

PASSENGER  
CAR



PASSENGER  
CAR

April 2018

# CASTROL QUICK REFERENCE GUIDE



IT'S MORE THAN JUST OIL. IT'S LIQUID ENGINEERING.



IT'S MORE THAN JUST OIL. IT'S LIQUID ENGINEERING.



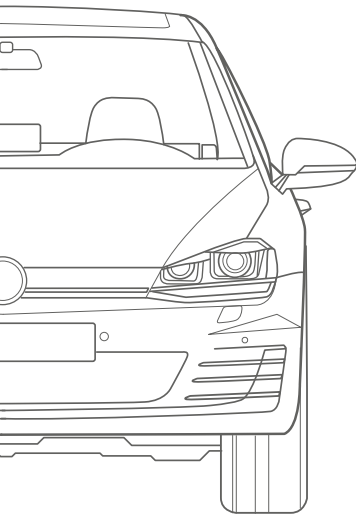
**PASSENGER  
CAR**



## **ESSENTIAL CASTROL INFORMATION, AT YOUR FINGERTIPS FOR PASSENGER CARS**

**Castrol's world-renowned oils deliver outstanding performance for every single vehicle.**

Keep this reference guide handy as a reminder of the unique advantages of Castrol EDGE, MAGNATEC and GTX, and to help you choose the right oil for the right vehicle, every time.



**23%** of consumers say that Castrol is the only brand they would use\*

\*Source: Milward Brown Brand Health Research 2017

# CASTROL REMAINS THE MOST TOP OF MIND BRAND IN THE UK

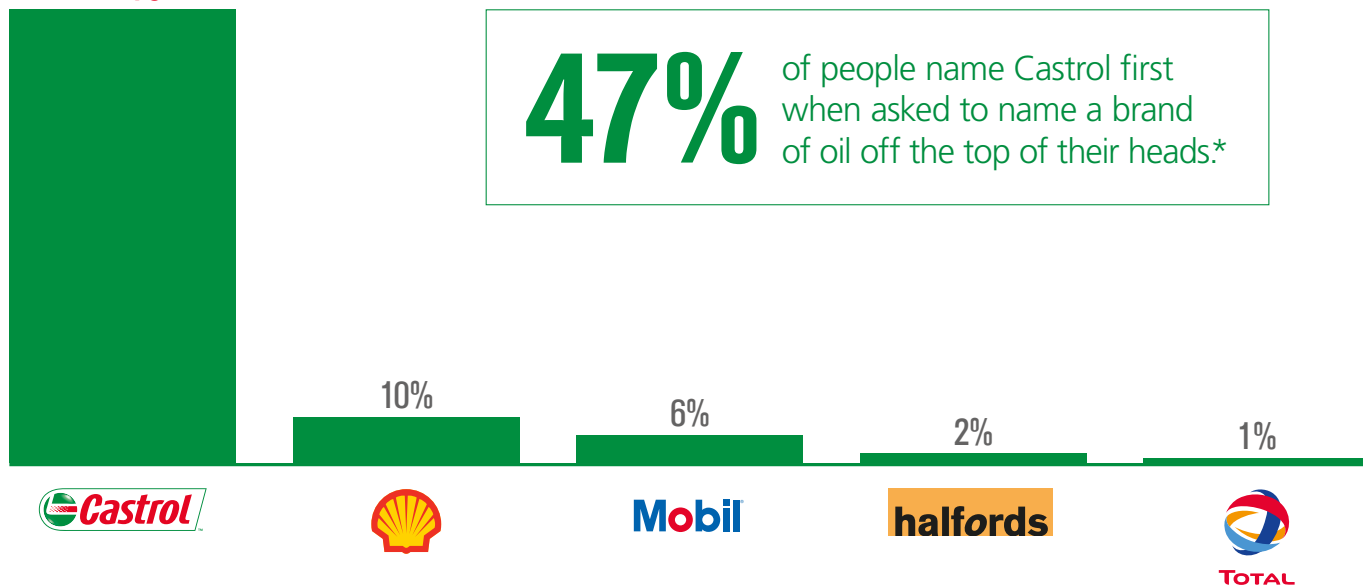
# CASTROL IS ALSO THE MOST CONSIDERED BRAND IN THE UK



Unaided Awareness  
(Total Mentions)

47%

**47%** of people name Castrol first when asked to name a brand of oil off the top of their heads.\*

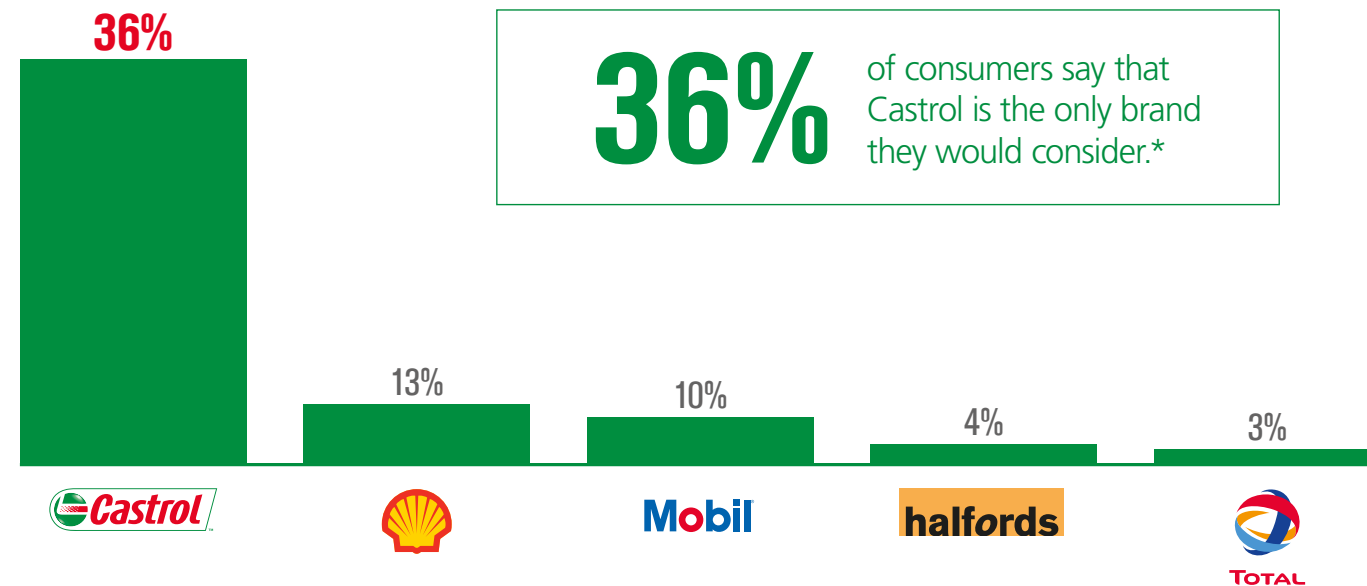


\*Source: Milward Brown Brand Health Research 2017

Only Consider

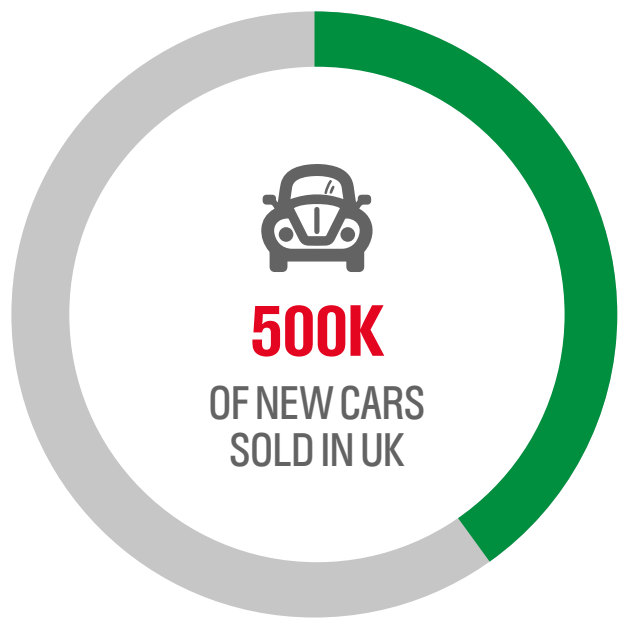
36%

**36%** of consumers say that Castrol is the only brand they would consider.\*












\*Source: Milward Brown Brand Health Research 2017

# MORE CAR MANUFACTURERS RECOMMEND CASTROL



**ALMOST 40% OF ALL NEW CARS SOLD IN THE UK CARRY A CASTROL RECOMMENDATION**

SOURCE: SMMT 2015

FORD		4,790,188 (14.14%)
VOLKSWAGEN		2,882,402 (8.51%)
AUDI		1,470,840 (4.34%)
HONDA		1,135,223 (3.35%)
LAND ROVER		737,917 (2.18%)
SKODA		630,322 (1.86%)
VOLVO		566,049 (1.67%)
SEAT		496,616 (1.47%)
JAGUAR		366,236 (1.08%)

## MARKET SHARE

Registrations of new cars in the UK by 'Castrol recommended' manufacturer, 2015

Source: SMMT 2015 Car Parc Data



“

CASTROL'S DRIVE TO  
PUSH ITS PRODUCT TO  
THE LIMIT, BOTH IN TERMS  
OF PERFORMANCE AND  
INNOVATION VERY MUCH  
MIRRORS THE ETHOS  
SHARED BY KOENIGSEGG

Christian Von Koenigsegg

”

## INTRODUCING CASTROL EDGE SUPERCAR – TESTED TO THE LIMIT

The latest addition to the Castrol EDGE portfolio has been tested to the limits in one of the most powerful and iconic supercars on the planet – the Koenigsegg One:1.

The Advanced Technology Team at Castrol's research centre ran a series of tests and simulations across a range of temperatures, speeds and lengths of time to prove that Castrol EDGE 10W-60 reduced friction compared to the same oil without TITANIUM FST™ – proving that our oil was the only choice for ambitious supercar manufacturers and owners alike.



**IN THE KOENIGSEGG ONE:1,  
THE CONTENTS OF A TYPICAL BOTTLE OF OIL ARE  
PUMPED AROUND THE ENGINE IN JUST 6 SECONDS**



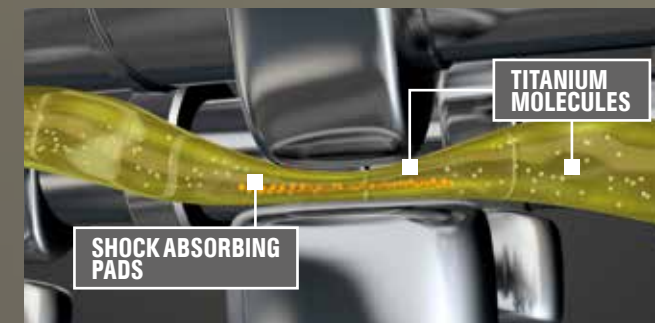
BOOSTED WITH  
**TITANIUM FST™**

## THE CHALLENGES:

- Engine pressures have increased
- Engine temperatures have increased
- Engine power has increased
- Increasing MPG and lower CO<sub>2</sub>

## THE BREAKTHROUGH:

- Castrol EDGE is boosted with Titanium
- Titanium physically changes the way oil behaves
- Titanium forms shock-absorbing pads to prevent metal-to-metal contact





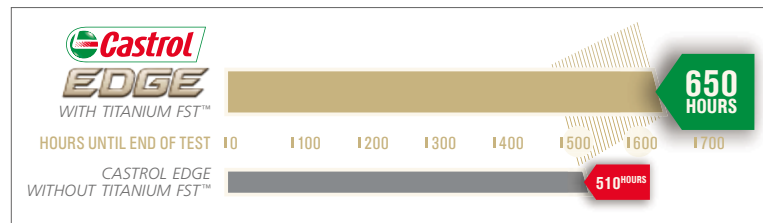


BOOSTED WITH  
**TITANIUM FST™**

## THE RESULTS:

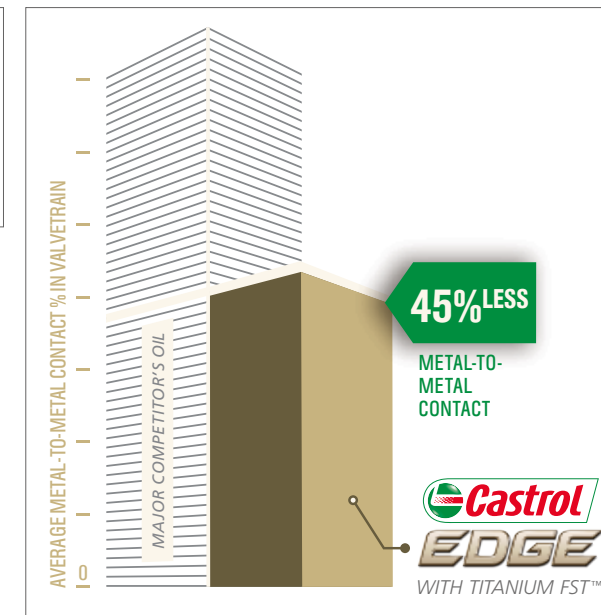
- Up to 45% stronger than a major competitor's oil\*
- Reduces friction by up to 15%\*\*
- Maintains its strength for up to 140 hours longer

**45%\***



\*In our variable Fluid Strength Test, Castrol EDGE with TITANIUM FST™ gave up to 45% less metal-to-metal contact than a major competitor's product. Products representing 61% of our 2012 sales volume were tested.

\*\*In our testing, Castrol EDGE with TITANIUM FST™ gave up to 15% lower friction than the same Castrol oil without TITANIUM FST™. Products representing 61% of our 2012 sales volume were tested.



CASTROL  
EDGE

CASTROL  
MAGNATEC  
STOP/START

CASTROL  
MAGNATEC

CASTROL GTX

CASTROL GTX  
ULTRACLEAN

RANGE

## THE CHALLENGES:

TRAFFIC IS GETTING INCREASINGLY BUSY  
RESEARCH BY CASTROL AND TOMTOM SHOWS THAT  
EVEN A NORMAL DRIVER CAN STOP AND START UP TO  
18,000\* TIMES A YEAR

- Idling in traffic or waiting at junctions loads pressure on critical engine parts, which can be up to 60% higher than at highway speeds
- This causes damaging wear as tiny pieces of metal are abraded off the surfaces of critical engine parts

\*Global average from 50 cities, Castrol MAGNATEC STOP-START Index 2014.

## THE BREAKTHROUGH:

CASTROL MAGNATEC STOP-START CONTAINS INTELLIGENT MOLECULES THAT CLING TO CRITICAL ENGINE PARTS AND FORM A SELF HEALING LAYER OF PROTECTION

- Even if molecules are removed in the process of fighting wear, others rush in to restore the protective layer so it's always ready to protect at each of the critical stages of stop-start driving
- Castrol MAGNATEC STOP-START gives your engine instant protection from the moment you start. Every time you start

\*Versus industry limit in the OM646LA engine test.

20%

MORE  
PROTECTION  
FROM

DAMAGING  
STOP-START  
WEAR\*



# Castrol MAGNATEC STOP-START

## THE RESULTS:

- Offers 20%\* more protection from damaging stop-start engine wear
- Castrol MAGNATEC STOP-START formulations have all been tested in the OM646LA engine test which is part of the most recent ACEA industry specification and investigates stop-start wear. All formulations are at least 20% better\* than the tough industry limit in this test

\*Versus industry limit in the OM646LA engine test.

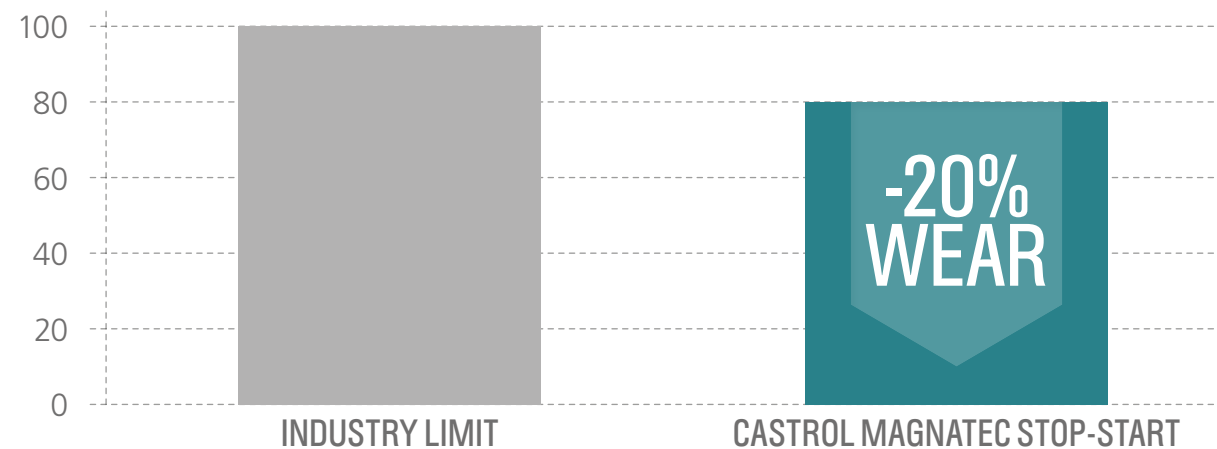
20%\*



## LEVEL OF WEAR

The OM646LA is the first industry test that includes stops, and periods of idling to simulate waiting in traffic.

### WEAR (MICRONS)



## THE CHALLENGES:

- Engine oils drain away from critical parts of the engine when the engine is turned off
- It can take up to 20 minutes for the oil to reach optimum operating temperature
- Up to 75% of engine wear occurs during this warm up period

## THE BREAKTHROUGH:

- Intelligent molecules can 'recognise' the engine's toughest metal-to-metal contact points and go where they're needed most
- When the engine stops, oil drains back to the sump, but Castrol MAGNATEC's intelligent molecules don't.
- They cling to critical engine parts like a magnet, providing an extra layer of protection from the start, and throughout warm-up







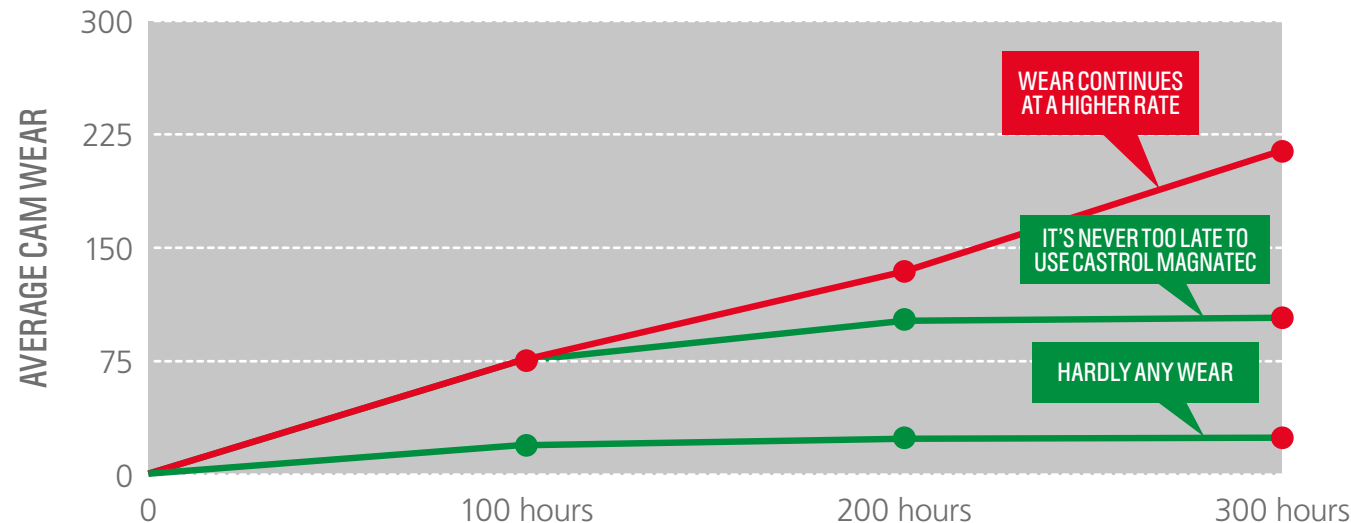
HELPS TO PROTECT EVEN WHEN THERE IS ENGINE WEAR - IT'S NEVER TOO LATE. RESULTS OF WEAR TEST AFTER RUNNING FOR 300 HOURS

### THE RESULTS:

- Offers instant protection from the moment you start
- Dramatically reduces engine wear leaving engine parts up to 15x smoother\*

\*Surface roughness (Ra) of parts tested in the industry Sequence IVA wear test.

15X\*



COMPARES WEAR RATE OF: ● BASIC API SN OIL ● BASIC API SN FOLLOWED BY CASTROL MAGNATEC ● CASTROL MAGNATEC

CASTROL  
EDGE

CASTROL  
MAGNATEC  
STOP/START

CASTROL  
MAGNATEC

CASTROL GTX

CASTROL GTX  
ULTRACLEAN

RANGE



### THE CHALLENGES:

Severe driving conditions can cause the build-up of a thick, tar-like substance called sludge.

Sludge can block your engine's vital oilways like cholesterol – and if untreated it can rob an engine of power and ultimately, its life.

### THE BREAKTHROUGH:

Castrol GTX Double Action formula cleans away old sludge\*, and protects against new sludge formation better than tough industry standard.

\*Vs ACEA C3 Industry Standard.





## THE RESULTS:

- Provides superior protection against engine sludge\*
- Extends the life of your engine
- Helps minimise oil consumption

\*Vs ACEA C3 Industry Standard.



CASTROL  
EDGE

CASTROL  
MAGNATEC  
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### THE CHALLENGES:

- **TOUGH DRIVING CONDITIONS** – Cars today have a tough life, and that’s not going to change as they get older – it may even get worse. Heavy loads, towing, extended motorway trips, and long periods of idling while waiting for the family – all these are tough driving conditions.

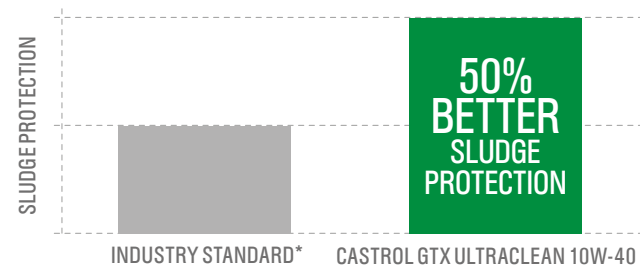
They can lead to high engine temperatures, and to elevated levels of contaminants from burnt and unburnt fuel accumulating in the oil. These can all result in engine sludge, which can shorten the engine’s life.

### THE BREAKTHROUGH:

Castrol GTX ULTRACLEAN’s synthetic technology, with its sludge buster breaks down and cleans away existing sludge and protects the engine from future sludge forming

### THE RESULTS:

- Offers up to 50% better sludge protection than tough industry limits\*
- Helps extend engine life



\*Compared with API SN Seq. VG sludge test limit

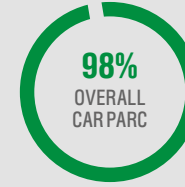


# RECOMMENDED RANGE BY CAR PARC



0W-30	5W-30	5W-30 A5	5W-30 C3	5W-30 C2	5W-20 E	10W-40 A3/B4
BMW	AUDI MERCEDES-BENZ (DIESEL) VW SEAT SKODA	FORD TOYOTA (PETROL) HONDA (PETROL) NISSAN (PETROL) MAZDA (PETROL) HYUNDAI (PETROL) KIA (PETROL)	VAUXHALL MAZDA (DIESEL) HYUNDAI (DIESEL) KIA (DIESEL) NISSAN (DIESEL) PRE 2011	PEUGEOT CITROEN TOYOTA (DIESEL) HONDA (DIESEL) FIAT DPF	FORD ECO BOOST	CARS PRE 1998
4% 6%	19% 26%	24% 21%	17% 20%	14% 9%	1% 5%	8% OVERALL 0% NEW REG

# COVERAGE



0W-40	10W-60	5W-40	0W-30 A5/B5	0W-30 D	5W-40 C3	5W-30 C4
MERCEDES-BENZ (PETROL) MERCEDES-BENZ (AMG) FORD RS	BMW M SERIES	FORD KA VW (PD MODELS)	VOLVO	FORD 2.0 L FORD 1.8 L FORD 1.6 L <small>*DIESEL ENGINE 2015 ONWARDS</small>	RENAULT PETROL & NON DPF DIESEL  FIAT PETROL & NON DPF DIESEL	RENAULT (DIESEL), AND NISSAN (DIESEL) (WITH DPF)
2% 3%	0.5% 0.5%	0.5% 0.5%	2% 2%	0.2% 0.2%	0.7% 0.7%	7% OVERALL 8% NEW REG

CASTROL  
EDGE

CASTROL  
MAGNATEC  
STOP-START

CASTROL  
MAGNATEC

CASTROL  
GTX

CASTROL  
GTX  
ULTRACLEAN

RANGE



## RANGE BY SPECIFICATION **EDGE**

	<b>Castrol EDGE</b> 0W-30 A5/B5	<b>Castrol EDGE</b> 0W-30	<b>Castrol EDGE</b> 0W-40 A3/B4	<b>Castrol EDGE</b> 5W-30 LL	<b>Castrol EDGE</b> 5W-40	<b>Castrol EDGE</b> 10W-60
ACEA	A1/B1,A5/B5	C3	A3/B3,A3/B4	C3	C3	A3/B3, A3/B4
API	API SL/CF	SN	SN/CF		API SN/CF	SN/CF
MB		229.31/229.51	229.3/229.5	229.31/229.51	226.5/229.31/229.51	
VW		502 00/505 00	502 00/505 00	504 00/507 00	502 00/505 00/505 01	501 01/ 505 00
BMW		LL04	LL01		LL04	M-MODELS
PORSCHE			A40	C30		
VAUXHALL		DEXOS2			DEXOS2	
FORD			WSS-M2C937-A		WSS-M2C917-A	
RENAULT		RN0700/RN0710			RN0700/RN0710	
FIAT					9.55535-S2	
PSA						

## RANGE BY SPECIFICATION **MAGNATEC**

	<b>Castrol MAGNATEC STOP-START</b> 0W-30 C2	<b>Castrol MAGNATEC STOP-START</b> 0W-30 D	<b>Castrol MAGNATEC STOP-START</b> 5W-20 E	<b>Castrol MAGNATEC STOP-START</b> 5W-30 A5	<b>Castrol MAGNATEC STOP-START</b> 5W-30 C2	<b>Castrol MAGNATEC STOP-START</b> 5W-30 C3	<b>Castrol MAGNATEC</b> 5W-40
ACEA	C2			A1/B1,A5/B5	C2	C3	C3
API				SN, ILSAC GF-4	API SN	SN/CF	SN/CF
MB						229.31	229.31
VW						502 00/505 00	502 00/505 00
BMW						LL04	LL04
PORSCHE							
VAUXHALL						DEXOS2	DEXOS2
FORD		WSS-M2C950-A	WSS-M2C948-B	WSS-M2C913-D			
RENAULT						RN0700/RN0710	RN0700/RN0710
FIAT					9.55535-S1		9.55535-S2
PSA	B71 2312				B71 2290		





## RANGE BY SPECIFICATION GTX

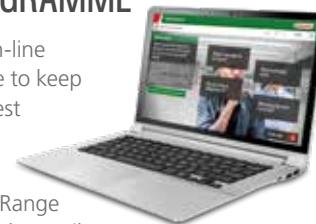
	5W-30 A5	5W-30 C2*	5W-30 C3	5W-30 C4	5W-30 MP*	5W-40 C3*	10W-40 A3/B4
ACEA	A5/B5	C2	C3	C4	C3	C3	A3/B4
API					SN/CF	SN/CF	SL/CF
MB			229.31 / 229.51	229.31 / 226.51	229.31 / 229.51	226.5 / 229.31 / 229.51	229.1
VW			504 00 / 507 00				501 01 / 505 00
BMW			LL04		LL04	LL04	
PORSCHE							
VAUXHALL					Dexos 2 Gen 1	Dexos 2 Gen 1	
FORD	WSS M2C913-C WSS M2C913-D						
RENAULT				RN 0720		RN 0700 / 0710	
PSA		B71 2290					
FIAT							

\*Coming summer 2018

## EXCLUSIVE CASTROL BRANDING FOR YOUR WORKSHOP SPEAK TO YOUR DISTRIBUTOR TODAY

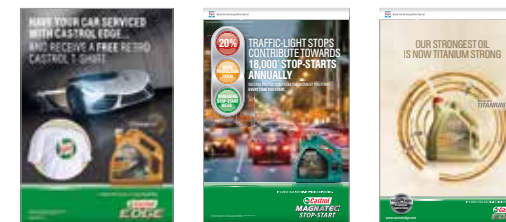
### FREE TRAINING PROGRAMME

Access to Castrol's unique on-line lubricant training programme to keep you up-to-date on all the latest engine oil requirements.



1. Understanding oil
2. Oil in Action - The Castrol Range
3. Talking to your customers about oil

### PROFESSIONAL POS AND MERCHANDISING



### 20L PRODUCT STAND

Improve your workshop efficiency with Castrol's 9 X 20L product stand.



TALK TO YOUR DISTRIBUTOR TODAY FOR MORE INFORMATION.

### INCENTIVE PLUS WORKSHOP ESSENTIALS

Collect points with every litre of Castrol you purchase to spend on a range of workshop consumables, workshop essentials and branded merchandise for your garage.

- 3 points** with every litre of Castrol EDGE
- 2 points** with every litre of Castrol MAGNATEC

