalytic Reduction (SCR) system to reduce emissions and increase mileage. By 2015 every new diesel engine -- including those in tractors, pickups and stationary engines -- must use DEF. Without the DEF, the engine will shut down."

The SCR system injects DEF into the exhaust stream in front of the catalytic converter where it hydrolyses to ammonia and starts the chemical process of converting the harmful nitrogen oxides in the exhaust into harmless nitrogen and water vapor. The DEF is consumed at an average ratio of 3 gallons to every 100 gallons of diesel fuel.

Hollon Oil Company, based in Weslaco since 1984, is a designated terminal for DEF supplied by TerraCair, a leader in the field. Hollon receives DEF shipments in 20,000 gallon rail tank cars and then

either packages it in 330 gallon plastic containers or delivers it in bulk to their larger customers, carefully

documenting the handing and delivery procedures.

"There is a great deal of confusion in the marketplace about DEF because it is new," Hollon said. "While DEF has been used in Europe for years, we're spending a lot of time and effort to get people here familiarized with it. The handling of the product is extremely important on the end-users' side. DEF can only touch plastic or stainless steel without getting contaminated."

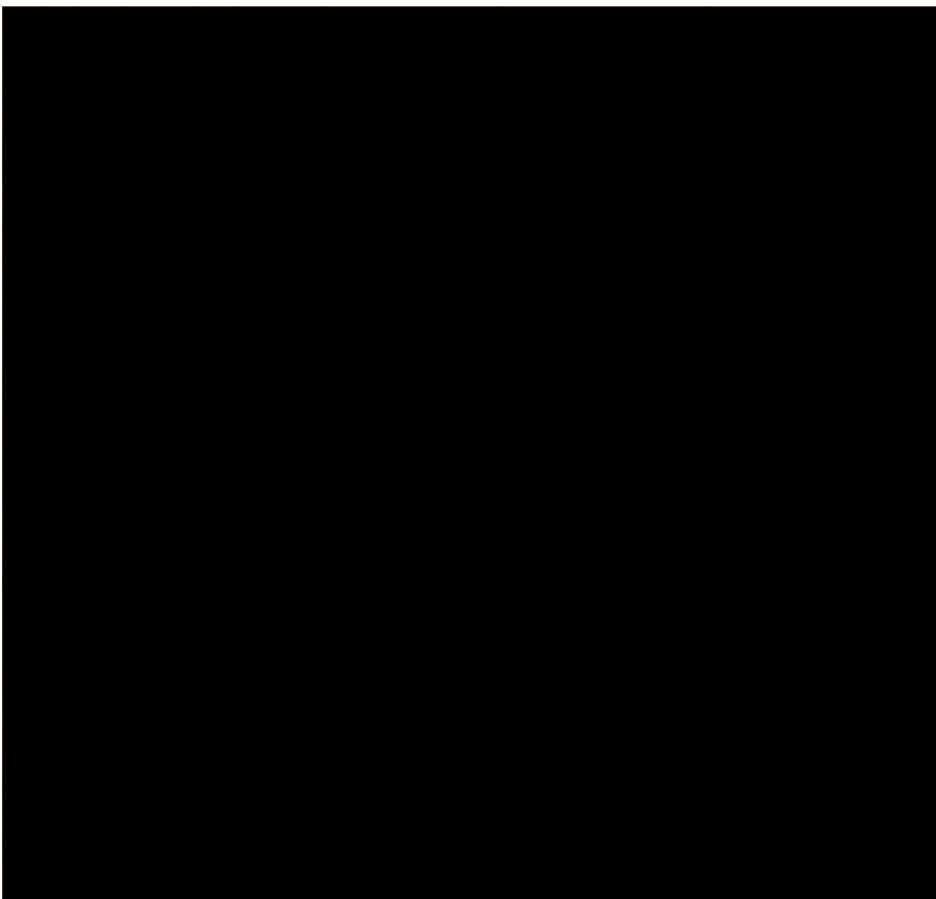
Consumers who buy the product need to be fully educated so the SCR system isn't damaged, Hollon explained. Hollon Oil has set up open training classes for individuals who will be using DEF. If customers are not handling the product correctly as they refuel their vehicles, they will have problems down the road, he said.

Given its position as a terminal, Hollon expects to be supplying DEF to other regional distributors. Hollon is still in the process of getting appropriate DEF equipment into the company's inventory: bringing in larger storage tanks and buying another tanker trailer to deliver the product.

Meanwhile, Hollon Oil con-



Bill Hollon and Steve Wilson keep Hollon Oil Company moving forward and adapting to changes in the marketplace. (VBR)



 **Continuing, Professional, and Workforce Education**  
SOUTH TEXAS COLLEGE

**ATTENTION SMALL BUSINESSES**

Are you a small business with less than 100 employees companywide?  
Do your employees need training but you can't afford to pay for it?

**FREE TRAINING!**



The Skills for Small Business program is the answer. The program provides small businesses with the funds to train employees for free and help them upgrade their skills. The Skills for Small Business is for you whether you're in retail, hospitality, healthcare, construction, finance, transportation, or fitness.

For more information, contact South Texas College at **956-872-6150** or [otrevin3@southtexascollege.edu](mailto:otrevin3@southtexascollege.edu).

tinues to thrive by selling fuel and oils to its traditional wholesale markets, the commercial and industrial accounts which include over-the-road freight companies, local fleets, car dealerships, oil change centers, farms and ranches.

Bill Hollon grew up in his father's Elsa-based business. The company was incorporated in 1946 and grew to include a

small warehouse and a service station on Highway 107. There the young Hollon worked at the car wash and unloaded many a truckload of motor oil. He officially joined the company in 1968 and took over a few years later.

In the late 1980s, Hollon also took over a Harlingen quick oil change business and renamed it Oil Can Harry's, honoring his father who had long ago answered to that nickname. The company built

three more Oil Can Harry's stores and took over another business, giving them five locations spread between Harlingen, Weslaco, Pharr and Edinburg. He noted that the possibility of expanding the business always exists.

The future of Hollon Oil Company looks bright and busy with the third generation onboard. Bill Hollon's son-in-law Steve Wilson is actively involved as general manager.



After starting out by selling motor oil from the trunk of his car, Harry Hollon incorporated his business in Elsa in 1946. Today Hollon is owned and operated by Harry's son Bill. (Courtesy)

Doing business in Dallas just got easier.



Smile. Starting November 4, Southwest Airlines will be offering two daily nonstop flights from Valley International Airport to Dallas Love Field, right in the heart of the city. Book your flight at southwest.com.



**THE LARGEST AIRPORT IN SOUTH TEXAS. THE BEST NONSTOP FLIGHTS.**

**Southwest Airlines**  
Nonstop service to Austin, Dallas Love, Houston Hobby, and San Antonio.

**United Airlines**  
Nonstop service to Houston Bush Intercontinental.

**Sun Country Airlines**  
Nonstop service to Minneapolis.

**Door-to-door shuttle service to South Padre Island. Casino charters.**