



WHAT IF YOU COULD KEEP YOUR ENGINE AS CLOSE AS POSSIBLE TO FACTORY CLEAN?

INTRODUCING NEW PENNZOIL ULTRA™ NOTHING KEEPS YOUR ENGINE CLOSER TO FACTORY CLEAN!*



Your engine is in its most perfect state the day it leaves the factory. But all engines generate dirt as a by-product of the combustion process. Dirt that ends up in your oil which if unmitigated can lead to deposits. And with today's tighter-tolerance engines, that can have an adverse effect on your engine's performance. That's why we created revolutionary new Pennzoil Ultra™ full synthetic motor oil with Hyper Cleansing Technology.™ To help keep engines closer to factory clean.

We think the difference is clear.
Piston on left shows the current industry standard for clean – it meets the minimum standards for many automakers. Piston on right underwent the same test using Pennzoil Ultra™.

“WE UNDERSTAND EVERY FERRARI OWNER WANTS TO KEEP THEIR ENGINE IN PRISTINE CONDITION. TO ENSURE THE ENGINE WORKS AT OPTIMUM EFFICIENCY PENNZOIL ULTRA™ HELPS PROTECT OUR ENGINES AND MAINTAIN PERFORMANCE THROUGHOUT THE VEHICLE'S LIFE.”

—JEAN-JACQUES HIS,
HEAD OF ENGINE DEVELOPMENT, FERRARI GT DEPARTMENT



FERRARI EXCLUSIVELY RECOMMENDS
PENNZOIL ULTRA™ FOR
FERRARI ENGINES IN THE USA

Not just oil, Pennzoil.®



* Based on Sequence VG sludge test using SAE 5W-30. † Pistons from standard V6 engine in ASTM Sequence III G test.



TRY NEW PENNZOIL ULTRA™ NOTHING KEEPS YOUR ENGINE CLOSER TO FACTORY CLEAN!™

AND THAT'S JUST THE BEGINNING OF THE PENNZOIL ULTRA™ TECHNOLOGY STORY.

- Nothing keeps your engine closer to factory clean¹
- Cleans out up to 35% more engine sludge than our next best synthetic oil²
- No leading synthetic oil provides better wear protection³
- Already exceeds 2010 GF-5 engine protection standards
- The only oil in North America recommended by Ferrari
- No leading synthetic outperforms it in certain critical industry requirements⁴

| PENNZOIL ULTRA™ FULL SYNTHETIC MOTOR OIL | | | | | | |
|--|-----------------|----------------------|----------------------|-----------------------------|-------------------------------------|----------|
| | Pennzoil Ultra™ | | | Pennzoil Ultra™ – Euro | | |
| SAE Viscosity Grade | 5W-20 | 5W-30 | 10W-30 | 5W-30 | 5W-40 | 10W-60 |
| API Service | SM | SM | SM | | SM, CF | SM, CF |
| ILSAC | GF-4 | GF-4 | GF-4 | | | |
| ACEA Category | | | | A3/B3/B4-04 C2-04, C3-04 | A3/B4-04 A3/B3-04 | A3/B4-04 |
| BMW | | | | LL-04 | | |
| Chrysler | MS 6395 | MS 6395 | MS 6395 | MS-11106 | MS-10725 | |
| Fiat | | | | 9.55535 S1* | 9.55535 Z2 | |
| Mercedes-Benz | | | | 229.51 | 229.5 / 229.3 | |
| Ford | WSS-M2C930-A | WSS-M2C929-A | | | | |
| GM | GM 6094M | GM 6094M GM 4718M | GM 6094M GM 4718M | | | |
| Honda/Acura | | HTO-06 (pending) | | | | |
| Ferrari | | | | | Approved | Approved |
| Maserati | | | | | Approved | Approved |
| Porsche | | | | | A40 | |
| Volkswagen | | | | 504 00 507 00 | VW 502 00 VW 505 00 VW 503 01 | |



EDUCATING CONSUMERS

Because Pennzoil Ultra™ represents our next generation of motor oils, we're doing a lot to educate consumers. You'll see strong consumer education messages:

- On Pennzoil.com
- At our Pennzoil "Feel The Clean" Mobile Marketing Tour at NASCAR and other enthusiast events
- In our extensive PR efforts
- Through in-store signage and literature

And we're starting with education on why clean is important. Many consumers don't know that all engines generate dirt, but what happens to the dirt is what's important. Having a motor oil that helps keep an engine clean or is capable of cleaning up existing sludge is not just a luxury with today's cars. Today, clean is crucial.



EDUCATING OUR CUSTOMERS

The more that you and your staff know about new Pennzoil Ultra™, the better you should be able to sell it. The typical Pennzoil Ultra™ customer, often a car enthusiast, is someone who wants the very best for their engine—and the information with which to make an informed decision. They're buying their current oil for a reason. They need an even better reason to switch. That's what we're giving them.

- Order training materials through your Shell sales rep
- Access online installer training at Pennzoil.com
- Install customer-motivating POP materials in your store



WITH THE PROTECTION YOU EXPECT FROM AMERICA'S #1 OIL

Pennzoil Ultra™ cleans and protects so well we're backing it with a 15 Year/500,000 Mile Lubrication Limited Warranty:

- Free warranty with Pennzoil Ultra™ purchase
- Quick to enroll
- Covers 15 vehicle engine parts
- Transferable



ONE OF THE BIGGEST LAUNCHES IN OUR HISTORY

Pennzoil Ultra™ is one of the most important launches in Pennzoil history. And we're treating it accordingly. The Pennzoil Ultra™ advertising program will generate over 2.1 billion consumer impressions in 2010. That means 95% of our target consumers will see the Pennzoil Ultra™ advertising an average of 16.5 times over the course of the year.



Television Networks

ESPN Networks, Speed, USA Network, A&E, TBS, TNT, Spike, Versus, Discovery, TLC, CMT, AMC, History Channel, Comedy Central, Sy/Fy, Travel & G4.

Trade Print

AfterMarket Business, National Oil & Lube News, Engine Builder

Consumer Magazines

Car and Driver, Road and Track, Motor Trend, Automobile, Autoweek, Popular Mechanics, Sporting News, Popular Science, ESPN The Magazine.

Online Advertising

Amazon.com, NASCAR.com, PopularMechanics.com, HowStuffWorks.com, BobsTheOilGuy.com, Google.com

Ultra Driving Experience National Promotion

Five lucky consumers and their guests get to tour the Ferrari factory and test track in Italy!

See your sales representative for details on other customer programs.

SEE WHAT SOME ENGINE EXPERTS SAY ABOUT CLEAN

"Keeping deposits off the piston ring grooves is the most important thing to making today's engines perform."

—RICK MANN,
Earnhardt-Childress Racing Chief Engine Builder

"Spending more than 30 years in engine and lubricant development for one of the world's largest car manufacturers taught me the importance of maintaining a clean engine. A clean engine is not a want, but a need for today's consumers to help maintain engine efficiency and performance."

—JIM LINDEN,
Former ILSAC Chair and former Lubricant Development of General Motors

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¹ Based on Sequence VG sludge test using SAE 5W-30.
² Based on severe sludge clean-up test using SAE 5W-30.
³ Based on Sequence IVA wear test using SAE 5W-30.
⁴ Based on Sequence VG sludge test and Sequence IVA wear test using SAE 5W-30.
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