



# Lubri **NEWS**

THE OFFICIAL  
MORRIS  
LUBRICANTS  
NEWSLETTER

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SPRING 2018



**MORRIS**  
LUBRICANTS



**Morris Brand Ambass**  
**Guy Martin**



**sador**

## **From repairing heavy trucks to biking across the USA, Guy Martin is about to take on a new challenge as brand ambassador for Morris Lubricants.**

One minute he may be under a truck, the next racing around a road circuit on a superbike or taking part in another challenge for TV, but Guy Martin remains as down-to-earth as a Lincolnshire lad could be. Now as a brand ambassador for Morris Lubricants, he will put his talents to work in promoting both the company and its products.

Yet despite being a big media personality, you'll always find Guy getting covered in grease and oil underneath a truck. "I got interested in fixing engines as a two-year-old, or maybe younger as I was in a nappy," he says. "I used to sit on the workbench and watch my dad spannering something." "Fixing trucks is a proper job, and I get satisfaction from working on something that is part of everyday life. If everything else I'm doing goes away, then I can still fix trucks, and I like the way I can control that."

### **FAME WON'T CHANGE HIM**

Of course, Guy is in the public eye for more than just his abilities with a spanner, but having always maintained that he'd never give up his day job, it's more the opportunities his life in the public eye offers, rather than the fame, that he enjoys.

"I get a lot of attention if I go to certain places and events, so I try to avoid them. I didn't want to be famous, but the opportunities I've had to do all this mad stuff has been great and I'm lucky to have the support," he says. But what keeps him rooted? He adds, "The truck job keeps my head away from my own arse!"

He does accept how things have changed, however; "I can't even pop to the shops for a bottle of milk without being recognised, but folk mean well and are always friendly."

Despite not looking for the fame, Guy was thrust into the spotlight after being approached while taking part in the Isle of Man TT races in 2009. "A new lot called North One Television came in to cover the racing," he remembers. "Like other riders, they'd filmed with me before the racing and then some more at the TT itself. One of the Producer bods called Andy Spellman said he reckoned I could do more than talk about bikes, and he came and saw me after the TT, and we got a plan with Neil [Duncanson], the boss at North One TV. I didn't think anything would come of it, but in 2010 we started making 'The Boat That Guy Built' series for the BBC. Spellman and Neil have been working with me since."

### **ON HIS BIKE**

The TT may be where it all started for Guy regarding his television career, but he had been competing at the famous road race since 2004. So what led him to the world of bike racing?

"I crashed by Kawasaki AR50, I'd bored it out, on the road one year, and thought I'd better get on the track before I ended up really hurting myself!"

Of course, hurting himself on the bike almost became a habit, with some spectacular crashes, including at the TT in 2010 and again last year, something Guy describes as one of his scariest moments. "My bike went into neutral when I needed a gear (to help brake) to make the corner, I crashed at maybe 140mph, I wasn't scared, but it does make you think 'how the bloody hell did that happen.'"

But what makes him continue? "It's part of the game really; you have to expect it. I like pushing myself and if I think I can be fast or will enjoy it, I'll have it," he says.

Continued over...

## NEW ADVENTURES

On TV, Guy has done everything from building boats to exploring China, but his best adventures have also been his most competitive and challenging. "Going up against David Coulthard in his F1 car was the best thing ever," he says. "Doing the Wall of Death, and competing at Pikes Peak was brilliant too. But The Tour Divide [an 18-day mountain bike trail across America] was probably the best thing I've ever done. I know how lucky I am to be doing these things!"

Some challenges take a bit more to get accustomed to, however. In 2016, he attempted to break the motorcycle land speed record in a Triumph Streamliner rocket-powered bike. "It was a totally different way of riding and I said that was something I didn't mind giving everything for," he says.

Perhaps one of his most 'pressured' tasks was taking part in a Formula 1 pit stop with the Williams team at the 2017 Belgian Grand Prix. In a world where a split second mistake could cost points, let alone a race win, Guy was tasked with removing the left-rear wheel in the race, but what did he think of the pressure? "I was alright really, I knew what I had to do, and it was bloody great. The work those boys put in behind the scenes and the hours, fair play to them."

Yet despite these adventures, Guy is still firmly a down to earth bloke. "I enjoy the variation, I can be sat under a lorry one day, and the next be off to China or trying to stop the dogs chasing pheasants," he remarks. "I have to be busy; I go crackers if I'm not!"

## INTERESTING TRANSPORT

When it comes to motoring, working on trucks and motorbikes gives Guy a great view of the different technologies, but what's his favourite? "All sorts really," he says. "Trucks are interesting as the technology is way ahead of cars in some ways, I like building my own cars and bikes my way, as conventional stuff, especially in bikes, hasn't changed much."

As for his favourite vehicle of all time? Again, Guy is down to earth: "Britten motorbike is up there; my Volvo Amazon is spot on, but you can't beat a Tranny [Ford Transit] van," he comments.

But there is one mode of 'transport' Guy owns which can be described as an indulgence. A Rolls Royce Merlin engine, which was once found in the Spitfire and Lancaster Bombers of the Second World War.

"I'm from Lincolnshire, RAF Scampton, Waddington, and Conigsby are all close by, and the RAF has always been part of where I grew up," he explains. "I've always been fascinated by the Merlin engine and Spitfire; I was named after the fighter pilot Guy Gibson."

"So I found one that was on a trailer, with a full-size propeller, controls and a seat. It didn't need any work, and it's bloody amazing. I had it at work for a while and used to fire it up sometimes."

However, it wasn't all plain sailing as Guy remembers: "It has a limiter on it, and I thought it was a good idea to take that off, what I was thinking I don't know! Honestly its the most scared I've ever been as it started moving once it came over the inertia and I couldn't stop it. It smashed through a set of metal stairs and sent one of my push bikes up in the air before I could stop it. The prop didn't have a scratch, but the workshop was a mess!"

## BRAND AMBASSADOR

Working with Morris Lubricants is a new opportunity for Guy. "I like the fact they're British, have a range of everything you could need and are good honest folk," he says. "They sent me a load of samples, I didn't know how many products they had and it's all good stuff. Whether it's on the trucks, cars or bikes, even my tractor, the quality is spot on."

"I've run it in my tranny van, the Scania trucks and a few of my bikes as well."

Working with Morris Lubricants also gives Guy plenty of different opportunities, including the possibility of 'brewing' his own oil. "I'd be up for that, I'm not an expert on oil, but I'd be keen on learning!"

With the oil and lubricant company's exploits across motor sport sponsorship, including truck racing, would that be another adventure Guy would like to take on? "Never say never, I've raced a lot of interesting cars and bikes so maybe," he remarks.

Finally, there is one question that many must be asking. What is Guy's favourite brew? "Yorkshire Gold is my go-to, but wet and warm and she's reet."





**“  
I like the fact they're  
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# TRAINING DAYS

Educating our customers and consumers about oil is very important to us here at Morris Lubricants, we want to pass on our vast lubricant knowledge accumulated over the 149 years we have been in business to help customers choose the right oil for their vehicles or industry.

Our Automotive Product Manager, Adrian Hill of ASK ADE fame has developed a selection of training modules to help customers understand specific areas of lubricants and lubrication, so far we have had a fantastic response to these courses.

Our Theory of Lubrication courses are for individuals who want to extend their oil knowledge, or those of you who attended our Part 1 course and want to learn just a little bit more.

## THEORY OF LUBRICATION TRAINING

### Part 2 - Engine Oils - In Depth

#### COURSE CONTENT

- Section 1: Basic Functions and Formulating
- Section 2: Defining Oil Characteristics 4 Stroke
- Section 3: Defining Oil Characteristics 2 Stroke
- Section 4: Emissions Legislation
- Section 5: After Treatment Device Overview
- Section 6: Performance Levels
- Section 7: OEM Approval System
- Section 8: Future Trends

Free to all Morris Lubricants customers and their employees

Keep an eye open for other training courses throughout the year. Our next course takes place on Thursday 15th March

If you would like some more information or would like to attend then please contact us at [marketing@morris-lubricants.co.uk](mailto:marketing@morris-lubricants.co.uk)

# GDPR

**On the 25 May 2018, the General Data Protection Regulation will be enforced across Europe, including the UK. The law aims to give citizens more control over their data and to create a uniformity of rules to enforce across the continent.**

## **WHY SHOULD BUSINESSES CARE ABOUT GDPR?**

Although this law comes from the EU, it will have a global impact. It will affect all businesses holding personal data on customers, prospects or employees based within the EU, and such businesses need to be preparing for the change now. If businesses ignore this law, they can be fined up to 20million Euros or 4% of their global turnover.

Giant fines aside, it's worth remembering that data protection is more than a compliance issue. We all care about our privacy and we expect businesses to respect that. It is good business sense that we all 'get' this cultural aspect as well as the financial one.

## **WHAT ARE THE NEW RULES?**

The rules are very complex but the main thing is not to be overwhelmed by them or to see the GDPR as the enemy. If the rules are built into the organisational culture and structure then this will help to manage data more effectively, internally and externally.

## **WHAT IS THE IMPACT ON BUSINESSES**

The impact on businesses will undoubtedly be huge. The new rules will require businesses large and small across the globe to transform their policies, structure and personnel to ensure compliance and adherence. Data protection and security needs to be built into the fabric of the company, so while we should all be concerned with getting the detail right, every member of your organisation should care about and be aware of the principles, at every level and in every discipline.

However instead of seeing this as a negative this should be seen as an opportunity to represent yourself to your customers and target audience as more responsible on the topic of data. This will not be a bad thing; this will be particularly true if it enables stronger relationship building because it potentially offers the basis for more equality and trust between businesses and their customers.

## **WHAT DOES IT MEAN FOR THE CONSUMER?**

While many consumers may not be aware of the change, many will begin to notice some differences in how businesses and organisations communicate with them. Privacy notices will be more transparent, consumer rights will be upheld and publicised, and news about data breaches will travel faster and be harder to cover up. It may seem to some consumers that data is less secure after the change simply because the volume of news on it will increase. While they may be concerned about this, they will also be reassured by the sizeable fines for unscrupulous and sloppy data management.

## **WHAT IS PERSONAL IDENTIFIABLE INFORMATION?**

Anything that can identify or be related back to a natural person, which includes but is not limited to:

Name, Address, Email Address, Telephone number, Bank Account Number, Car Registration, Ip Address.

And then special categories:

Race, Ethnicity, Political Opinions, Religion, Philosophical beliefs, Trade Union Membership, Genetic Data, Biometric Data, Health Data and Sexual Orientation.

What Personal Data Do We Hold?

Where Did It Come From?

Who Are We Sharing It With?

For more information take a look at the Information Commissioner's Office Website where you can learn all about the forthcoming regulations

<https://ico.org.uk/media/1624219/preparing-for-the-gdpr-12-steps.pdf>

Here at Morris we will be looking at this new legislation as a GDPR wake up call and as an opportunity to be more effective as a company with our data holding, collecting and sharing methodology.

## THESE ARE THE THINGS YOU NEED TO KNOW...

- **Where are you keeping the information you hold?**
- **Are you informing the person providing the information what you are doing with it?**
- **Do you need their consent and can you get it?**
- **Do you collect and process sensitive personal data?**
- **Who are you sharing it with?**
- **Where is it stored?**
- **How long do you keep it for?**
- **How do you destroy it?**

Meet our

**MLR**

MORRIS LUBRICANTS  
RACING

**R**

Ambassadors...



### FactFile

**Name:** Lydia Walmsley

**Birth Place:** Ipswich

**Racing Series:**

Mini Challenge Pro Class

**Driving:** Mini Cooper

**Who inspired you to get**

**behind the wheel:** My dad, I have watched him since I was young and this made me realise how much I wanted to race.

### FactFile

**Name:** Rebecca Jackson

**Birth Place:** Reading

**Racing Series:** Electric GT

**Driving:** Tesla

**Who inspired you to get**

**behind the wheel:** My dad



### FactFile

**Name:** Dan Rooke  
**Birth Place:** Holsworthy  
**Racing Series:** TBC  
**Driving:** TBC  
**Who inspired you to get behind the wheel:**  
My dad and Colin Mcrae



### FactFile

**Names:** Gareth Clarke / James Mcdiarmid  
**Birth Places:** Reading / Perth  
**Racing Series:** Junior British Rally Championship  
**Driving:** A highlighter and a road book /  
M Sport Ford Fiesta R2T  
**Who inspired you to get behind the wheel:**  
My dad / Colin Mcrae



## FactFile

**Name:** Dave Jenkins  
**Birth Place:** Stone  
**Racing Series:**  
 British Truck Racing  
 Championship and  
 selected rounds of  
 European Truck  
 Championship  
**Driving:** 2016 Man TGX  
**Who inspired you to  
 get behind the wheel:**  
 My dad who was also a  
 truck racer



## FactFile

**Name:** Simon Reid  
**Birth Place:**  
 Stoke On Trent  
**Racing Series:**  
 British Truck Racing  
 Championship  
**Driving:**  
 2016 Man IVECO (Stralis)  
**Who inspired you to  
 get behind the wheel:**  
 My dad David Reid

# The Winning Formula!

**Each year we are proud to support a wide variety of amateur, semi-professional and professional motor sport activities across the UK and internationally. From rallying to motocross we have hundreds of individuals using Morris Lubricants products in the most competitive and demanding of applications.**

With a background in everything from national rallying to British truck racing, we as a company are keen to support up-and-coming British talent.

With this in mind we were on a mission when we attended Autosport at the NEC in January to find the best ambassadors for the Morris Lubricants MLR Programme and to be honest I don't think we've done too bad a job.

This year for the first time ever we have two female racing ambassadors, Rebecca Jackson and Lydia Walmsley. Rebecca is not only a racing driver but also a British television presenter, entrepreneur and motoring journalist. Rebecca has a pretty full on year racing in 2 championships, one petrol and one electric, writing a weekly Telegraph column, starring in two TV series' (Dave and CBBC) and working with the Prince's Trust as well as Morris Lubricants.

Our second female racer is Lydia Walmsley. Just turned 16 she has a passion for motor sport which began in 2010 when she started karting at 8 years old and she has raced competitively every since. Her ambition is to become a British Touring Car Driver but this year she will be making her debut in the Mini Challenge Pro Class.

We are really happy that we will once again be working with Dan Rooke who is the youngest ever British Rally Cross Champion and we are hoping for great things from Dan this year.

Gareth Clarke and James McDiarmid are both students at Harper Adams Agricultural College here in Shropshire where they are two of four students who founded the Motor sport Team, there are now 20 members of the team and this year they are really psyched to be driving an M Sport Ford Fiesta R2T. They will be racing in the Junior British Rally Championship, James will be the driver and Gareth his trusty navigator.

Dave Jenkins and Simon Reid are our gentle giants who will be competing against each other in the British Truck Racing Championship. Both have been with us for over 3 years and they really love what they do. If you haven't been to a truck racing event you haven't lived, seeing these massive vehicles being thrown round like they were mini metros is a site to behold. As Simon says "Truck racing is exhilarating, and as the driver I get to do the best bit"

We are really looking forward to working with our ambassadors this year and we are of course hoping for podium finishes and lots of glory! But no matter what happens you will be able to follow their progress on our website and social media feeds.

## BRITISH TRUCK RACING CHAMPIONSHIP DATES:

1-2 April:	Brands Hatch	18-19 August:	Lydden Hill
21-22 April:	Pembrey	8-9 September:	Snetterton
30 June-1 July:	Nürburgring	13-14 October:	Pembrey
7-8 July:	Thruxton	3-4 November:	Brands Hatch
21-22 July:	Donington		



# ELECTRIC VEHICLES vs THE AFTERMARKET

**CAT Magazine – January 2018**

## **ELECTRIC VEHICLES VS THE AFTERMARKET**

What challenges does the lubricant industry face? With impending bans on traditional vehicles and increasing market share of EVs.

At the end of last year, the UK media reported a sixth month consecutive decline in sales of diesel cars. UK Government's uncertainty about how to treat vehicles once classed as 'the green option' has led to consumer caution about buying cars that might be subject to higher taxation in future.

In July 2017, the UK Government declared that from 2040, sale of motor vehicles powered with internal combustion engines, petrol or diesel, would be banned. This followed similar announcements made by the French Government earlier that year. Even Original Equipment Manufacturers (OEMs) followed suit with Volvo and more recently Jaguar Land-Rover announcing the end of petrol and diesel car sales from 2019 and 2020 respectively.

The impact on the automotive sector, its fuel and lubricant sales, as electric vehicle sales increase cannot be underestimated.

Barclays' analysts reported that if electric cars with greater efficiency increased to one third of the current automotive sector, this would cut global oil consumption by 3.5 million barrels a day by 2025. This is roughly the equivalent of Iran's current supply of oil at 3.8 million barrels a day that is the Organisation of Exporting Petroleum Countries (OPEC)'s third largest member.

Globally, demand for oil is still growing. In their 2017 outlook OPEC signalled that the medium-term demand for oil for the period 2016–2022 would increase by 6.9 million barrels a day, rising from 95.4 million barrels in 2016 to around 102.3 million barrels a day by 2022. Developing countries are expected to account for the majority of this increase, with demand expected to increase here by 43.2 million barrels a day in 2016 to 49.6 million barrels a day by 2022.

A cut in automotive demand for oil would effectively wipe out half the expected increase in global oil demand by 2022. But globally, the demand for oil would still increase.

Transportation is expected to remain the largest consumer of oil products, both fuel and lubricants, well into 2040. Much of the sector faces weak competition from alternate sources of fuel and lubricants although improved efficiencies, the rise of hybrid or electric vehicles and a tightening of energy policies will help to decelerate increases in the demand for oil from this sector.

**In July 2017, the UK Government declared that from 2040, sale of motor vehicles powered with internal combustion engines, petrol or diesel, would be banned.**



## WHAT IS ALLOWED

Details of the French and UK Governments' decision to ban conventional internal combustion engine vehicles is still vague. Will hybrid vehicles still be allowed? What about heavy goods vehicles or diesel powered public vehicles such as taxis? Some analysts believe that Governments might have kicked an emissions issue aligned to poor air quality into the long grass. The UK faced with the prospect of fines by the European Union over the quality of its air in cities, needed to be seen to be doing something positive about the issue.

Today's vehicles are cleaner and leaner than those of ten or twenty years ago. Exhaust after treatment devices, both catalytic converters and diesel particulate filters, have removed many post-combustion harmful gases. Car scrappage schemes promoted by both Government and car manufacturers have incentivised owners to replace ageing vehicles with more modern cars. Changes to car taxation duties reward cars with lower emissions.

Electric cars might not be the panacea for everyone. Limited battery range and the high cost of lithium power cells means that extended ranges between charges of 300 miles or more are not yet a reality. As local town run-arounds or shopper cars, electric vehicles provide a viable alternative to conventional vehicles for journeys typified by short local stops. For longer commuter journeys then electric vehicles alone do not currently provide a realistic solution in the absence of a national and comprehensive electric charging network.

Much needed investment in electric charging stations along major motorway routes and trunk roads still remains in short supply. The Petrol Retailers Association (PRA) gave evidence to UK Government's Automated and Electric Vehicles Bill Committee in November arguing against proposals to mandate electric vehicle charge points in petrol stations and motorway service areas. Although subsidies exist for domestic installation, the Bill proposes that a larger commercial network of charging points would be paid for by fuel retailers who would, by implication, pass the charges back to motorists. Government would not fund such a scheme.

## REQUIREMENTS

In terms of engine oil and lubrication requirements, hybrid vehicles act in a slightly different manner to more conventional vehicles. A distinguishing feature of hybrid electric vehicle is that the conventional engine switches off when the power available from the electrical cell exceeds that needed to propel the vehicle. This results in lower operating temperatures and higher stress during stop/start for the conventional engine, which could lead to increased sludge and varnish than that of conventional engines.

What of service intervals? In the UK, service intervals of 12,000 miles are usually expected by motorists. In America, some dealers are claiming that hybrid vehicles require oil changes every 5,000 miles or 10,000 miles if using a synthetic, more typical of conventional cars sold in that country. The move to lower viscosity oils could also confuse matters if a motorist has been used to using a 5W-30 engine oil in their hybrid ten years ago and today the same, but newer, model of their much-loved car requires a lower viscosity lubricant of 0W-20 or less.

For the aftermarket, although electric cars might prove a challenge today, a hybrid car is a more popular and obvious choice for motorists. They provide the assurance of extended ranges for longer journeys similar to that of conventional vehicles, with the benefit of lower emissions under town centre driving conditions.

**Andrew Goddard**

CHAIRMAN, VERIFICATION OF  
LUBRICANT SPECIFICATION  
MANAGING DIRECTOR, MORRIS  
LUBRICANTS.





# EXHIBITIONS

Autosport took place over 4 days at the NEC in January. The show is a must attend event for motor sport fans and petrol heads alike.

It was a great success for Morris, we launched our brand new 2018 MLR Ambassador programme as well as winning the best small stand award at the show.

The event brings together an unmissable combo of cars, stars and action, and the star of our stand, apart from the staff of course, was the ARV6 Racing Morgan which took pride of place celebrating the partnership between Morris and this great British Marque.



# The COMMERCIAL VEHICLE SHOW 2018

24 - 26 APRIL  
NEC • BIRMINGHAM

Taking part in exhibitions is great fun, we not only get to meet new and existing customers but we also get the chance to tell you all about what is happening at Morris, what's new and in the case of the Commercial Vehicle Show what's old!

Our brand new stand at the CV show will have a nod back to our 150 years within the lubricants industry. We will have a some fantastic historical

images and if you are a fan of all things retro there will be a vast array of our old oil cans and containers on display as well as some old equipment for you to have a look at, so you can see where we have come from before you see where we are heading!

So come and take a walk through time with us, we look forward to seeing you there.



## EVENTS CALENDAR

EVENT	DATES	LOCATION
Plant & Asset Management	10/04/18 - 12/04/18	NEC, Birmingham
The Commercial Vehicle Show	24/04/18 - 26/04/18	NEC, Birmingham
Automechanika	05/06/18 - 07/06/18	NEC, Birmingham
UKAD & Biogas 2018	11/07/18 - 12/07/18	NEC, Birmingham

# NEW SEASON, NEW PRODUCTS



## Multivis ECO PC 0W-30 Fuel Efficient Synthetic Technology

*Powerful performance chemistry to protect engine components*

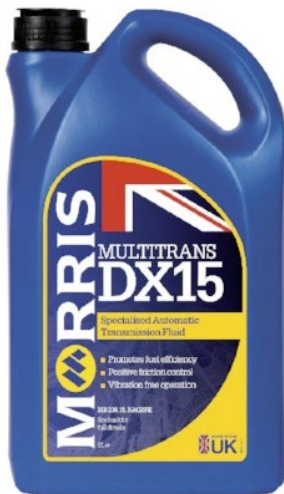
- Increased engine efficiency, output and improved fuel economics
- Outstanding cold temperature flow rates and high temperature film strength
- Low levels of volatility
- Superior thermal stability, improved engine cleanliness

**Available in the following sizes:**

25L, Part No: EPC025

5L, Part No: EPC005

5L, Part No: EPC001



## Multitrans DX15 Fuel Efficient Synthetic Technology

*Specialised Transmission Fluid*

- Contributes to fuel efficiency
- Ensures positive and continuous frictional control
- Smooth vibration-free operation
- High level of thermal and oxidative stability
- Excellent shear stability characteristics that maintain system pressure
- Reduced fluid loss due to low volatility

**Available in the following sizes:**

25L, Part No: MDX025

5L, Part No: MDX005

5L, Part No: MDX001



## Versimax HD12 15W-40 Mid SAPS Heavy Duty Engine Oil

*Low-emission Multigrade Diesel Engine Oil*

- Selective catalytic reduction
- Can cope with increased levels of bio fuel
- Developed for use in diesel engines fitted with exhaust gas re-circulation

**Available in the following sizes:**

25L, Part No: ACK205

5L, Part No: ACK025

5L, Part No: ACK005

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](mailto:marketing@morris-lubricants.co.uk)

# WORKSHOP PRO

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our aerosol range a try,  
it might just put a smile  
on your face too!*

MD4 Multi Purpose  
Maintenance Spray

Chain Lubricant  
Fully and Semi Synthetic

White Grease With PTFE

Anti Seize Compound

Solvent Cleaner

Carb Cleaner

Solvent Degreaser

Surface Conditioner

*For a multitude  
of challenging  
applications...*



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for more information:  
01743 232 200

# CHEAPER OILS: A COSTLY MISTAKE

Fleet Managers who try to save cash by using cheaper lubricants might well end up shelling out more in the long run.

Adrian Hill, our automotive product manager explains that inferior lubricants affect fuel economy, meaning fleet operators will visit the pumps more often than those who use products recommended by the OEM.

“Cheaper products might not always live up to the claims they make on the barrel – and that could lead to problems with components, or even complete breakdowns.

“Using the correct lubricants, at the correct drain intervals as prescribed by the OEM, will maximise the efficiency and the lifetime of the vehicle,”

“People are attracted by the proposition of saving a few pennies on a litre of oil because it looks a good deal, but the down side is that it might not provide the necessary fuel economy benefits and it might not offer the correct levels of protection.

“A lot of the cheaper gear oils claim the 75W-90 or 75W-80 viscosity classifications. But when they have been checked by the industry watchdog, Verification of Lubrication Specifications (VLS), they have been found to be substandard. They are not meeting the 75W claim, which means they are not as fluid at low temperatures as the specification claims they are.



“Fuel economy is mainly attributed to that cold-start period because that’s when the oil is at its thickest. If you’ve got a thick, gloopy oil, some of that energy generated by the engine is not getting to the wheels. It’s needed to churn through the thick oil.”

A sure-fire way to ensure that a lubricant is up to scratch is to check whether it carries an approval for a specific vehicle.

He says that fleet managers should ask for proof from their lubricant suppliers that the oil in the barrel matches up to what is claimed on the label.

“If you use the wrong products in transcontinental vehicles doing many miles, you can rack up a lot of wear and tear. In the medium-term, you start to see downtime and unreliability. If you’re going from Birmingham to Venice and you breakdown two-thirds of the way there, that’s expensive as you’ve got to repair and recover it.

“And cheaper products may invalidate a warranty claim. It’s short-term costs versus long-term gain.

“Anybody who thinks they are getting a really cheap deal on a lubricant, with lots of performance claims should ask for evidence. If they can prove it, great – but nine times out of 10, it’s not going to be a wise move in the long-term.”

Versimax, our OEM approved commercial vehicle oils, is a name that combines the versatility and maximum quality on offer.

**Adrian Hill**

Automotive Product Manager, Morris Lubricants



# 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.

Like us on Facebook  
[/morrislubricants](https://www.facebook.com/morrislubricants)

Follow us on Instagram  
[@morrislubricantsuk](https://www.instagram.com/morrislubricantsuk)

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Join us on LinkedIn  
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