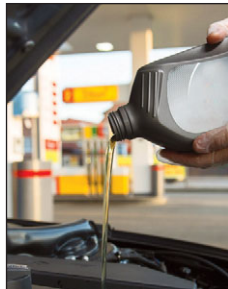


PRODUCT NEWS



Shell streams into BMW dealerships.



Duron-E rolls out a diesel 5W-30.



Cortec's target: the working pour

BMW Awards Shell

Shell won a big race a few weeks back — not with a Grand Prix racecar, but rather its gas-to-liquids plant on the Persian Gulf. The prize is the contract to be exclusive global supplier of BMW-branded aftermarket engine oils for BMW, BMWi, BMW M, Mini and BMW motorcycles. Starting this month, engine oils manufactured by Shell will be available to customers at the Bavarian automaker's network of more than 3,500 dealers in over 140 countries. Shell attributes the coup — BMW's previous aftermarket partner was Castrol — to its top-tier engine oil technology, which is based on API Group III base oil made from natural gas at its joint-venture Pearl GTL plant in Qatar. Web: www.shell.com

Put the L in Low-viscosity

Lubrizol is staking a claim in the ultra-low viscosity realm, launching what it promises will be the first in a line of additives that will make SAE 0W-16 motor oils as much a reality in the American lubes market as they already are in Japan. Pioneered by Honda, this unique viscosity grade is now licensable to API SN, and Lubrizol's additive

package supports that. The lighter-vis oils, prized for their positive effects on mileage and emissions, still need the right additives to give them the durability to protect the engines they're used in. That's where the new Lubrizol PV1016 additive package will come in, maintaining the efficiency while preventing component wear, Lubrizol says. Web: www.lubrizol.com

Durability from Duron

Petro-Canada Lubricants has launched a new heavy-duty diesel engine oil that the company says can both dramatically improve engine protection and give a boost to fuel economy. The SAE 5W-30 grade diesel oil, called Duron-E UHP, is fully synthetic and was engineered primarily to improve engine protection. The formulation demonstrated up to double the protection of other oils in tests and boasts approvals from a bevy of world truck and equipment manufacturers, in addition to meeting important industry standards. And on top of that, this oil grade can also give fleets a 4 percent improvement in fuel economy, the company said. Web: www.lubricants.petro-canada.com

Cortec Has a Concrete Solution

Cortec, which specializes in corrosion protection, is offering a coating to protect the equipment and forms used in concrete pours and the reinforcing metal in concrete. Called MCI Creteskin, it forms a clear, protective coating to inhibit concrete and the materials used in it from sticking to the equipment. The patented Migratory Corrosion Inhibitors also will migrate a considerable distance through concrete to protect embedded ferrous metals. The coating surface is said to be durable and resistant and able to stand up to high-pressure and hot-water washes, allowing easy cleaning without the use of abrasives or solvents. This creates savings through less-frequent cleanings and lower water usage. Web: www.cortecvci.com

Phillips 66 Powers Up Hydraulics

Phillips 66 Lubricants has introduced a new lineup of high-efficiency hydraulic oils, designed to hold their viscosity better at high temperatures, reduce energy losses caused by internal pump

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