

# Your Best Customers Are Informed Customers

## Help Your Customers to Understand the Advantages of Full Synthetic Motor Oil

**I**n order to educate your customers about synthetic oil, it is vital to first understand what they are looking for in a motor oil — and then highlight key facts so they really understand the benefits of choosing full synthetics. Below are some of the benefits that synthetic oil can offer your customers:

### Trusted Brands

According to a Harris Interactive study, consumers place a high emphasis on having a brand of motor oil in their vehicle that meets the latest industry and manufacturer standards. Additionally, they are concerned that the oil they use helps maximize fuel economy. Offering your customers a high-quality full-synthetic motor oil can help address both of these concerns.

### Motor Oil Must Work Harder

Today's engines are smaller than those of the past. While they may be either turbo charged or super-charged to increase power efficiency, these smaller engines must work harder for the same performance of previous, larger engines. This means that the motor oils must work harder too in order to protect metal parts from wear and heat — especially since smaller engines typically have tighter tolerances than larger ones.

### Overall Performance

High-quality full synthetic motor oils outperform conventional and

synthetic blend motor oils in nearly all aspects of engine protection. Synthetic motor oil contains key additives that help reduce wear and that provide better engine protection against friction and performance-robbing deposits than conventional oils, which can enhance performance and efficiency and may lead to better fuel economy over the life of the engine.

### Cleaner Engine

Synthetic oil also contains additives that help keep the engine cleaner, including dispersants that grab and hold dirt and contaminants in suspension before they can build up during engine operation. Synthetic motor oils also contain detergents that help keep high-temperature surfaces clean and free of varnish.

### Stronger Resistance to Burn-off

At high temperatures, oil can also burn off, which depletes the oil level and leaves behind thicker oil that drags on performance. Full synthetic motor oil resists burn-off much better than conventional motor oils.

### Stronger Resistance to Oil Oxidation

Oil oxidation occurs when blow-by gases, high temperatures and motor oil mix. This can cause the oil to thicken and lead to deposits that can reduce engine performance. High-quality full synthetic motor oils resist oxidation better than conventional oil, resulting in oil that flows more smoothly and is easier to pump through the engine, providing cleaner engine operation.

### Stronger Resistance to Oil Shear

As motor oil travels through the engine, some of the oil molecules

can be sheared, literally cut in half, by high-speed rotating, spinning and reciprocating engine parts, thinning the oil. High-quality full synthetic motor oils may resist shear under heavy loads better than conventional oils. This resistance helps synthetic motor oil maintain its viscosity grade and film strength, enabling it to offer better engine protection and withstand more extreme engine conditions.

### Stronger Resistance to Sludge

Finally, sludge deposits can form inside an engine under a variety of operating conditions, from short trips and stop-and-go traffic to extended oil drains and winter conditions. Sludge can block oil passages, plug filters and cause serious engine problems. High-quality synthetic motor oils are formulated to provide an extra level of protection from the formation of these and other deposits inside the engine.

Pennzoil and Quaker State offer a full line of motor oils that meet or exceed the specifications of most vehicle manufacturers. Pennzoil Platinum Full Synthetic motor oils provide the highest level of cleaning, protection and performance. Quaker State Ultimate Durability full synthetic motor oils help defend engines against friction-related wear.

For more information on Pennzoil and Quaker State synthetic motor oils, contact Mike Burns, OEM/Automotive Dealer Manager at 817.337.1065, or [click here](#) to learn more about the Pennzoil and Quaker State programs and services available for AIADA members. **AD**

