



## PENNZOIL ULTRA™ FULL SYNTHETIC MOTOR OIL

Traffic

Satisfaction

Retention

Profit

# INTRODUCING NEW PENNZOIL ULTRA™

### NOTHING KEEPS YOUR ENGINE CLOSER TO FACTORY CLEAN<sup>1</sup>

#### PRODUCT DESCRIPTION

Pennzoil Ultra™ is a unique, proprietary, ultra-class, full synthetic motor oil with Hyper Cleansing Technology™. As the most technologically advanced motor oil in the Pennzoil portfolio, Pennzoil Ultra™ represents the next generation of engine protection and cleanliness. Nothing feels like a factory clean engine... and nothing keeps you closer than new Pennzoil Ultra™<sup>1</sup>

#### A CASE FOR CLEAN

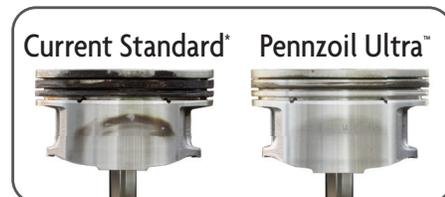
• **Clean is Crucial.** Today's engines are much more complex and sophisticated than their counterparts of just a few years ago. They are smaller, yet they generate more power, often via turbocharging or supercharging, so they run hotter. They feature far tighter tolerances, and in many cases they boast alternative technologies, like hybrid, diesel or biofuel. And every engine today is expected to provide better performance and higher fuel economy while generating lower tailpipe emissions than did a comparable engine of just a few years ago. These changes put greater stress on the motor oil.

- **All Engines Generate Dirt.** For every gallon of gasoline burned, an engine produces carbon, soot, unburned fuel, partly burned fuel, corrosive acids and water. These by-products can contaminate the engine oil and lead to sludge, varnish and other engine deposits, which can reduce performance and damage the engine if allowed to build up.
- **Clean Running Engines Are In Demand.** Today's motor oil consumers know that all good oils protect – they want a motor oil that goes beyond protection. And engine and oil experts recognize that cleaner engines are better protected, perform better and are more efficient.

#### PRODUCT EDGES

### NOTHING KEEPS YOUR ENGINE CLOSER TO FACTORY CLEAN<sup>1</sup>

And with new Pennzoil Ultra™, the proof is visual:



\*Pistons from standard V6 engine in ASTM Sequence IIIG Test using SAE 5W-30.

The piston on the left shows the current industry standard for clean. This piston would receive a good cleanliness rating based on today's industry requirement. The piston on the right underwent the same test using Pennzoil Ultra™. The difference is clear.

**Pennzoil Ultra™ technology is underpinned by strong claims and endorsements:**

- Nothing keeps your engines closer to factory clean<sup>1</sup>
- Cleans out up to 35% more sludge than our next best oil<sup>2</sup>; Pennzoil Platinum®
- Far exceeds most car manufacturers most stringent standards for cleanliness and protection<sup>3</sup>
- No leading full synthetic provides better wear protection<sup>4</sup>
- No leading synthetic outperforms Pennzoil Ultra™ in certain critical industry requirements<sup>5</sup>
- The only motor oil recommended by Ferrari North America

<sup>1</sup> Based on Sequence VG Sludge Test using SAE 5W-30.

<sup>2</sup> Based on a Severe Sludge Clean Up Test using SAE 5W-30.

<sup>3</sup> Based on GF-4, Ford, Chrysler, GM and Ferrari specifications.

<sup>4</sup> Based on Sequence IVA Wear Test using SAE 5W-30.

<sup>5</sup> Based on Sequence VG Sludge Test, Sequence IVA Wear Test using SAE 5W-30, Approved by Ferrari.



# PENNZOIL ULTRA™ FULL SYNTHETIC

## WHO IS IT FOR?

For those who use full synthetic motor oil and want nothing but our best. They want to keep their engine as clean as possible because they understand clean running engines are better protected, more efficient and perform at their best.

## PRODUCT SUPPORT

This isn't just a new motor oil. It's a new category of motor oils. And we're treating it accordingly. We're reaching out to car lovers everywhere with the biggest campaign in Pennzoil synthetic motor oil, ever.

- **Extensive Media.** Television, radio, trade print, consumer print, and online advertising generating more than 3.6 billion consumer impressions in 2010
- **Endorsed by Experts.** Pennzoil Ultra™ is the only motor oil recommended by Ferrari North America and we're getting the word out with a huge, national promotion: We're sending five Grand Prize Winners and their guests to the Ferrari factory in Italy for the Ultra™ Driving Experience

Recommended by



- **Training & Education.** Informative and entertaining training materials help educate influencers about the incredible benefits of new Pennzoil Ultra™ and the technology behind the product
- **Technology Guaranteed.** From America's #1 motor oil: Pennzoil Ultra™ is backed by a 500,000 mile, 15-year Lubrication Limited Warranty.
- **PR, Events and More...** The Pennzoil "Feel the Clean" Mobile Marketing Tour will bring Pennzoil Ultra™ technology demonstrations to key races and other enthusiast events

## BENEFITS TO YOU

### Customer Attraction

- Leverage extensive national media buy and product support to help drive demand
- Utilize strong consumer promotional offers to encourage trial
- Show you are cutting edge by carrying our newest, most advanced products endorsed by Ferrari
- Take advantage of the full synthetic category growth – according to NPD's Car Care Trac, full synthetic is the fastest growing category of motor oil in terms of both volume and revenue

### Customer Retention

- Provide your customers the best Pennzoil® motor oil protection and clean you can offer
- Utilize extensive training to educate your employees and keep customers coming back to your knowledgeable staff
- Offer long term Lubrication Limited Warranty coverage with continued purchase

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	LL-01	
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	

\*Meets requirements