

ULTIMATE RELIABILITY LUBRICANTS

OEMs have been under considerable pressure to offer engines that are more durable, more fuel efficient and produce less emissions than before. New legislative mandates along with exhaust after-treatment system and engine hardware changes are working together to create harsher conditions, in which lubricant is operating and has its effects on overall performance of the oil.

To maximise lubrication effectiveness, minimise cost and reduce the risk of application-induced failure, the appropriate choice of lubricant is essential and needs to be determined by the nature of the environment, in which it will be used. Different types of lubricants excel at various uses, depending on their precise combination of ingredients and formulation.

The need for lubricant marketers to meet more stringent regulatory standards and challenging specifications is growing. The ongoing shift to

higher quality automotive lubricants is driven mainly by the automobile industry's increasingly demanding requirements such as severe vehicle emission standards. Industrial demand is also moving towards HVI hydraulic fluids and high oxidation stability turbine oils.

Since more than 80 per cent of the content of lubricants consists of base oil, higher quality base oil is essential in producing higher quality lubricants. GS Caltex Group II/III base oil can give the optimal solution for top quality lubricants, which conventional base oils are not able to provide.

The high performance lubricants from GS Caltex offer ultimate reliability at all temperatures, lower oil consumption, significantly lower fuel consumption and specifically extended service intervals. Whenever engines and gearboxes run freely and more reliably, operating costs are lower if only because they consume less. And just one per cent lower fuel consumption means, depending on operating conditions, fuel savings of several hundred rupees per vehicle and year.

Research and development is the core strength of GS Caltex in developing product competitiveness for lubricants and polymers. GS Caltex's R&D facility is located near Seoul in South Korea, which has developed many award winning lubricants to forge partnerships with major OEMs and Key Accounts. Recently, the company has launched PAO-based fully synthetic engine oils and gear oils for Indian market. The company is moving ahead in the



market place with development of futuristic engine oils meeting API CK4 and FA4 categories with its own base oils.

GS Caltex Group II/III base oil has excellent low temperature properties and exceptionally bright white clear transparent qualities. The Group II/III base oil produced by GS Caltex is environment-friendly with low volatility, reducing oil consumption and improving fuel economy. And GS Caltex offers high thermal and oxidation stability to support drain interval extension. All these advantages are the result from the latest cutting edge hydrocracking technology.

Kixx LUBO, the famous name in base oil, is a combination of the GS Caltex family brand Kixx and lube base oil. The Kixx name originates from the etymology of 'kick' to describe speed, strength, and dynamism.

In the upcoming Excon 2017, GS Caltex will focus on communicating with customers its strength of Kixx LUBO and its technology advantages and focus on establishing strategic partnerships.

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