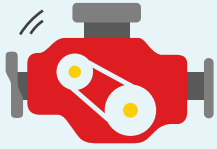


ALL-SEASON PEAK PERFORMANCE



DRIVING COST EFFICIENCY THROUGH DURABILITY



Agricultural machinery is increasingly subject to extreme levels of usage and weather conditions



86%

of lubricant buyers in farming have experienced unplanned equipment breakdown in the past three years



For many farmers, there is a missed opportunity to:

- prevent breakdowns
- avoid unplanned downtime
- increase operational efficiency



Less than

1 in 3

farmers understand how the product features of quality lubricants can improve performance and total cost of ownership

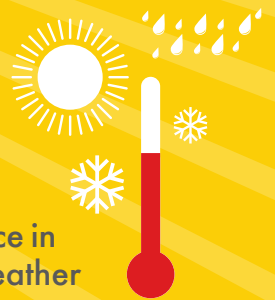
29%

Better protection against wear



26%

Optimum performance in extreme weather conditions



28%



Greater energy efficiency

27%



Reduced oil consumption through extended oil drain intervals

20%



Oxidation prevention

18%



Contamination control