



# BULLETIN

## ExxonMobil Introducing Mobil Super Family of Premium Motor Oils

ExxonMobil Lubricants and Petroleum Specialties last week announced it is introducing the Mobil Super family, a comprehensive line of premium-quality motor oils. Mobil Super is already a successful brand marketed by ExxonMobil in **Europe, Asia and Latin America**, and it will now be available in the United States **beginning February 2011**. The Mobil Super family includes three products:

- ✓ **Mobil Super**: A premium conventional motor oil that helps extend engine life by preventing sludge and reducing wear. Mobil Super is guaranteed to deliver proven protection for up to 5,000 miles between oil changes and features extra cleaning additives. It is available in 5W-20, 5W-30, 10W-30 and 10W-40 viscosities. **Mobil Super replaces Mobil Clean 5000.**
- ✓ **Mobil Super High Mileage**: Specifically designed to help extend engine life in higher-mileage vehicles, this motor oil combines sludge prevention and wear protection with anti-oxidants that help to reduce oil breakdown. Mobil Super High Mileage is also formulated with a seal conditioner to help prevent leaks and reduce oil consumption. It is available in 5W-20, 5W-30, 10W-30 and 10W-40 viscosities. **Mobil Super High Mileage replaces Mobil Clean High Mileage.**
- ✓ **Mobil Super Synthetic**: A full synthetic motor oil that is proven to outperform Mobil-branded conventional and synthetic-blend motor oils to help extend engine life by delivering outstanding protection in high temperatures, along with the sludge prevention and wear protection properties. It is available in 0W-20, 5W-20, 5W-30 and 10W-30 viscosities. Mobil Super Synthetic is being introduced to compete more on price with other synthetics. **Mobil 1 will remain the company's flagship "Advanced Full Synthetic" engine oil.**

The Mobil Super family of products (with the **exception of 10W-40** viscosities) meets or exceeds the **ILSAC GF-5** standard and is backed by the **Mobil Super Engine Guarantee**. This program guarantees that Mobil Super products will help **prevent any oil-related failure of critical engine parts**. In the event of equipment failure due to use of Mobil Super, **ExxonMobil will repair or replace any equipment damage directly caused by a defect or malfunction of the lubricant**. Coverage begins from the first day of an oil change with a Mobil Super product and is valid for as long as consumers own that vehicle and continue using Mobil Super at appropriate oil-change intervals.

Although it is not confirmed yet, but the ExxonMobil's new Super Synthetic PCEO is believed to be formulated with Group III base oil, unlike it top of the shelf products that are "**Tri-Synthetic**" having mixture of Group IV & V stocks.

A few additional changes to the **ExxonMobil PCEO lineup** are also being introduced as follows:

- **Mobil Special** replaces Mobil Clean. This product will reportedly be ExxonMobil's primary competitor in the bulk oil business, and also available in package. It will meet or exceed Gf-5/API SN for ILSAC viscosity grades 5W-20, 5W-30, and 10W-30. Also available in 10W-40, 20W-50, and Mongrade 30.
- **Mobil Clean 7500 Semi-Synthetic has been discontinued.**
- **Exxon Superflo has been discontinued.**
- There is **no change to Mobil 1 Extended Performance**