

THE OFFICIAL
MORRIS
LUBRICANTS
NEWSLETTER

LUBRI **NEWS**

WINTER 2018



MORRIS
LUBRICANTS

HAPPY 150TH ANNIVERSARY

Grocer and candlemaker James Kent Morris could never have envisaged the future evolution of his business to a global oil exporter when he set up shop in Shrewsbury on December 7, 1869.

The small business that he established at the age of 22 has developed into Morris Lubricants, one of the leading oil blenders in Europe, which today employs a workforce of more than 240 people and exports high quality lubricants to 90 countries worldwide.

Next year, the patriotic British company, which proudly badges all its products with the Union Jack, celebrates a significant milestone – its 150th birthday. A series of exciting events and activities is being planned, many involving the company's celebrity brand ambassadors Guy Martin and Rebecca Jackson.

The Morris family's link with the business has been maintained throughout its history and today the reins rest in the hands of Andrew Goddard, a fifth-generation descendant of the founder.

Delving in the company's history reveals that its first venture into the oil industry came in 1877, when James started importing paraffin from Pennsylvania, as competition from paraffin burners began to threaten the candle market. Paraffin also allowed him to sell heating stoves and lamps.

Tragedy struck in 1891, when, at the age of 44, James died following a pony and trap accident and his eldest son, also called James, took over the business at the age of 18, later to be joined by three of his brothers and two of his sisters.

James then spent 10 years as a travelling salesman for the Anglo-American Oil Company, responsible for developing sales of petrol and paraffin in North Wales.

Meanwhile, Morris' first major oil contract was secured in 1915 to supply oils and greases to the Sentinel Waggon Works in Shrewsbury.

Demand for lubricants increased rapidly and the business expanded its range to include substantial quantities of government surplus oils, purchased from the Disposal Board set up at the end of the First World War. This enabled the company to develop nationwide distribution for its own manufactured products.

Leonard Paterson, James' nephew, joined the business in 1927, when it purchased the Corbett's Perseverance Iron Works in Castle Foregate, Shrewsbury for £6,500. This proved a pivotal decision in the company's history, as Morris Lubricants is still proudly making products from the site today.

In 1942, the company introduced the "Golden Film" oil product, which has seen many changes in branding over the year but remains very popular with its loyal band of customers.

In 1935, Leonard was appointed the esteemed position of chairman, a position he held for 40 years. David Goddard, Leonard's son-in-law, then joined the company as a director and was followed in the 1990s by his sons, Edward and Andrew.

Andrew is now chairman while Edward heads sister company Morris Leisure, which owns six caravan parks.

From humble beginnings to worldwide distribution, the family-run business has constantly invested in cutting-edge technology not only to keep up with the competition but to set itself apart as an industry leader.

The company is now looking to the future and putting new processes and technology in place that will continue its evolution to meet ever-changing demands of customers across the UK and around the world.

New equipment and computer systems to improve quality and service, a customer relationship management system that is focused on customer interactivity and new processes to streamline business operations are all in the pipeline.

Although firmly rooted in Shrewsbury and keen to expand in the UK, Morris Lubricants has broadened its horizons by recently opening a second production facility in India.

The company produces more than 40 million litres of oil per year and sells more than 800 product lines, including the latest auto and motorcycle lubricants technology for modern engine and transmission designs, as well as tailored grades for the traditional classic, veteran and vintage vehicle market.

Continual investment in staff training and analytical equipment for its laboratory ensure quality control at every stage of the production process, which is strictly monitored.



ALEX
SHARPHOUSE

JACK
DIBNAH

CLASSIC CAR SHOW TALISMAN TOUR LAUNCH



November 9th - 11th was the official launch of the Talisman Tour which took place at the NEC in Birmingham.

We had thousands of people visit the stand and marvel at the sheer scale and size of the engine and the project.

As you can see from the picture she is starting to come together her wheels have been recreated and rubbered by Leake & Sons of Birmingham, her cylinder block was cast in a special furnace built especially for the task by Sutton Castings in Nottingham, Israel Newton of Buxton helped with parts for the boiler and Robert Stephenson in Manchester (yes, the descendent of that Robert Stephenson) has made the piston rods and valve gears.

The Talisman project actually began three years ago when Alex Sharphouse, a friend and customer of Morris asked for a Talisman B6 Steam Road Locomotive for Christmas. Unfortunately Santa didn't have room on his sleigh so Alex's wife Charlotte said "why dont you build your own?" This sparked Alex's imagination and he set about the task.

The Original Talisman was built by John Fowler & Co in 1926, there were five made in total for the famous road haulage company Norman. E. Box in Manchester. After much investigation Alex found that John Fowler & Co., was up for sale so he thought why not and bought the company. This meant he acquired the intellectual property which included the drawings for the Talisman.

So building a steam road locomotive, where do you start? You cant just pop into your local garage for the odd part, so Alex started by researching and investigating and luckily found some

original parts in a secret location in the New Forest, so apart from the boiler which he reconditioned everything else he has made from scratch using the original drawings that were last used by John Fowler over 90 years ago.

This is an unbelievable task to undertake. Many of the skills have been lost so Alex, Jack and Roger Dibnah (sons of the late great Fred Dibnah) had to do a lot of learning on the job to enable them to start this build.

To coincide with our 150th Birthday celebrations we plan to take Talisman on a journey to mark this very significant anniversary and bring together all the things that Morris hold dear; manufacturing, family, innovation and British heritage.

The plan is to start from Alex's farm in Cumbria as the brand new and shiny engine rolls out of the yard and makes it way across the country linking up with companies who have helped us build this mangificent engine. This journey will highlight the British manufacturing industry that is still thriving in the UK. We may also be calling in on some Morris customers to say "Hello".

We will have a film crew following the progress of the manufacture and journey as well as a huge online presence from start to finish.

The Talisman Tour - 300 miles in 30 days - will start on 1 September 2019.



THE FUTURE HAS ARRIVED

OFFICIAL LAUNCH: STAR DATE 72491.9

WHAT DOES AN ENGINE OIL DO?
WHY DO WE NEED GOOD QUALITY OIL IN AN ENGINE?
HOW CAN I FIND OUT WHAT OIL I NEED FOR MY VEHICLE?

All these questions and more can be answered by downloading the brand new Morris Lubricants Augmented Reality App from the app store or google play on to your device at 09.00 hrs on the 10th January 2019 when it will be launched to the world at the Autosport Exhibition, NEC, Birmingham.

This state-of-the-art augmented reality app immerses you into the very heart of an engine.

It gives you two perspectives of an internal combustion engine, an overall external view giving visual access to the

- + Turbocharger
- + After-Treatment Device
- + Engine Cleanliness

Or switch to the incredible internal view which shows you how Morris oil flows through the engine keeping it cool, clean and friction free.

The app also illustrates what happens if you don't use the correct or a good quality oil. Be warned this is not pretty.

Embedded in the app you can also source our What Oil lubricant selector which allows you to find the correct oil for your vehicle simply by inputting a few details, and if that wasn't mind blowing enough you can also dive in to our Ask Ade portal where our Automotive Technical Manager, Adrian Hill will blow you away with his knowledge and technical tips about Morris products.

With the Morris Lubricants Augmented Reality App you have 150 years of oil and lubricant knowledge at your fingertips.



LAUNCH DATE
10 - 13 JANUARY 2019
STAND 2352
NEC BIRMINGHAM



MORRIS
LUBRICANTS

DELVE INTO AUGMENTED REALITY

As one of Europe's leading manufacturers of automotive lubricants, we have been delivering lubricant innovation since the first Benz motorcar.

This Augmented Reality app allows you to experience an internal 3D visual view of how our lubricant flows through an engine, showing you why the right oil is crucial to the life of your vehicle.

Within the app you can also discover what oil you need in your vehicle by linking with our dedicated oil finder site, or grab some quick tech help via our Ask Ade portal.

Search for '**Morris AR**' in the app store.

PERFORMANCE **DELIVERED** THROUGH TECHNOLOGY



TRUCK RACER SIMON REID SETS HIS SIGHTS ON BECOMING BRITISH CHAMPION

Potteries truck racer Simon Reid has announced his arrival in the higher echelons of the BTRA British Truck Racing Championship by clinching fourth place this season.

A new engine brought more reliability to his Iveco Stralis which gave him the chance to show his driving skills and compete with the championship elite, claiming two race wins and eleven podiums during the season.

To build on his success, Simon, 35, is now planning to build a new Iveco Stralis truck over the winter to bring him up to speed in time for the 2019 championship.

Having built an Iveco Stralis truck for his younger brother Craig, 33, this year, the team knows exactly what's needed. Despite missing the first meeting of the season at Brands Hatch while the truck was being completed, Craig still managed to finish sixth in Division Two in his debut campaign, recording one race win.

The brothers both work for the family business, Reid Freight Services in Stoke-on-Trent. Finding time to devote to the truck building while helping to run a busy company, which has a fleet of 35 lorries carrying cargo across the UK and Europe, is a challenge.

But Simon is confident the new truck will be ready and lining up on the starting grid next spring.

"I really am chuffed because it has been my best season to date in Division One, but also the first year when I haven't suffered with truck reliability issues," said Simon. "We have been able to knuckle down and get to grips with the top drivers.

"Fitting a reliable engine and making a few modifications has helped to speed up the truck and put us on the podium. One of the highlights for the team was beating the European Championship trucks.

"We are now planning to build a new truck. It's the only way to move forward because everything gets faster every year. It's no mean feat to build a new truck but, having built Craig's this year, we've got a head start.

"We aim to put everything that we have learnt this year into the new truck to give us a chance of winning the championship next year. I think we have a great chance because it's very close at the top, but you have to be on the ball all the time because the moment you relax, the leading bunch has disappeared."

He is looking forward to locking horns again with friend and racing rival Dave Jenkins from neighbouring Stone, who finished runner up to champion Ryan Smith this season. Like Jenkins, he believes that competing in the European Championship gives some of the drivers a competitive advantage.

Simon is sponsored by Shrewsbury-based Morris Lubricants, one of Europe's leading oil blenders and marketers, who have been supplying all the engine and hydraulic oil for Reid Freight Services for five years.

"I think Morris Lubricants' products are the best on the market and we won't use anything else," he said.

The company is delighted that Simon, a Morris Lubricants Racing ambassador, has made excellent progress this season and has already signed up to repeat the sponsorship in 2019.



“

I think Morris lubricants' products are the best on the market and we won't use anything else. ”

Simon Reid

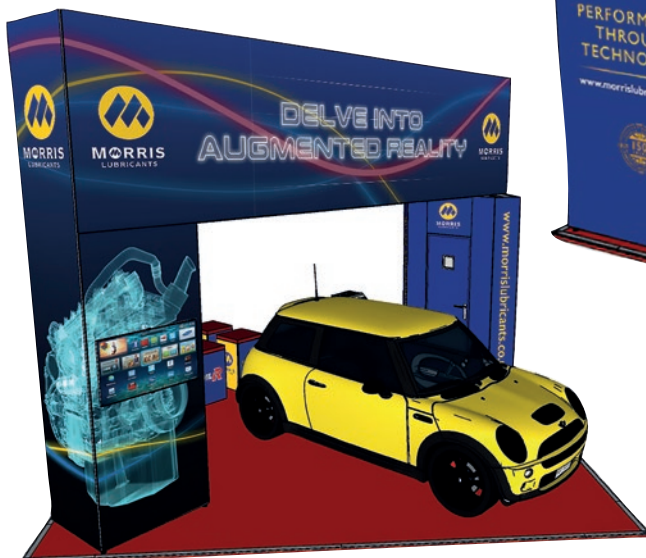


MORRIS LUBRICANTS

Autosport

Held at the NEC since January 1991, Autosport International will be celebrating its 29th anniversary between the 10th and 13th January 2019 at the NEC in Birmingham.

This annual pre-season event covers all areas of motorsport, both professional and grass roots, from karting right up to Formula One. Featuring the very latest in motorsport, automotive and performance engineering technology, alongside cars and exhibitors from every level of motor racing, this must-attend event uniquely caters for the industry and motorsport fans alike; encompassing two trade-only days for members of the motorsport industry to meet, network and do business and two days for enthusiasts to see the fastest cars, biggest stars and most amazing live action.



MLR SPONSORSHIP

For the third year in a row we will be running the MLR Racing Sponsorship programme supporting grassroots motorsport.

Our MLR sponsorship programme will offer support packages for a year. These will include potential oil and lubricant supply, or online product discount off the Morris Lubricants website. There will also be promotional support which will feature MLR clothing, hats, badges and decals for their vehicles. As well as this a few lucky candidates will have the chance to be mentored by the senior ambassadors and financially sponsored by the company.

So if you or anyone you know loves, lives and breathes motorsport, then we want to meet them.

Taking pride of place on this years stand, apart from the lovely Morris staff that is, will be Lydia Walmsley's Racing Mini which she raced in 2018 in the Mini Challenge championship. Lydia is one of our youngest MLR racing ambassador and will be in her second year of the MLR Sponsorship programme. If you would like to meet and chat with Lydia she will be attending Autosport on Saturday 12 and Sunday 13 January.

We look forward to seeing you there.



NEW SEASON, NEW PRODUCTS

PLEASE BE INFORMED THAT WE HAVE RATIONALISED THE FOLLOWING TWO PRODUCTS WITHIN OUR RANGE. THIS CHANGE TOOK PLACE ON 1st DECEMBER 2018

VERSIMAX HD6 15W-40 will be upgraded to **VERSIMAX HD12 15W-40**
From API CJ-4 to API CK-4, providing higher levels of biofuel compatibility

VERSIMAX HD7 10W-30 will be upgraded to **VERSIMAX HD14 10W-30**
From API CJ-4 to API CK-4, providing higher levels of biofuel compatibility

Versimax HD12 15W-40 Advanced Diesel Engine Oil

Versimax HD12 15W-40 is a mid-SAPS heavy duty diesel engine oil, manufactured from Group II base fluids. This product contains an advanced additive package formulated to provide the utmost protection when operating in very severe conditions with extended drain intervals.

Versimax HD12 15W-40 has been developed for use in diesel engines fitted with exhaust gas re-circulation (EGR), selective catalytic reduction (SCR – Adblue) NOx reduction systems, diesel oxidation catalysts (DOC) and diesel particulate filters (DPF). Versimax HD12 15W-40 has been designed to cope with increased levels of bio-fuel and their effect in the engine.

Available in the following sizes:
205L, Part no: ACK205
25L, Part no: ACK025
5L, part no: ACK005



Versimax HD14 10W-30 Advanced Diesel Engine Oil

Versimax HD14 10W-30 is a mid-SAPS heavy duty diesel engine oil, manufactured from Group II and Group III base fluids. This product contains an advanced additive package formulated to provide the utmost protection when operating in very severe conditions with extended drain intervals.

Versimax HD14 10W-30 has been developed for use in diesel engines fitted with exhaust gas re-circulation (EGR), selective catalytic reduction (SCR – Adblue) NOx reduction systems, diesel oxidation catalysts (DOC) and diesel particulate filters (DPF). Versimax HD14 10W-30 has been designed to cope with increased levels of bio-fuel and their effect in the engine.

Available in the following sizes:
205L, Part no: VMF205
25L, Part no: VMF025



To keep up to date with all of our latest products, why not sign up for our product bulletins. Just email marketing@morris-lubricants.co.uk



SHROPSHIRE PARTNERSHIP KEY FOR B

A Shropshire partnership proved decisive as The Bear Essentials Team powered to the 2018 British Tractor Pulling Championship.

The team uses a range of quality products from Shrewsbury-based Morris Lubricants to keep its powerful 2,000hp tractor, Ice Bear, running smoothly in competitions across the UK and Europe.

The Bear Essentials Team, which is also based near Shrewsbury, clinched the British Championship in the Prostock category after competing in rounds across England and Scotland.

It was also the leading British tractor to finish in the top 10 at the European Championships and the highly contested Eurocup Series held this year in the Netherlands, Denmark, Hungary and the UK.

Pairing one of the world's most powerful motorsports with one of UK's leading independent lubricants blenders has proved to be a match made in heaven.

Based on a production 160hp Valtra tractor, with wheel speeds of up to 90kmh and kicking out somewhere between 2,000 and 2,500hp, Ice Bear is a multiple British Champion and competes in the Prostock category for production-based tractors running on diesel fuel with a single turbocharger.

The goal of Tractor Pulling is to drag an increasingly heavy sledge as far as possible. In the Prostock category, a weight of up to 60 tonnes is hauled down a 100m track in about 10 seconds!

It's a challenge that takes the Bear Essentials Team almost 20,000km a year to compete across the UK and Europe, where Tractor Pulling is a major spectator sport.

To get over the line, every inch of the tractor must perform to its maximum, which is where Morris Lubricants comes in. The family-owned company, which celebrates its 150th birthday in 2019, supplies the oils and lubricants to keep Ice Bear's cogs turning smoothly.

Ice Bear runs on Versimax HD3 20W-50 Ring Free Diesel Engine Oil and Terrain CT50 Transmission Fluid. The Bear Essentials Team also uses Morris Lubricants' 10W-40 engine oil, antifreeze, Morendo fuel octane booster, brake and clutch fluid in the Daf lorry that transports Ice Bear to events as well as workshop lubricants.

"The link-up with Morris Lubricants is key to the team," said Andy Miller, Bear Essentials Team manager, second driver and mechanic, who works for Valtra UK (AGCO Ltd).

"In addition to the Versimax HD3 20W-50 Ring Free Diesel Engine Oil that we have used for a number of years, we have found that the reliability of our transmission and rear axle have been greatly improved since moving to Morris' Terrain CT50 Transmission Fluid over the last two seasons.



BRITISH TRACTOR PULLING CHAMPIONS

“It is testament once again to the quality of the products in this high horsepower application. If it works well for us with 90kmh+ rear wheel speeds, then it has got to be a winner in standard tractors at 40 or 50kmh!

“Morris Lubricants has helped us grow and improve as a team to compete at the very top level of the Prostock class in both UK and European competition.”

The Bear Essentials Team also comprises Mike Simmons, main driver and mechanic, who works at local Valtra dealer Edwards & Farmer, Brian Marston, Halfway House haulage contractor, Peter Hemming, a chicken farmer at Yockleton where the team is based, Jane Miller, hospitality manager and May Norris, merchandising and social media manager.

Andrew Goddard, Morris Lubricants’ managing director, said: “It’s incredible to see the sheer power of Ice Bear, a real achievement of human endeavour. This is another example of how well our products perform when put to the ultimate test.

“We’re delighted that our products and support are helping a team, which is based here in Shropshire, to make its mark at the highest level of European competition and wish Ice Bear continued success.”

Morris Lubricants has been manufacturing lubricants in Shrewsbury since 1869. Nearly 150 years of development has seen the company grow to become one of Europe’s leading oil blenders and marketers, with a reputation for quality and service.

The company offers an extensive range of performance lubricants covering a wide variety of application areas, including many that are specifically designed for motorsport. This is backed by the highest level of quality control and technical support, together with an experienced customer service team.



FATHER & DAUGHTER TEAM COMPETE IN LOMBARD RAC RALLY

Motorsport enthusiast Rob Stoneman is preparing to take part in the re-enactment of the famous Lombard RAC Rally later this month behind the wheel of a classic car.

Rob, who lives in Cullompton, Devon, will be driving a 1935 Alvis Firebird Special, one of the classic Alvis models he has restored to full working order over the last five years.

His navigator on the non-competitive rally on Saturday, October 20 will be his daughter Hayley, 29, the pair having won the Concours d'Elegance award at the 726-mile Flying Scotsman Rally in April.

Period rally cars and classic cars will negotiate four classic Lombard RAC Rally tarmac stages in Somerset and Devon before driving up the legendary Porlock Toll Road, last used on the rally in 1976. The route follows other great driving roads before returning to Bath for the Rally Dinner in the evening.

Motorsport has been very much part of Rob's life, having been the British 500cc sidecar grasstrack champion in 1979 before swapping motorbikes for rally cars in the 1980s.

He was the Ford Escort Turbo champion and then drove a Ford Sierra Cosworth for Ford for three years in the 1980s, culminating with 16th place in the 1987 Lombard RAC Rally.

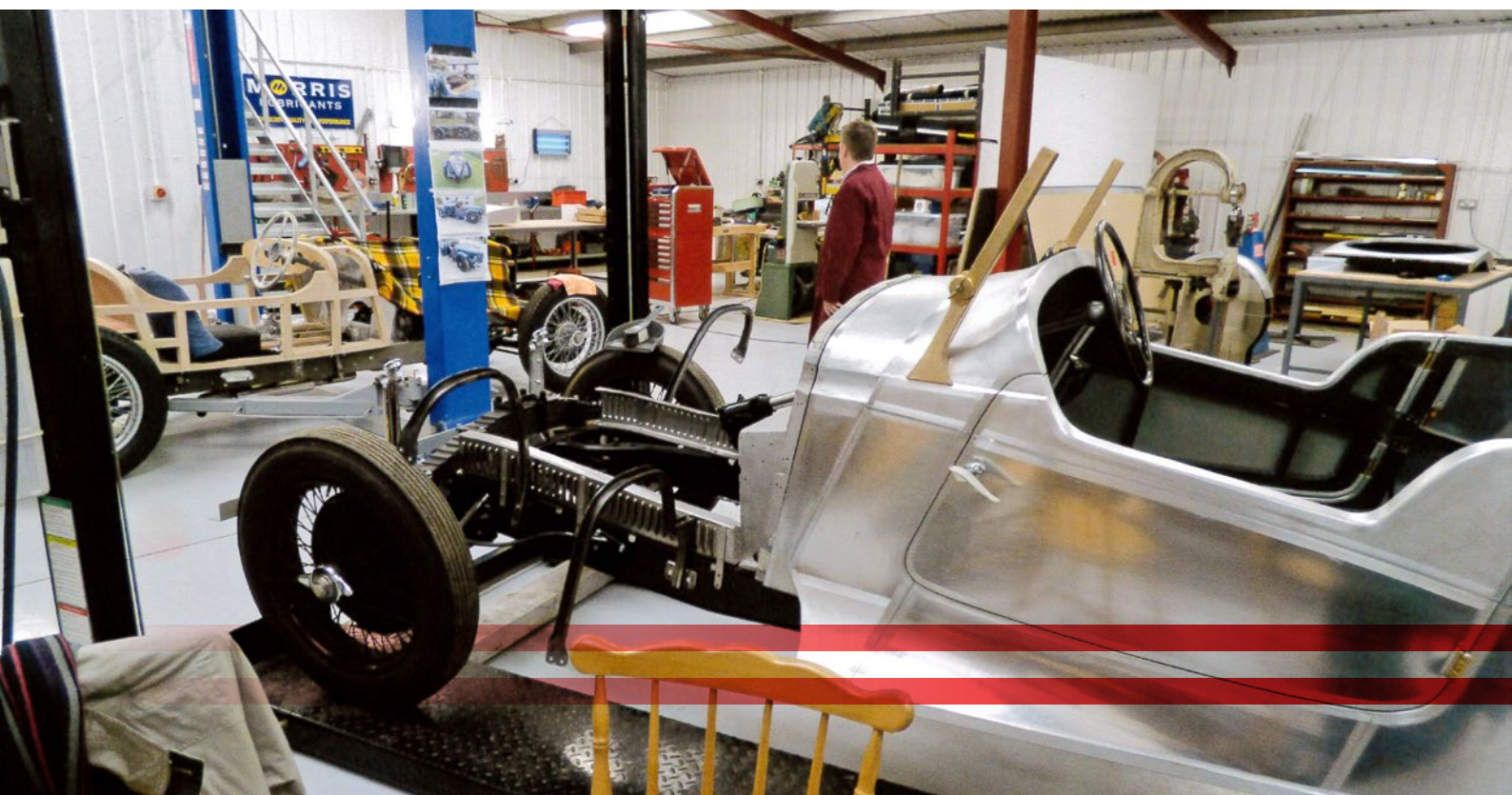
When he's not driving or restoring classic Alvis cars, Rob runs Stoneman Engineering, a fabrication business in Willand, near Cullompton, which he and his father, Gerry, started in 1976.

His interest in classic cars stems from his father, who is now 82 and used to own steam cars. "I was looking to buy an MG but my mum suggested that I get an Alvis instead," explained Rob.

"I had never heard of Alvis, so I went to see one and immediately fell in love with it. They are very stylish cars and the engineering is superb. Alvis were way ahead of their time with synchromesh gearboxes."

Rob, who also owns an Aston Martin DB11 sports car, added: "My aim is to own some nice cars and to enjoy them, but what I enjoy most is restoring them."

The 1935 Alvis Firebird Special took him a year to restore. He used the original saloon chassis, built an ash frame with an aluminium skin and installed a 3.5 litre Alvis Speed 25 engine. The car powered Rob and wife Helen, his navigator, to eighth out of 54 cars in the Paris to Amsterdam Rally.





Rob Stoneman and daughter Hayley fire up 1935 Alvis Firebird Special for Lombard RAC Rally

Other Alvis cars in his collection are a 1935 four door tourer, a 1953 drophead coupe and a 1937 4.3 litre saloon. Currently being restored is a replica 4.3 litre short chassis tourer, which will be ready for painting next month and a 1939 3.5 litre Crested Eagle, which will be a rally car.

His restoration work is meticulous, ensuring that spare parts are as new and even making parts, such as a cylinder block, if he cannot source exactly what he needs.

Keeping all his cars running smoothly is Golden Film Classic Motorsport SAE 15W-50 oil from Morris Lubricants, one of Europe's leading oil blenders, based in Shrewsbury.

Manufactured from high quality mineral oils and an advanced additive system, the oil is designed primarily for petrol

engines, but may also be used in older diesel units. The oil is formulated to keep engine components clean and deposit free, as well as protecting against wear, rust and corrosion.

The Stoneman family are good friends of the Goddard family, which owns Morris Lubricants. Gerry Stoneman and David Goddard originally met through their mutual passion for steam cars and a business relationship has endured.

In addition to the Golden Film Classic Motorsport oils, Morris Lubricants also supplies Stoneman Engineering with cutting fluids and general engine oil for its fleet of vans.

"We use Morris Lubricants not just because of the connection with the Goddard family, but because they are very good oils," stressed Rob.

SOCIAL MEDIA

We are extremely social here at Morris Lubricants, we like to share all our news and keep you up to date with what's happening.

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