



insight

EDITION 3 / VOLUME 1



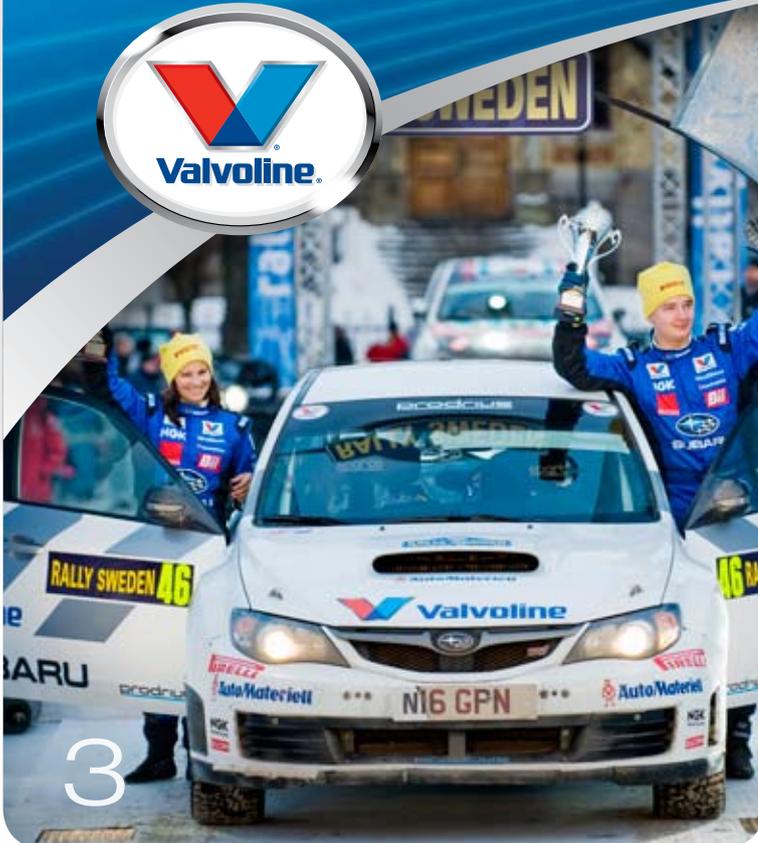
Valvoline supports humanitarian rally



First Aid Kit promotion coming soon!

SynPower® FE SAE 5W-30
approved for Ford
WSS-M2C913-C

K2M
training update



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WDs experience VIP treatment at Daytona



Twenty Valvoline Wholesale Distributors (WDs) from Belgium and the Netherlands recently enjoyed a weeklong trip to Florida. The trip culminated with tickets to the Daytona 500, considered the most prestigious race on the NASCAR* calendar.

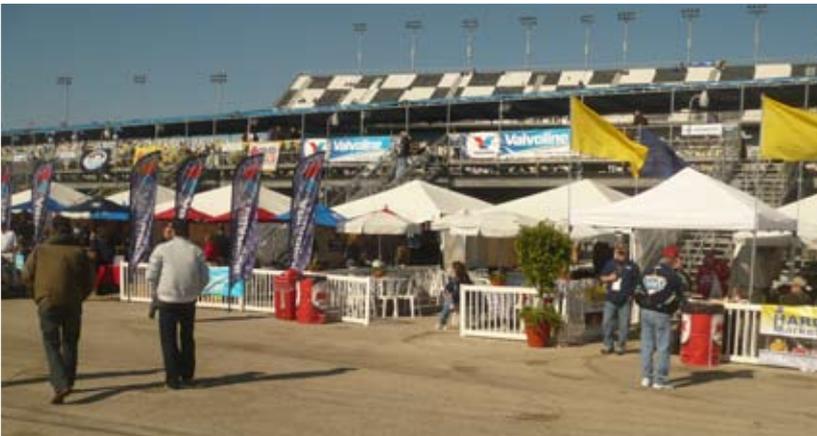
The WDs received the trip as part of an incentive program developed by Valvoline and Van Heck, our distributor in the Benelux region. Any WD that started carrying the complete Valvoline®

product range in 2009 received a ticket to the February 10-16, 2010 trip.

Our Valvoline US colleagues organized the trip which included visits to Sea World and the Kennedy Space Center. However, the highlight was the February 14 race, which included a police escort to the Valvoline hospitality area behind pit row.

All of our guests received a gift bag of Valvoline merchandise including a t-shirt, cap and earplugs.

According to Jos van Dongen, regional commercial manager for Ashland Consumer Markets (Valvoline), all of the customers greatly enjoyed the experience, especially the Daytona VIP treatment. Van Dongen believes these types of events are extremely beneficial because they help develop customer loyalty and strengthen relationships. As the saying goes, "Race on Sunday, business on Monday."



Swedish World Rally Championship



Pictures by Benjamin Ward



The opening round of the 2010 World Rally Championship took place February 11-14 in Sweden. This was the season's only event held

on stages covered with snow, ice and frozen gravel.

Norwegian driver Anders Grøndal and his team, including co-driver Veronica Engan, began

rally preparations one week prior to the event. The Valvoline-sponsored duo worked with the former Subaru* World Rally Team which provided a brand new 2010 spec car. While the new car required some testing and fine-tuning, it worked so well going into the event they were confident it was one of the best.

Monday before the race was check-in day. On Tuesday and

Wednesday, the team wrote the pace notes to the rally. Thursday morning was the official shakedown which is the last test before the rally. While the times don't count, it provides a good picture of whose fast and who isn't.

The shakedown went well for Grøndal; the number 46 Subaru Impreza* was the fastest in PWRC. Later the same day, he and Engan ran the rally's Super

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Special Stage. It was a spectators' stage on a horse track in Karlstad, the base town for the event.

Friday morning was the first proper day of the rally. Grøndal and Engan had such a good pace on the first stages they caught the car that started a minute before them. The driver wouldn't let the Subaru pass which caused some loss of time to the leader. While frustrating, nothing could be done before the first service of the day.

For the next stage, Grøndal and Engan got to start two minutes behind him and the results came right away. Two stage wins in a row put them only 1.6 seconds off the leader. Unfortunately, on the last proper stage of the day, there was a mix up at the service and they did not have the extra lights for the night stage. This caused them to lose the 20 seconds they had just gained back. However, as a nice ending to the day, the team won the short spectator stage in Karlstad that evening.

Day two of the rally started with the Vargaasen stage. This stage is famous for the Colins Crest jump where thousands of spectators

gather to watch the cars jump as far as 40 meters.

At this point, Grøndal and Engan were 2.5 seconds ahead of the leader on the split times. Unfortunately, just a few kilometers after the jump, they went a bit wide in a corner and hit a snow bank with the front of the car. Snow blocked the air box and they lost engine performance for the rest of the stages before service. They tried to clean the air filter between the stages but it froze in the cold temperatures. The car was repaired during the next service but much time was lost to the leader.

The team decided that placing second in the rally and earning points toward the championship was less risky than trying to close the gap with the leader. So for the rest of the rally they eased off the pace and drove to the finish without any problems – winning a few more stages along the way.

Placing second in their first rally in the PWRC is a really good season start and the team can't wait to continue. The next planned event is Finland.

4L Trophy

A humanitarian rally



Alexandre Simon, the son of LCN Sales Manager Thierry Simon, Valvoline distributor in France, recently participated in the 4L Trophy, a humanitarian rally using Renault* 4 cars. The objective of the event is to drive 6,000 kilometers across the Moroccan desert to provide school supplies to thousands of Moroccan children. The driving competition is open exclusively to students between the ages of 18 and 28.

The 1000 Renault 4L departed Paris on the 18th of February. Simon and his teammate Etienne drove across France to Algeciras, Spain, where

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they picked up a boat to Tangier. Once in Morocco, they visited schools along the route to deliver supplies.

Alexandre and his teammate finished 48th out of more than 1,200 participants. Throughout the race they had to prove their survival skills in the desert

and often had to help other cars with mechanical problems.

According to LCN Sales Manager Simon, participating in the event was a real adventure and “life lesson” for Alexandre and Etienne. Congratulations to them both.





Valvoline & Renault-Nissan Croatia find it pays to cooperate

distributor, sold almost 50 T of Valvoline products to these locations.

In 2006, Valvoline and Renault-Nissan Croatia entered into a cooperation agreement. The agreement has provided many advantages and solidified the relationship between the two companies.

Renault-Nissan Croatia is an automotive company responsible for the import and distribution of Renault-Nissan cars in Croatia, Bosnia & Herzegovina, Kosovo, Macedonia and Albania. As part of the agreement, Valvoline is the preferred supplier of lubricants, additives and chemicals throughout the network of Nissan dealers and service points in the aforementioned countries.

In Croatia alone there are 16 sales dealers and 24 service dealers. In 2009, Valtec Croatia, a Valvoline local

One benefit of the agreement is that all Nissan Croatia advertising and promotional materials (brochures, catalogs, leaflets, TV spots, magazine and newspaper ads, etc.) include the statement, "Nissan recommends Valvoline."

A recent car giveaway promotion was a tremendous success. Renault-Nissan offered car owners (of any make/model) a chance to win a new Nissan Micra* with every oil change purchased. During the month-long promotion 1,432 cars were serviced.

The cooperation between the two companies provides Valvoline with tremendous media exposure and one of the strongest relationships with OEM importers in the central eastern Europe (CEE) region.

Promijeni ulje i osvoji Micru!

Ponuda vrijedi za vozače automobila bilo koje marke!

Posjeti bilo koj Nissanov servis, zatraži ispravan ulje u svim automobilima, ispunji kupon osobnim podacima i ubaci ga u kutiju za nagradu igru najkasnije do 31.10.2009. U finalnom izvlačenju najbogatiji osvaja novu Nissan Micru!

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SynPower FE 5W-30 is now officially recognized by Ford for their WSS-M2C913-C specification

We are pleased to announce that SynPower FE SAE 5W-30 received the official recognition by Ford for their WSS-M2C913-C specification and has been added to the official approved product list of Ford.

SynPower FE SAE 5W-30 motor oil is a premium, fully synthetic, and formulated with the highest quality synthetic base oils, and the most advanced additive technology.

SynPower FE motor oil provides the ultimate performance in meeting global standards for passenger cars and light

trucks (vans) including gasoline, diesel, and LPG engines, where a 5W-30 is recommended. SynPower FE provides outstanding performance, durability and fuel economy benefits.

SynPower FE SAE 5W-30 is especially recommended for Ford engines demanding a Ford WSS-M2C913-C specification and is backwards compatible with M2C913-A and M2C913-B motor oils. Please consult owners' manual for exceptions in application.

SynPower FE Motor Oil advantages

- | | |
|-------------------|--|
| * Deposit Control | Reduced formation of sludge, improved soot handling capability. |
| * Wear Protection | Increased robustness to Bio-diesel. Shear stable viscosity. |
| * Fuel efficiency | Increased fuel economy properties, up to 3% in industrial engine test. |
| * Environment | Improved Fuel Economy and reduced CO2. |

Approvals/Performance levels

ACEA A5/B5-08
Ford M2C913-C
Ford M2C913 A & B



The PI sheet is available and can be found on our web page:
<http://www.valvolineurope.com>

For more information, please contact Muriel Wolda at
mwolda@ashland.com.

SynPower ENV C2 SAE 5W-30 reformulated to meet new specs

SynPower ENV C2 SAE 5W-30 has been reformulated to meet the latest PSA specification B71 2290. The product also fulfills the ACEA 2008 quality level for increased sludge handling and diesel piston cleanliness. The PSA B71 2290 (Peugeot*/Citroën* engine oil specification) was introduced in 2009. B71 2290 is a low SAPS oil intended for engines with diesel particulate filters and Euro 5 emission standards. General specifications are ACEA C2 with additional PSA tests.

The new formulation will be available directly from next production. Small packs will be changed using a soft conversion.

SynPower ENV C2 SAE 5W-30 is a premium, fully synthetic motor oil. It is specially designed for use as catalyst compatible oil in today's light duty diesel vehicles with Diesel Particulate Filters (DPF) and gasoline engines with three-way catalyst systems (TWC). SynPower ENV C2 5W-30 is a low-viscosity oil with a low ash, phosphorus and sulphur content to protect emission reduction systems. This low SAPS oil is specially designed for use in most modern engines with the goal of reducing exhaust emissions

and improving fuel efficiency.

The newly reformulated oil can be used in Peugeot, Citroën, Honda*, and Toyota* models where an ACEA C2 engine oil is recommended. It is also suitable for other passenger cars where ACEA A5/B5 or API SM/CF is recommended (please consult the owners' manual before use). SynPower ENV C2 5W-30 is also recommended for use where PSA B71 2290 is specified.

The following summarizes the benefits and approvals for SynPower ENV C2 SAE 5W-30:

ENVIRONMENT - Catalyst-compatible engine oil, suitable for the latest EURO IV and V engines with diesel particulate filter or three-way catalyst system.

Fuel efficiency - Low-viscosity oil enhances fuel efficiency versus reference oil.

Cold start properties - Low-temperature viscosity results in an easy cold start.

Wear protection - Excellent wear protection enhances engine's and DPF life-time.

Approvals/Performance levels

API SM/CF

ACEA C2-08

ACEA A5/B5-04

Meets requirements of:

Peugeot PSA B71 2290

Citroën, Honda, Toyota¹

¹Check owners' manual before use. A PI sheet is available and can be found on www.valvolineurope.com.

For more information, please contact Muriel Wolda at mwolda@ashland.com.



Get FREE First Aid Kits with Valvoline premium products



The Valvoline First Aid Kit promotion will soon be under way. The concept is so simple, it's absolutely painless! Beginning May 3, you will receive free First Aid Kits with the order of any SynPower or MaxLife® product. The promotion will continue while supplies last.

Promotion Objectives

Drive sales of Valvoline premium oils

Increase customer excitement and loyalty

Add value to workshops and consumers

Help workshops build customer traffic

Packaging Size and Quantity of First Aid Kits

Bulk.....	1 display box per 100L
1000 liter IBC	10 display boxes
208 liter drum	2 display boxes
2x60 liter drum	1 display box
6x20 liter pail	1 display box
6 cases of 4x4/5 liter	1 display box



Promotion Support Materials

The following promotional materials will be available to support the promotion:

Item	Used By	Objective
Selling Presentation	Valvoline & Distributor Sales	Build reseller support; increase sales volume supporting the offer
Trade Advertising Template	Distributors	Get resellers to broadly promote the offer to workshops
Trade Fax Mailer Template	Retailers/WDs	Reach workshops to communicate the offer
Workshop Advertising Template	Workshops	Help workshops drive traffic by alerting consumers to the offer
Poster	Workshops	Show promotion offer to customers
Counter Display	Workshops	Show promotion offer to customers

For more information on this promotion, please contact Rogier van Vlijmen at rvanvlijmen@ashland.com.

Understanding the translation process

There are several options to consider when translating marketing artwork. The following summarizes two of those options and the process involved in each.

All-in-one translation

The native (open) artwork, usually formatted in Adobe* Creative Suite,* is provided to a translation company. The company translates the text, changes text graphical objects (e.g., headers), and reformats the translated text back into the original artwork template.

Alternatively, a graphic design company can manage the translation as part of an artwork translation project. This integrated approach minimizes coordination time and invoice processing. The final artwork is provided in low-resolution (for e-mail distribution) and high-resolution (for print ready) files.

Two-stage translation

In this method, text (normally in

Microsoft* Word) from an artwork is provided to a translation company. The translation company translates and returns the text. The translated text is then provided to the graphic design supplier who has the native (open) artwork. The supplier formats the translated text back into the original artwork template. The artwork can then be provided in low-resolution and high-resolution files.

There may be a cost/time benefit to using one method over the other. However, this will depend on the quality and rates of the supplier. For both methods, additional spelling and format manual checks should be made to ensure the artwork retains its integrity.

Keep in mind that successful translation depends on:

The skill and expertise of the native speaker linguists including specialist industry knowledge.

The rigor of the translation process (Does the company provide native-speaking translators, editors and proofreaders to create each translation?)

For additional quality assurance, what accreditations does the company have? For example - Institute of Translation and Interpreting (ITI), Société Française des Traducteurs (SFT) or Institute of Linguists.





Get to know our team

Valvoline EMEA announces director of marketing & business development

Frank Rouwens has been named director of marketing and business development for Ashland Consumer Markets in Europe, the Middle East and Africa (EMEA). He reports to Dean Doza, commercial director of Valvoline EMEA, and will be located in Barendrecht, the Netherlands.

Rouwens will be responsible for leading the development and implementation of key marketing strategies to support growth initiatives across the Valvoline Performance Products, Passenger Car, and Commercial and Industrial platforms in the region. Effective immediately, the following individuals will report to Rouwens:

- Paul Taylor, marketing manager, EMEA;
- Wil Jochems, Valvoline product manager, EMEA, and
- Masa Smokvina, business support manager, EMEA.

“Frank has an extensive background in a number of successful business management and market development roles with global leaders in the downstream petroleum industry,” said Doza. “We look forward to the valuable experience and leadership perspective he will bring to our team in EMEA.”



Rouwens holds master's degrees in business administration and marketing management, and applied business economics from the University of Antwerp (Belgium). He has held several senior positions within British Petroleum and served as general manager, Europe and Africa, and later as global segment lead for Castrol. Rouwens most recently served as principal consultant for RPS Group where he was responsible for delivering successful market entry, marketing management, strategic planning and portfolio assessment services to the global petroleum industry.

Meet the C&I team



Jos Noordover

This month we would like you to get to know the Commercial & Industrial team. This group is responsible for marketing Valvoline heavy-duty lubricants to meet the demands of fleets and industrial applications throughout the EMEA region.



Barbara Leandre-Kotlarska

Jos Noordover is commercial manager for C&I EMEA. He has been with Valvoline for the past nine years after working for companies including Chemco, Norsk and Hydro. Jos is married with two sons and enjoys soccer, speed skating, skiing and reading.



Marie-Luise Dietlinger

Barbara Leandre-Kotlarska is a C&I marketing manager. Before joining Valvoline over five years ago, she worked for Toyota Europe and Fiat Auto. Barbara is married with one son. She is an avid reader and especially enjoys biographies. She also likes opera, skiing, traveling and a good Italian or French meal.



Dhaneshwar Patil

Territory business manager **Marie-Luise Dietlinger** is responsible for C&I OEM business in Central Europe and in the Scandinavia/Benelux (SCANBEN) regions. She joined Valvoline eight years ago from Castrol Commercial. Marie-Luise is married and her hobby is roller-skating.



Sergey Medvedev

Dhaneshwar Patil is OEM C&I industrial manager. He develops unified partnership strategies with OEMs in the EMEA region. Dhaneshwar joined Valvoline two months ago from AkzoNobel. He is married with two children and spends his spare time reading, watching movies and participating in outdoor sports.



Danijel Vadlja

Sergey Medvedev has been with Valvoline for just over a year. He joined the company after working for Fuchs lubricants. Sergey is responsible for the Cummins and OEM mining and construction segment in Russia and Commonwealth of Independent States (CIS). He enjoys skiing, rafting and fishing.



Alistair Weston

C&I manager for Central and Eastern Europe is **Danijel Vadlja**. Daniel joined Valvoline just over two years ago. His previous employers include Holcim and Brenntag. Danijel is married with one son.

C&I territory sales manager is **Alistair Weston**. Alistair handles sales support for C&I OEM business in the UK and Mediterranean region. He also provides technical support for C&I EMEA and global used oil analysis (GUOA) EMEA. Alistair joined Valvoline over nine years ago after working for Federal Mogul, Bendix, Honeywell and Midland Red Bus Co. He has four children and enjoys driving anything that moves.

Eliminating the Caterpillar confusion



Many Valvoline distributors have the opportunity to sell lubricants for mixed fleets of Caterpillar vehicles and machinery. This can be difficult because Caterpillar promotes its own brand of lubricants and fluid specifications based on the existing API specifications. Caterpillar also uses its own approval language which complicates things even more.

Valvoline wants its distributors to feel confident selling to this market. The following information helps simplify Caterpillar's lubrication criteria:

- Caterpillar operates an oil specification scheme based on American API specifications.
- For crankcase oils this is the API C class, where "C" stands for

"Compression Ignition Diesel."

- For transmission oils Caterpillar uses the API Gear oil classifications API GL-4 and GL-5.

The company also publishes a Caterpillar Oil recommendation service document which details lubricant performance criteria.

The chart below provides a summary of Valvoline C&I products which can be offered for Caterpillar equipment.

Valvoline has many fluids and products designed and formulated to meet and exceed the high demands of modern off-road equipment including Caterpillar. Valvoline adheres to the strict API and ACEA classification standards and our products carry many other OEM endorsements. Please visit www.valvolineurope.com for more information on Valvoline products and services.



Valvoline Product	Caterpillar Specifications	Comments
DT Transmission Oil 10W & 50W	CAT TO-4	<ul style="list-style-type: none"> • Designed for the areas on a machine where Caterpillar TO-4 is recommended. • Intended for use as a heavy-duty transmission and drivetrain lubricant. • Is not an engine oil even though Caterpillar uses the engine oil viscosity grades of SAE 10W and SAE 50. • Caterpillar TO-4 is an oil specification for drivetrain lubricants.
All-Fleet® Extra 15W-40	CAT ECF-2, CAT ECF-1-a	<ul style="list-style-type: none"> • Formulated to meet the requirements where CAT ECF-2 and ECF-1-a are recommended. • ECF stands for "Engine Crankcase Fluid." • A high specification diesel engine oil which carries the high performance API CI-4 classification. • Intended for use as a heavy-duty diesel engine oil. • Carries an SAE 15W-40 viscosity grade oil as per Caterpillar's engine oil recommendations. • Not intended for Caterpillar engines with DPF.
HP GL-5 85W-140	API GL-5 CAT FD-1	<ul style="list-style-type: none"> • Designed for the rear axle applications on a Caterpillar machine where API GL-5 is recommended. • Intended for use as a heavy-duty rear axle drivetrain lubricant. • Carries an SAE 85W-140 viscosity grade oil as per Caterpillar's rear axle oil requirements. • API GL-5 is a specific rear axle gear oil specification and is formulated to meet the requirements and demands of modern heavy-duty rear axles. • Not intended for use in components which contain friction materials.

Valvoline Product	Caterpillar Specifications	Comments
Valvoline HD 30	CAT TO-2 (now replaced by CAT TO-4)	<ul style="list-style-type: none"> • CAT TO-2 has now been replaced by CAT TO-4. • This is a Valvoline product designed for the areas on a machine where Caterpillar TO-2 is recommended. • Intended for use as an engine oil but it can also be used as a hydraulic or gear oil when recommended by the manufacturer. • Carries an SAE 30 viscosity grade oil as per Caterpillar's oil recommendations. • Where possible offer the latest CAT TO-4 approved products.
All-Fleet Extra LE 15W-40	CAT ECF-3	<ul style="list-style-type: none"> • "Off Road Engines" now fall under the global exhaust emission measurements scheme. • Engine oil formulated to meet the requirements of the new Caterpillar ECF-3 specification. • A high-quality engine oil that carries the low SAPS specification API CJ-4. • Carries the familiar SAE 15W-40 engine oil viscosity grade and is "diesel particulate filter friendly."
MaxLife ATF	CAT AT-1	<ul style="list-style-type: none"> • CAT AT-1 Automatic Transmission Fluid specification from Caterpillar is based on the popular Dexron III approval and also includes Mercon and Allison TES 389. • Valvoline MaxLife ATF - Dexron III approved. • Colored red for identification.
ATF TYPE D	CAT TO-2	<ul style="list-style-type: none"> • Designed for the areas on a machine where Caterpillar TO-2 is recommended. • This is a specific Automatic Transmission fluid that is also suitable for use in many vehicle power steering systems. • Colored red to differentiate it from other fluids. • This keeps product identification simple. • Carries many other OEM endorsements. • Comparable with SAE 10W. Sometimes used for torque converters.

Diesel Engines

For more information about API's Engine Oil Program, visit www.api.org/eolcs. Interested in learning about the chemical additives in engine oil? Visit www.americanchemistry.com

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Category	Status	Service
CJ-4	Current	Introduced in 2006. For high-speed, four-stroke engines designed to meet 2007 model year on-highway exhaust emission standards. CJ-4 oils are compounded for use in all applications with diesel fuels ranging in sulfur content up to 500 ppm (0.05% by weight). However, use of these oils with greater than 15 ppm (0.0015% by weight) sulfur fuel may impact exhaust after treatment system durability and/or oil drain interval. CJ-4 oils are effective at sustaining emission control system durability where particulate filters and other advanced after treatment systems are used. Optimum protection is provided for control of catalyst poisoning, particulate filter blocking, engine wear, piston deposits, low- and high-temperature stability, soot handling properties, oxidative thickening, foaming, and viscosity loss due to shear. API CJ-4 oils exceed the performance criteria of API CI-4 with CI-4 PLUS, CI-4, CH-4, CG-4 and CF-4 and can effectively lubricate engines calling for those API Service Categories. When using CJ-4 oil with higher than 15 ppm sulfur fuel, consult the engine manufacturer for service interval.
CI-4	Current	Introduced in 2002. For high-speed, four-stroke engines designed to meet 2004 exhaust emission standards implemented in 2002. CI-4 oils are formulated to sustain engine durability where exhaust gas recirculation (EGR) is used and are intended for use with diesel fuels ranging in sulfur content up to 0.5% weight. Can be used in place of CD, CE, CF-4, CG-4, and CH-4 oils. Some CI-4 oils may also qualify for the CI-4 PLUS designation.
CH-4	Current	Introduced in 1998. For high-speed, four-stroke engines designed to meet 1998 exhaust emission standards. CH-4 oils are specifically compounded for use with diesel fuels ranging in sulfur content up to 0.5% weight. Can be used in place of CD, CE, CF-4, and CG-4 oils.
CG-4	Obsolete	Introduced in 1995. For severe duty, high-speed, four-stroke engines using fuel with less than 0.5% weight sulfur. CG-4 oils are required for engines meeting 1994 emission standards. Can be used in place of CD, CE, and CF-4 oils.
CF-4	Obsolete	Introduced in 1990. For high-speed, four-stroke, naturally aspirated and turbocharged engines. Can be used in place of CD and CE oils.
CF-2	Current	Introduced in 1994. For severe duty, two-stroke-cycle engines. Can be used in place of CD-II oils.
CF	Current	Introduced in 1994. For off-road, indirect-injected and other diesel engines including those using fuel with over 0.5% weight sulfur. Can be used in place of CD oils.
CE	Obsolete	Introduced in 1985. For high-speed, four-stroke, naturally aspirated and turbocharged engines. Can be used in place of CC and CD oils.
CD-II	Obsolete	Introduced in 1985. For two-stroke cycle engines.
CD	Obsolete	Introduced in 1955. For certain naturally aspirated and turbocharged engines.
CC	Obsolete	CAUTION: Not suitable for use in diesel-powered engines built after 1990.
CB	Obsolete	CAUTION: Not suitable for use in diesel-powered engines built after 1961.
CA	Obsolete	CAUTION: Not suitable for use in diesel-powered engines built after 1959.

Valvoline has the right products for DPF vehicles

Many cities throughout Europe have established Low Emission Zones (LEZs) as part of the effort to reduce noxious vehicle emissions in highly populated areas. Vehicles working in these zones are required to comply with strict standards in order to legally operate in these areas.

While vehicles using the latest engines are manufactured to meet emission standards such as those in LEZs, these vehicles can be very expensive to buy. However, there are options available for operators to ensure that older vehicle models will be able to comply with the newer, more stringent emission requirements. In some cases, countries are even offering financial, "green" incentives to help with the investment that is needed for making improvements to older vehicles.

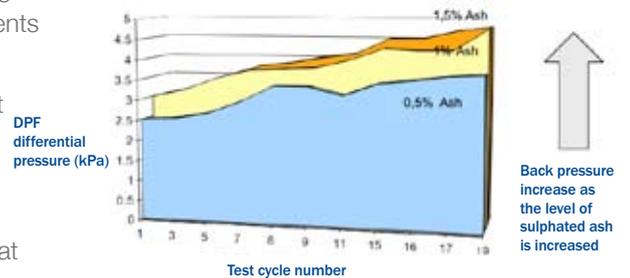
One of the options is to retrofit the vehicles with a diesel particulate filter (DPF). A DPF is a device that is fitted to the exhaust system and designed to collect particulate matter that is emitted as a waste product into the exhaust from the engine as part of normal combustion. A DPF has a defined service life.

What many operators don't realize, however, is that there is a link between the type of engine oil and the emissions system that is used by the vehicle. If a vehicle is fitted with a DPF system, a suitable low SAPS engine oil (ACEA E6 or ACEA E9)

is recommended. These lubricants contain lower amounts of sulphated ash, phosphorous and sulphur and are designed and tested to operate safely with DPF systems.

The use of traditional diesel engine oils that are not categorized as low SAPS have the potential to significantly reduce the service life of a DPF. Waste by-products created by these more traditional oils during normal combustion can prevent the filter from operating correctly by creating excessive back pressure. This, in turn, can result in reduced engine power, increased fuel consumption and lost efficiency, as

Influence of sulphated ash in the engine oil on the engines back pressure



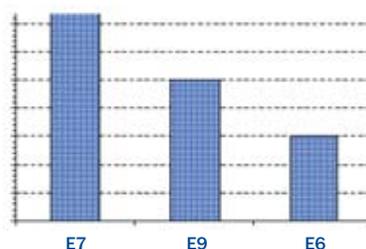
well as reducing the cleaning effect of the DPF.

In addition to the extra cost related to reduce performance, operators will have to replace the DPF more frequently, or utilize a specialized waste company to clean the filter traps.

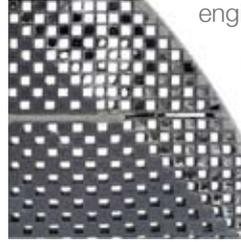
continued on page 16

Graph to the right presents amount of ash accumulated in DPF depending on the type of engine oil used. The best performance is achieved using E6 and E9 oils

Accumulated Ash in DPF



Please see below some examples of what can happen when you use the wrong oil with a vehicle fitted with a DPF (from leading truck manufacture bench test 1100hrs equivalent to 150.000km) The deposits you see restrict the efficiency of the filter.



(UHPD) engine oil that provides an extra long-drain refreshment period. Alternatively, **All-Fleet™ Extra LE 15W-40** is engineered to meet medium long-drain requirements. The LE stands for Low Emission, one of today's most important considerations in heavy-duty engine oils.

Both of these oils have been extensively tested on vehicles to ensure they meet the stringent demands of LEZ areas and are compatible with DPF systems.

For vehicles that are fitted by the manufacturer with DPF systems or vehicles with aftermarket filters, Valvoline offer two types of low SAPS motor oils.

For more information on these and other high-performance Valvoline lubricant technologies, please visit our web page at www.valvolineurope.com.

ProFleet™ LS 10W-40 is a leading Ultra High-Performance Diesel



Trial pricing underway for hydraulics

Valvoline has received feedback from several of its distributors that our hydraulic lubricants are priced too high. This is concerning since well-positioned hydraulics can help open the door to new business. Conversely, products that are not correctly positioned or inappropriately priced for market conditions can close the door to additional sales of engine oil, gear oils, etc.

To address this issue, we have implemented a trial project in several countries to see if meeting the market price for hydraulics can help distributors increase their overall business and customer base.

Four distributors have been chosen to participate in the project. They will receive more competitive pricing

for hydraulics when the following conditions are met:

- **Minimum order volume per SKU:**
 - For 208 L (drum), minimum order of 15,000 L
 - For 20 L (pail), minimum order of 7,200 L
- **Payment term of 30 days**
- **Valvoline will review prices each month**

Business growth will be tracked throughout the six-to-nine month trial project. If the results are positive, the project will be extended to other regions.

If you have any questions please contact Barbara Leandre Kotlarska at bleandrekotlarska@ashland.com.

OEM News

A look at Volvo* trucks

This month we are taking an in-depth look at Volvo. Volvo is a truck manufacturer that typically designs and builds its own engines (one exception is the small D7 seven-liter engine designed jointly between Volvo and Deutz). Becoming more informed about Volvo's models and knowing which Valvoline diesel engine oils are approved for use can greatly assist in your sales efforts down the road.

Truck Models

Volvo trucks and engines are identified by the letters and numbers on the cab.

FL is powered by the six-liter and also the seven-liter engine. The truck is known as the FL6 and FL7 which denotes the engine size. The next three numbers (240bhp, 260bhp, and 290bhp) denote the vehicle's horsepower.

FE is powered by the same seven-liter engine as the FL with

some added power ranges (240bhp, 260bhp, 300bhp and 340bhp).

FM is powered by the seven-liter, 10-liter, 12-liter, and new 13-liter engine. These cover a range of power options from 330bhp up to 500bhp.

FH is the heavy truck range. It is powered by the Volvo 12-liter and 13-liter engine (the Volvo D13-liter is now replacing the older D12-liter engine). The power options are 420bhp, 460bhp, 500bhp and 540bhp. In some markets there is also the option of a Cummins ISX engine 600bhp (mainly South Africa and the USA).

FH 16 is Volvo's top truck. It is powered by a 16-liter engine offering 540bhp, 600bhp and 700bhp.

Cab Size

The letter **F** stands for forward control. This refers to the driver's position in front of the engine. The next letter on the vehicle reflects the size and height of the cab.

L - Low cab suitable for city deliveries.

M - Medium day cab that provides a higher driving position.

H - Highline cab has the highest driving position. Most long haul drivers use it since it also has a large sleeper cab for the driver to rest.

N - Normal control is available in some countries. In this model, the driver's position is behind the engine. These trucks are seen in the US and some of the Nordic regions in which the vehicle has a hood or bonnet.

In most cases, the F and N models share the same engine models and size. The N models tend to be bigger powered trucks for hauling heavy weights.

Volvo chose the SCR adblue route and system for its Euro IV and Euro V emission solutions. The addition of a DPF is available as a factory option for customers seeking lower emissions than Euro IV (e.g., EEV).

All-Fleet Extra ACEA E9 oil carries the new Volvo VDS-4 approval which is a global approval.

Important Abbreviations

Bhp	Brake horsepower
EEV	Environmentally enhanced vehicle
DPF	Diesel particulate filter
SCR	Selective catalytic reduction
Mid SAPS	Mid SAPS (sulphated ash, phosphorous and sulphur)
D6	Six-liter diesel engine
D7	Seven-liter diesel engine
D10	10-liter diesel engine
D11	11-liter diesel engine
D12	12-liter diesel engine
D13	13-liter diesel engine
D16	16-liter diesel engine
VDS	Volvo's oil approval linked to standard oil drain performance
VDS-2	Volvo's second approval linked to long oil drain performance
VDS-3	Volvo's latest European oil approval document linked to extended oil drain performance
VDS-4	Volvo's global oil specification linked to ACEA E9 mid SAPS technology

Volvo Approved Valvoline Diesel Engine Oils

VDS

- All-Fleet 15W-40

VDS-3, VDS-2

- All-Fleet Extra 15W-40
- All-Fleet Extreme 10W-40
- Premium Blue® 15W-40
- ProFleet 10W-40
- ProFleet 5W-30
- ProFleet LS 10W-40

VDS-4

- All Fleet Extra LE 15W-40
- Premium Blue Extreme 5W-40



South Africa to test Fuel Proof Guarantee™ program

We received many questions regarding the Fuel Proof Guarantee program mentioned in the last issue of *Insight* ("US Truck Fleets Guarantee up to 4-Percent Better MPG").

We would like to inform you that this program will now be field tested in South Africa.

We will provide updates regarding further developments in future issues of *Insight*.

Third round of K2M training now underway

After a great start in summer 2009, the third round of Valvoline K2M online training platform began in March.

Valvoline K2M lubricant sales courses are quick, relevant and engaging. They teach the science and art of selling lubricants by combining basic technical skills with solid examples of how to use technical information within real life sales calls. K2M self-paced courses put every participant directly into the type of situations he will experience in the field.

This unique approach gives our customers a practical opportunity to learn and understand how to get

the most out of our products.

The following training courses are available in our new Valvoline K2M edition:

Heavy-duty basics program (English/Spanish) including new ACEA

Accelerated heavy-duty diesel program (English)

Premium Blue course (English)

Heavy-duty advanced program (English)

Please contact Arne Boehden at ABoehden@ashland.com or your regional Valvoline representative for registration and further information.



VPS boom in China

In 2009, China passenger car sales reached a historic high of 10.33 million units. That same year, VPS sales in China jumped to 540,000 kits. Jim Shao, general manager of Valvoline China OEM, reveals some of the secrets behind the success.



We are new but we are different

Valvoline China's OEM business was founded in mid-2007 when major competitors such as Wynn's, BG and 3M were already in the market. The Valvoline difference was an on-site support team for dealership stores. The team was initially made



up of eight former China VIPM (Valvoline Instant Preventative Maintenance) employees. With their knowledge and prior experience servicing consumers face-to-face, these professional mechanics helped dealerships quickly incorporate VPS services into their daily operations. With the support teams' help, the OEMs found it easier to introduce VPS into their dealership channel compared to past products.

Premium makes perfect

“Premium-ness” is what differentiates VPS from its competition in China. Three major kits – Engine Flush, Fuel Cleaner and A/C – as well as other VPS products are provided to OEMs and group dealerships. Shanghai VW*, Shanghai GM*, Audi*, FAW-VW, and group dealerships including Yonda and Dongchang* have been pleased with our ability to offer customized solutions. In fact, Shanghai VW and Shanghai GM have

honored Valvoline for outstanding performance.

Sell the right product in the right time

For most Chinese, the SARS outbreak in 2003 was the wake-up call that caused them to realize the value of air purifying products. The recent worldwide spread of H1N1 flu again prompted the Chinese market to seek out products that improve air quality. When the VPS A/C kit was introduced to Shanghai GM in the summer of 2009, the car giant created a significant market share of 200,000 kits. In 2009, 20% of Shanghai GM cars throughout its dealerships purchased a VPS A/C service.

Two birds with one stone

Since privately owned cars only became common in China several years ago, a vehicle is considered a valuable asset. As such, car owners prefer premium professional services such as VPS to help retain their car's value and keep it running well for a long time.

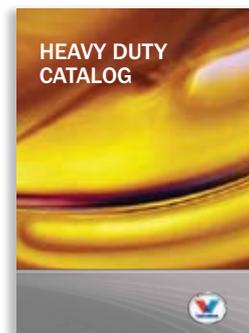
For the dealership, VPS provides a high profit margin. Compared with traditional services such as an oil change, VPS chemical maintenance services can ensure dealership stores at least 100% mark-up. For example, the VPS Fuel System Service is priced at RMB 680 (USD \$100). Valvoline has proved to OEMs and their dealers that VPS not only helps them sell more services, but also sell them for a higher price.

New marketing tool can help drive sales

Valvoline has a new marketing tool available that can help drive your sales. Make sure and take advantage of this new catalog.

HD Product Catalog

The HD product catalog is a comprehensive overview of the heavy-duty product range.





insight

Contributors:

Regional commercial manager
Jos van Dongen

Product manager
Per Even Arnseth

Regional commercial manager
Fabrizio Marletta

Senior territory business manager
Vladimir Golub

Marketing manager
Rogier van Vlijmen

Commercial manager passenger car
Muriel Wolda

Commercial manager C&I
Jos Noordover

C&I territory sales manager / technical support
Alistair Weston

Field training specialist/training coordinator
Arne Boehden

Marketing manager
Barbara Leandre Kotlarska

General manager OEM/National accounts
Jim Shao

Editorial:

Chief editor, Brand & key accounts analyst
Courtney Lepianka

Editor, Marketing manager
Paul Taylor

Editor, Communications manager
Scott Johnson

Legal advisor, Senior paralegal
Patricia Fredrick

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Special thanks to the US team for helping put this issue together.



Jos van Dongen



Per Even Arnseth



Fabrizio Marletta



Vladimir Golub



Rogier van Vlijmen



Muriel Wolda



Jos Noordover



Alistair Weston



Arne Boehden



Barbara Leandre Kotlarska



Courtney Lepianka



Paul Taylor



Scott Johnson



Patricia Fredrick