

Did you know?

- ♦ **ILSAC** stands for International Lubricant Standardization and Approval Committee. It is made up of American and Asian automakers.
- ♦ **API** stands for American Petroleum Institute.

Individual Highlights:

- What's "DEF"? pg 2
- Mobil 1 Racing pg 2
- New Premium
- Product Names pg 3
- New Mobil Quick
- Lube Promo pg 4

The Lube News

Mobil 1 is officially licensed dexos1 by GM

General Motors has launched a new semi-synthetic ACDelco-branded, dexos-licensed engine oil to be manufactured by ExxonMobil.

"ExxonMobil will sell ACDelco dexos1 5W-30 to GM," ExxonMobil spokeswoman Kristen Hellmer told Lube Report.

GM confirmed that it will offer its own ACDelco dexos1 to consumers.

"The selection of 'synthetic blend' and the price positioning of ACDelco branded dexos to GM dealerships was carefully thought out and completely intentional," Don Vogrin, GM product manager for customer care and aftersales, told Lube Report.

"We expect GM dealers will be able to offer ACDelco dexos oil very successfully in their marketplaces."

Dexos1 approved oil will be required for all 2011 and newer GM engines. Mobil 1 5W-30 is approved by GM for the dexos1 spec.

Look for the new dexos logo shown here to identify an authorized, licensed dexos1™ engine oil.



LF Powers will also inventory Warren Oil's Coastal Dexos1 5W-30 which is fully licensed and approved against GM's new Dexos1 standard.

Get Ready for GF-5

There are new gasoline engine oil specifications that you should be aware of: **ILSAC GF-5, which replaces GF-4**. Any oil meeting that spec can be certified by the API as SN "Resource Conserving", which replaces the SM "Energy Conserving" spec. Most model year 2011 cars made by American and Asian OEMs will require motor oil meeting the new specs. The changes to the oil specs are in response to new government CAFÉ standards which target about 35 MPG by 2016. To get there, automakers not only need to improve fuel economy but also need to improve the durability of emission systems. Oil meeting the new GF-5/ SN "Resource Conserving" specs will help do just that. Improvements include:

- ♦ **Improved fuel economy and fuel economy retention**
- ♦ **Improved turbocharger protection**
- ♦ **Better protection from ethanol containing fuels**
- ♦ **Better emission system protection**

New GF-5 formulations will be backwards compatible meaning they can be used in engines requiring GF-4 and prior oils. The only viscosity grades impacted are 0W-20, 0W-30, 5W-20, 5W-30 & 10W-30. European automakers aren't part of ILSAC so are not impacted by the change.

LF Powers presently carries a full range of GF-5/SN approved bulk and packaged oil.

Diesel Exhaust Fluid



Purchase a diesel engine after January 1, 2010? Then you're going to need Diesel Exhaust Fluid (DEF). To meet new EPA emissions standards, diesel engine manufacturers utilize Selective Catalyst Reduction systems in which DEF is injected into the exhaust stream to change harmful NOx emissions in diesel exhaust to nitrogen and water. Not coincidentally, Nitrogen makes up 78% of the air we breathe. Without DEF, your engine will not run. Typical usage is approximately 2 gallons of DEF to every 100 gallons of diesel used.

Yeah, but is it really ?

DEF is made up of 67.5% water and 32.5% Urea, which gives it a slight ammonia smell. It's clear like water (or dyed blue) and is considered non-hazardous by the EPA and is bio-degradable. It is corrosive to alloys like aluminum so if spilled on your vehicle, wash it off with water.

DEF is available in 1 or 2.5 gallon jugs, 55 gallon drums or 330 gallon totes. All are in stock at L F Powers. Check with your sales rep for more info or to order.

Mobil 1 to Sponsor Tony Stewart Racing



ExxonMobil signed a multi-year sponsorship agreement with two-time NASCAR Sprint Cup Series Champion Tony Stewart and Stewart-Haas Racing beginning in 2011. The new agreement allows Mobil to build on Mobil 1's "Official" Motor Oil of NASCAR" designation and demonstrate its ongoing commitment to NASCAR. Stewart has been one of the most successful Sprint Cup drivers since joining the elite series in 1999. He has 39 career wins, including championships in 2002 and 2005. He also has a streak of 12 consecutive seasons with at least one victory, the longest active stretch in Sprint Cup. "As a team owner, I'm absolutely thrilled to add such a respected technology partner to our race team". Tony Stewart said. "And as a driver, it's exciting to partner with a brand that has such an incredible racing pedigree. Mobil is committed to producing the highest-quality racing motor oil."

"As a driver, it's exciting to partner with a brand that has such an incredible racing pedigree."

Tony Stewart

Mobil 1 motor oils and Mercedes Benz

Most people know that Mobil 1 is the best selling synthetic motor oil on the market and has been since synthetics were first marketed in the mid-seventies.

But did you know that over 40 new car models come factory-filled with Mobil 1? Most are high end with high performance engines like Cadillac, Bentley, Corvette, the new Nissan GT-R and Porsche 911.

Only one automobile manufacturer has its own brand of Mobil 1: Mercedes Benz.

Mobil 1 Formula M 5W-40 is the oil that Mercedes dealers use for cars with gasoline engines and Mobil 1 Formula M ESP 5W-40 for cars with diesel engines.

Service Mercedes Benz or other high end vehicles? Call L F Powers for all your Mobil 1 requirements in a variety of package sizes and in stock ! Call today !

Question of the Month:

What was the initial viscosity grade of **Mobil 1** ?

- 🔴 0w-20
- 🔴 5w-20
- 🔴 10w-30

Answer on last page.

What's in a Name ? Mobil Special and Mobil Super

Coinciding with the new passenger car lubricant specs, Mobil Oil is revamping its automotive nomenclature to respond to changing consumer needs.

Of course, the name of the world's best selling full synthetic motor oil, Mobil 1, will remain unchanged. It remains the most "advanced full synthetic motor oil delivering the ultimate in performance and protection."

However, just like your old bell bottom blue jeans "Old is now new again". Some of you may recall back in the early 80's Mobil named their automotive engine oils Special & Super. With this new brand reconstruction, the brand name Clean is being retired and the basic conventional oil will now be called, you guessed it, **Mobil Special**. It's "a motor oil you can depend on." The premium products like Clean 5000 and Clean HM will be replaced by Mobil Super 5000 and Mobil Super HM. Super 5000 is an "enhanced conventional motor oil with a 5,000 mile protection guarantee" and Super HM is "a high mileage motor oil to help protect engines with over 75,000 miles." Mobil's market research has shown that these names will resonate better with your customers.

The big change is elimination of the synthetic blend offering, Clean 7500. Mobil's research has shown that synthetic blend category is fast becoming obsolete as more and more vehicles require the benefits of synthetics. In fact, 14 of the top 20 best selling cars in the US require non-conventional motor oil! These include all 2011 Toyotas and Hondas which call for synthetic 0W-20 viscosity motor oil.

Because these changes are creating a whole new group of consumers for synthetics, Mobil has introduced a new, entry level synthetic oil: Mobil Super Synthetic, a "full synthetic motor oil to help protect vehicles of all ages."

Ask your representative for more details on these products.

Choose the best protection for your vehicle

Compare to Mobil 1

Formulation	Premium Conventional	High Mileage	Full Synthetic	Advanced Full Synthetic
Helps Extend Engine Life	✓	✓	✓	✓✓
Helps Reduce Wear	✓	✓	✓	✓✓
Helps Combat Sludge	✓	✓	✓	✓✓
Helps Control Oil Consumption and Loss		✓	✓	✓✓
Outstanding High Temperature Protection			✓	✓✓
Exceptional Start-Up Protection				✓✓

LF Powers Co, Inc
With 2 locations to
serve your needs

CT Division

40 South 5th St
 PO Box 424
 Waterbury, CT 06720

PHONE:
 (203) 753-5555

FAX:
 (203) 596-7997

E-MAIL:
johnm@lfpowers.com

MA Division

247 Northampton Street
 Suite # 4
 Easthampton, Ma. 01027

PHONE:
 (413) 527-5777

FAX:
 (413) 527-3970

E-MAIL:
daveh@lfpowers.com

We're on the Web!
 See us at:
www.lfpowers.com

Quick Lube Quick Facts: Oil Change Promos

As a quick lube owner, you want to provide your customers with great service, the best products, and great value.

Mobil Oil can help you achieve those goals. Besides a terrific line-up of passenger car motor oils, including Mobil 1, Mobil Oil runs consumer promotions throughout the year.

Beginning March 1st, Mobil will run the "Save on Mobil" promotion. Your customers who choose Mobil 1 will receive in the mail a \$20 certificate off their next Mobil 1 oil change redeemable only at your facility. Customers choosing any other premium Mobil Super oil change will receive \$10 off their next oil change.

Not a bad way to provide extra value and to keep your customers coming back.

Speak with your representative for more details.

In our next issue...

The aim of this and future newsletters is to provide our customers with some insightful information about what's going on in the lubricants industry. We hope you enjoyed it and, perhaps, even learned something.

Over the years, we have found that informed customers are the most successful and make the best partners.

If there is any subject that you'd like to see addressed, let your rep know or email John Murphy at johnm@lfpowers.com. We'd be happy to comply.

Look for our next issue in April !

About Our Organization...

LF Powers is a full service lubricants distributor serving Southern New England, including CT, RI, Western MA and Southern VT and Southern NH since 1931!

LF Powers is Southern New England's authorized Mobil distributor for Commercial, Industrial and Automotive oils and greases. We also carry the Exxon, Coastal and Advantage brands.

Additionally, our services include Quick Lube Consulting, Oil Analysis and Plant Lube Surveys.

Did you know the **Mobil 1** Question of the month ?

ExxonMobil's research into synthetic lubricants began more than 50 years ago, in the early 1960s, to resolve a problem plaguing military planes based on aircraft carriers. While the planes were aloft, the grease on their wheel bearings would sometimes solidify in the cold, resulting in bearing failure when the planes slammed down onto the short landing deck of the carrier. Mobilgrease 28 was developed to meet this need and continues to be used worldwide in aircraft applications.

By the late '60s, ExxonMobil had used the same base fluid technology to make a specialized synthetic motor oil. This enabled the big diesel engines powering oil rigs on the North Slope of Alaska to be started at extremely low temperatures. The ultra-low temperature capabilities of Mobil synthetic lubricants led to their use by NASA for the Space Shuttle.

In 1971, a New Concept Oil Team was created to further investigate uses for the synthetic fluids. Their work resulted in the first Mobil 1 fully synthetic motor oil. By engineering its component fluids, Mobil 1 achieved far superior lubrication properties than those of conventional oils.

Mobil 1 synthetic oil was launched in Europe and Japan in 1973, and in North America a year later. Initially available only in **SAE 5W-20 viscosity grade**, the Mobil 1 line expanded during the next decade, and Mobil 1 quickly became the world's leading synthetic motor oil.