



KROON-OIL MAGAZINE
EDITION 10 - 2008



LUBEVISION®

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Dear LUBEVISION reader

It is a great pleasure to present you the 10th edition of our magazine Lubevision.

Nowadays it's impossible to imagine Kroon-Oil without Lubevision. It has become an important periodic source of information. In every edition, we inform you about market and technical developments in general and organizational and product developments of Kroon-Oil in particular.

What has kept us busy since the beginning of this year? Early this year Kroon-Oil took over Putoline Oil. Putoline Oil is a company, which exclusively concentrates on and deals with lubricants for the motorcycle line of business. Although we have not yet communicated the takeover in a great way, behind the scene we have worked extremely hard to fully integrate the Putoline Oil activities within the Kroon-Oil organisation. However, Putoline Oil will keep its own identity with e.g. its own website and lubricants recommendations database. In this Lubevision you will find a special article on page 6 and 7 dealing with the takeover of Putoline Oil.

In April of this year we launched our completely renewed Kroon-Oil website and we are pleased to report that the new website is visited by an ever increasing number of customers. On average we now have some 50.000 consultations per month!

At the same time that we introduced our renewed website, we introduced KICK, the Dutch abbreviation for Customer Information Centre

for Kroon-Oil Customers. In addition to all the information about Kroon-Oil and the services we provide, it is possible to place on-line orders for Kroon-Oil products, however this 24 hours service is presently only available for customers in the Netherlands and Belgium.

To make it possible to distinguish our self from others in this very competitive market, we offer various possibilities such as the comprehensive and complete database, KICK and Lubevision. In addition we take pride in the "personality", and the "charisma" of our products, which we consider as most important.

In June of this year we introduced a complete new line of aerosols and pump spray products. Following attractive introductory offers we have succeeded to introduce this new top product line with success.

The full colour 208 litre drum has been a well-established concept since 2006. In the course of this year we have also started to offer the 60 litre and 20 litre packs in full colour executions.

Following the arrival of a new brake fluid for the most modern brake and traction control systems, our TECH CORNER section will give you our view and information on the developments on the subject of brake fluids.

I take the opportunity to wish all of you a lot of reading pleasure with this 10th edition of Lubevision.

Leon Ten Hove - Chief Editor

KROON-OIL Lubevision®
Edition 10 - 2008

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With Drauliquid, you play
it safe!

**Our renewed
Aerosols and Pump
sprays**

modern,
A new look,
Convenient,
Powerful,
Customer friendly,

Matching other
Kroon-Oil products

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a good advice!

PRODUCT UPDATE



Recently we introduced two new products in aerosol packs. The unique composition of both these products, exclusively manufactured with USDA H1 approved base materials, makes them well suited for use in the food manufacturing industry.



MULTI LUBE FGL H1 is a universal lubricant of extremely high quality, based on pure medicinal oils with special additives and some solid lubricants. This results in special adhesive properties and exceptional protection against wear and corrosion and a high resistance against the penetration of dirt. In addition the product protects against the intrusion of (salt) water and steam. Multi Lube FGL H1 is suitable for applications including maintenance, lubrication and protection of various sliding and/or guiding mechanisms.

12 x 400 ml aerosol, Parts No.33763

MULTI GREASE FGG H1 is an NSF registered non-toxic, transparent, white grease, based on pure medicinal base oils with PTFE. Special additives give this product extremely high adhesive properties and make it exceptionally well resistant against the intrusion of water and steam. This product offers excellent protection against corrosion and wear and ensures that dirt will not enter. The product also has good anti stick-slip properties and has the ability of high penetration, where lubrication is required. Multi Grease FGG H1 is suitable for use on chains, cables, gear systems and various bearings such as sliding bearings and ball bearings, also in wet conditions.

12 x 400 ml aerosol, Parts No.33744

Improved versions of the well known DOT 4 brake fluid have been marketed for quite some time under names like e.g. DOT 4 +, Super DOT 4. Kroon-Oil markets this product under the name Drauliquid-S DOT 4. The special properties of these improved products are the enhanced dry and wet boiling point in comparison with the standard DOT 4 brake fluid. However, for the latest generation of cars with advanced disk brake systems and electronic safety systems such as ABS, ASR, ESP, EBD, BAD and many other systems, a brake fluid with a high boiling point is no longer sufficient. For excellent and reliable functioning of such systems, an extremely rapid response time is essential.



DRAULIQUID-LV SUPER DOT 4 is such a special premium brake fluid with a high dry and wet boiling point and in addition a low viscosity to ensure rapid response properties. This product has been specially developed for safety systems such as ABS and ESP and the many varieties of the systems and is miscible with other DOT 4 brake fluids. The product will shortly be available in 1-litre bottles and large packs.

12 x 1 litre bottle, Parts No.33820

> SPONSORING



With more than 75 racing victories, 13 national and international championships and many international awards and records, Van Amersfoort Racing, internationally often referred to as VAR, is the Netherlands' most successful racing team, with a solid reputation in car racing.

THE TEAM

Big names in racing, in various classes, including Jos Verstappen, Huub Rothengatter and Tom Coronel, all trained with VAR.

For a number of years now, Van Amersfoort Racing has been one of the very few enterprises to be active as a private limited company in car racing. At the extremely professionally equipped technical centre in Huizen, 8 staff members prepare the racing cars and protect the interests of the partners with the utmost expertise. Indeed, their level of training and experience is regularly confirmed by Grand Prix Formula 1 teams. After training at Van Amersfoort Racing, a number of former staff members have become directly employed by the Sauber, BAR and Benetton Formula 1 teams. This is all due to the unique approach taken by Frits van Amersfoort and his colleagues.

The most successful Dutch racing team competes in the Northern European Cup Formula Renault 2.0 championship, with Stef Dusseldorp and newcomer Nigel Melker. Besides the NEC Cup, Van Amersfoort Racing also takes part in most of the races of the Italian Formula Renault 2.0 championship, while Laurens Vanthoor and Rahel Frey are also active in the Formula 3 class.

PERFORMANCE

Van Amersfoort Racing has already chalked up a number of good performances with this driver line-up in 2008. In April for example, Stef Dusseldorp drove two great races at Hockenheim in the NEC Formula Renault 2.0 and ended up in second place on the rostrum after a fantastic final leg. He was also the only driver to break the supremacy of the Motopark Academy, which brought along no less than seven drivers.

In May, Laurens Vanthoor earned himself a place on the rostrum in the third and fourth legs of the ATS Formula 3 Cup in Oschersleben. By ending second, the great development booked by the young (17 year old) Dutch talent was rewarded with 8 points.

August was a very successful month for Van Amersfoort Racing. In Zolder, Stef Dusseldorp enjoyed his first victory in the Northern European Cup (NEC) Formula Renault 2.0 for the Huizen based team. On paper, this sixth round was a tough one, with Stef Dusseldorp and Nigel Melker only having half an hour to prepare for qualification. During the time trial, both drivers proved their mettle.



Dusseldorp earned himself second place on the grid for both races, while debutant Melker achieved a very positive sixth and tenth place in the 23 man strong field. In the initial rounds of the 'RTL GP Masters of Formula 3', Stef Dusseldorp was too quick for the rest of the field on Saturday. Nigel Melker drove an equally exciting and aggressive race but the 17 year old was pushed back to tenth position during the towards the end of the 17-round race. On Sunday, there were smiles all round again, when Stef Dusseldorp climbed back up on the rostrum after having finished second.

On the Nürburgring, Formula 3 drivers Rahel Frey and Laurens Vanthoor came into action during the preliminary programme of the 1000km of the Nürburgring. Vanthoor managed a second place on the grid for both races, while Frey started from an eleventh and ninth starting position. On Saturday afternoon, Vanthoor was quick off the mark and kept his second place. He was aggressively challenged on a number of occasions but defended his position valiantly, to end up in second place at the flag. Frey drove a solid race and climbed up the field a number of places. After 14 rounds, the Swiss driver passed the chequered flag in ninth position. In the second race, Vanthoor ensured it was his job to open the champagne again. After a number of exciting challenges, right up to the final round, he once again finished as second. Frey was held up at the start, which resulted in her engine stalling. She raced strongly from the back of the field and managed to make up a number of places, ending as thirteenth over the line. With such performances, Frits van Amersfoort recognises great potential in his drivers to make the most of both championships.

KROON-OIL

Frits van Amersfoort (Team boss) has the following to say about the cooperation with Kroon-Oil: "We came into contact with Kroon-Oil via Recardo Bruins Choi, who was once a driver for us. Both parties have once again benefited greatly from the cooperation, and we therefore decided to expand on our relationship early this year. I'm delighted that Kroon-Oil is to continue to support us with its quality products. They help our racing cars achieve the very best performance."





ORGANIZATION



At the end of January 2008, Kroon-Oil took over Putoline Oil with great pride and enthusiasm. Putoline Oil is a leading brand in the lubricants market, and concentrates entirely on the motorcycle line of business.

A PIECE OF HISTORY

Putoline Oil was founded in 1970 and began by selling lubricants for bicycles and mopeds, but soon grew to include specific products for motocross. Thanks to the excellent quality of the products and many contacts with racing teams, Putoline Oil soon grew to become a well-known brand.

The early 1980s saw the beginning of exports to various countries, while the range of products expanded enormously to include many specialised products for road motorbikes, go-carts, jet skis, ATVs and quads. By now, Putoline Oil products are sold worldwide, the largest markets being in Great Britain, Spain and Portugal. A large chain of distributors is working enthusiastically to further build brand awareness of the Putoline Oil name.



AN EXTENSIVE RANGE OF QUALITY PRODUCTS

Putoline Oil is the only brand to concentrate fully on motorcycle lubricants, and this specific attention has resulted in a very specialist market approach and the most extensive product range available on the market today. Putoline Oil offers quality products in various segments:

- Road
- Off Road
- Scooter
- Karting
- Quad
- Water sport



Putoline Oil is also market leader in the field of maintenance products for motorcycles. This is possible due to the superior quality in combination with a very extensive range, offered in attractive packaging.

In early October of this year, the completely renewed Putoline web site was launched during the world's largest Motor Cycle trade fair "INTERMOT" in Cologne. Like the Kroon-Oil website this website also contains a comprehensive lubricants recommendations database, which enables you to find the correct Putoline Oil product for your vehicle.

PUTOLINE OIL- A HOUSEHOLD NAME

Putoline Oil's consistent sponsoring of national and international drivers has resulted in their worldwide brand recognition.

The takeover of Putoline Oil by Kroon-Oil provides even better guarantees for the continuity of the brand. Our laboratory facilities offer us even better opportunities to take advantage of all the latest technical developments and innovations. This allows us to keep the Putoline Oil product range totally up to date.

For Kroon-Oil, the takeover is a perfect supplement to its existing activities. Kroon-Oil concentrates mainly on lubricants for the automotive branch while Putoline Oil is totally geared towards the motorcycle market.

www.putoline.com
World championship oils



> VISITING



Today we are visiting agricultural mechanization company Van den Berg in Mastenbroek in the northwestern part of The Netherlands in a polder area in the province of Overijssel. When we see road signs with tractors, we realize that we are in an agricultural part of the country.

At the door we are met by Warner van den Berg, director and owner of the company and his manager, René Kops Hagedoorn.

THE BEGINNING

Approximately 50 years ago Warner's father starts the first business activities, a milk run at the nearby milk factory. Warner is still at school, but as soon as he becomes 16 years of age, he starts to help his father, who buys the first "Zetor" tractor and trailer for him. Warner starts to visit the farmers to do earthwork. At that time the period of such contract work is limited to spring until autumn and for that reason Warner and his father are looking for additional activities, which are found in the preparation of the land reclamation near Dronten.

Warner and his father are both technically well trained and do repairs and maintenance of their own tractors. After some time they also offer these services to third parties, which becomes a success and at the end of the sixties, their agricultural mechanisation company is founded. Following the loss of a "David Brown" dealer, this dealership is offered to and accepted by Warner and his father. This means that Warner has to study extensively to obtain the necessary diplomas for selling these tractors. Within 6 months he obtains the VAM-Certificate. In addition

he passes the necessary exams to qualify for the installation of gas and water units, which can only be installed by a recognised / approved contractor. All this proves the enthusiasm of Warner for the business.

In 1996 the activities are extended through the takeover of the construction company "De Driehoek" in Woerden (NL). The entire company and activities are moved to Mastenbroek, where under the same name the so-called "De Driehoek" R-cubicles are produced. These are special cubicles that make it possible for cows to both stand up and lie down in an animal-friendly way.

Meanwhile the company has 13 employees and Van den Berg has acquired a number of dealerships such as KRONE agricultural technique, TRIOLIET silage feeding machines and YAMAHA quads. The latest main dealership, for CASE / STEYER, was acquired in 2007.

When we ask Mr. Van den Berg what the greatest change has been in his business, he makes this clear with one of his typical statements: "In the old days you were the best mechanic with a hammer and a pair of pliers, now the computer tells you when you make a wrong gear change." This is clearly a man who has grown up with the electronic revolution! Following the arrival of electronic era in the field

“The Kroon-Oil protection plan enables customers to insure risks at a favourable premium”

of agriculture we have made enormous changes in the operational management. In 1986 Van den Berg bought their first computer, specifically for the agricultural mechanisation. Nowadays our mechanics have to be trained extensively in the field of electronics by the suppliers of agricultural equipment and vehicles. For a company like ours is service, knowledge, training and refresher courses of major importance. This has its financial implications, however the electronics also offer many opportunities. For many companies this is a reason to evaluate their activities. Van den Berg decided to get rid of the mechanical milking machine activities, when the milking robot came on the market. In that field you must be in a position to offer, 24 hours service per day, 7 days per week. This means that you must double the size of your team and also make sure that all members of the team are suitably and constantly trained. It worked out that the costs of this operation were higher than the benefits. Van den Berg has therefore decided to concentrate more on the production of R-cubicles and agricultural mechanization. The farming business becomes more and more automated and computerized. Years ago, some 5 employees worked on a farm with 35 cows, today a farmer works alone and has 70 – 80 cows, for that reason automation is extremely important. The cattle farmer will do his utmost to save on labour on his farm and accordingly the agricultural contractor gets more opportunities on such farms. The farmer has become manager instead of doing everything himself. He has accordingly more time for his family, an added advantage. Larger machines with larger capacities are introduced. This means higher investments. In

investments associated with these stocks are enormous, for instance in some cases it concerns some 35 pieces of equipment. The financial risks are high and need to be covered by insurance.

KROON-OIL

Kroon-Oil comes in the picture in January 1997, when Van den Berg for a selection of reasons decides to change over to Kroon-Oil. Of course price levels were important, but quality, the correct specifications and service were also taken into account, when Van den Berg took the decision. Warner is a person who invests in the knowledge and skills of his staff, which fits in with the Kroon-Oil philosophy. The necessity to use first class lubricants becomes clear when the “David Brown” producer insists that with every David Brown tractor the correct lubricants from a reputable brand should be supplied. Warner tells us an interesting story how a representative from a tractor company more or less insisted that he should use the brand of oil, which the tractor supplier represented, but Warner continued to use his own oil. When the neighbour came in with his tractor that was using the oil brand corresponding to the tractor, Warner could not believe his eyes, when he took off the rocker cover..... They knew enough and held on to their own choice of lubricants

In relation to his customers, Van de Berg sees himself not only as supplier to his customers, but more as partner. Service is of number one priority and he tries to solve the problems together with his customer. For instance farmers are no longer allowed to change the oil in their equipment and tractors themselves and the knowledge and experience of the agricultural mechanization company is therefore essential. If a customer wants to buy a new machine or tractor, the representative from the manufacturer often visits the customer together with Van den Berg and at times the customer is invited to visit the factory to see the production and other facilities. Specialisation and knowledge are becoming more and more important.

Also geographically Van den Berg has to cope with changes. Zwolle, the closest major city to Mastenbroek, is expanding and new residential areas reduce the land available for agriculture. Despite this situation the activities of Van den Berg have increased due to their additional dealerships. In this way Van den Berg is building for a good future!



RENÉ KOPS HAGEDOORN
“NOT ONLY BEING A SUPPLIER”

The Netherlands, Kroon-Oil therefore introduced a protection plan, which enables Kroon-Oil dealers to insure risks at a favourable premium. The investment risks increase not only for the farmer or the agricultural contractor, but also for agricultural mechanization companies such as Van den Berg. For certain machines Van den Berg keeps stocks and the

> TECH CORNER

With **DRAULIQUID**, you play it safe!

With regards the reliability of braking systems the requirements are extremely high. That is quite logical, since a brake failure can have disastrous results. To maximise the reliability, special brake fluids are essential and the requirements of such brake fluids are considerably higher than for ordinary hydraulic fluids.

DIFFERENT TYPES OF BRAKE FLUIDS

The most modern brake fluids have a synthetic base and often a blend of poly glycol esters and borate esters is used. The borate esters take care that the brake fluid becomes hygroscopic. Hygroscopic brake fluids attract water from the environment and accordingly this prevents free water from entering the braking system. Free water in the system is undesirable, since the development of enormous heat during extended braking periods causes free water to come to a boiling point. Boiling water creates air bubbles and steam, which causes subsequently reduced brake pressure and failing brakes! In addition, free water can freeze at temperatures below 0° C. In that situation one or more of the brake pipes can be blocked by this frozen water and accordingly adversely affect the braking system. The disadvantage of hygroscopic brake fluids is that they have a limited life span, since the boiling point is strongly in a negative way affected by the presence of water. For instance a water contents of 3% reduces the boiling point of a DOT 4 brake fluid from around 260° C to only 150° C. On average such a percentage of water in the brake fluid can be reached within 2 years. For this reason motor manufacturers recommend change periods of 2 years.

In addition to the much-used synthetic brake fluids, there are brake fluids based on silicones. Silicon fluids are not hygroscopic and for that reason will not attract water with the great advantage that the boiling point of the brake fluid remains more or less constant. The disadvantage is that after some time

free water will enter into the brake system. If such free water freezes, it will cause serious problems. Another undesirable side effect is that water causes corrosion. Many car and brake system manufacturers consider that the advantages of a silicon based brake fluid do not weigh up to the disadvantages and very few systems still operate with silicon based brake fluids. Only in the motorcycle market these fluids remain in use, furthermore silicon brake fluids are a dying race.

As a third alternative, there are some car manufacturers, who recommend mineral brake fluids. Citroën is with her LHM fluid (an abbreviation for Liquide Hydraulique Minéral) the most well known example. In this case it is not a classic brake fluid, but a system fluid for their famous hydro pneumatic suspension system, a combined, all incorporating system whereby level control, the cushioning effect, power steering and the braking system all make use of one multi purpose LHM fluid. Other well-known car manufacturers who use LHM fluids are Rolls Royce and Jaguar. Also tractor manufacturers still frequently prescribe LHM fluids.

SPECIFICATIONS

The requirements for the various brake fluids have been laid down in specifications. World wide there are three organisations with international recognition that issue specifications for brake fluids, namely The International Organisation for Standardization (ISO), the American Society of Automotive Engineers (SAE) and the American Department of Transport (DOT)

In the table below you will find a summary of the different specifications that are used worldwide and the corresponding requirements for boiling point and viscosity.

QUANTITY	UNIT	ISO 4925	SAE J-1703	FMVSS 116 (FEDERAL MOTOR VEHICLE SAFETY STANDARD)			
				NSBBF*			SBBF**
				DOT 3	DOT 4	DOT 5.1	DOT 5
DRY BOILING POINT	°C	> 205	> 205	> 205	> 230	> 260	> 260
WET BOILING POINT	°C	> 140	> 140	> 140	> 155	> 180	> 180
KINETIC VISCOSITY AT -40°C	MM ² /S	< 1500	< 1800	< 1500	< 1800	< 900	< 900
AT 100°C	MM ² /S	> 1,5	> 1,5	> 1,5	> 1,5	> 1,5	> 1,5

* Synthetic brake fluids (Non Silicon Based Brake Fluids)

** Silicon Based Brake Fluids

The best-known classifications are the so-called FMVSS No. 116 classifications of the American DOT. FMVSS differentiates 4 categories of brake fluids: DOT 3, DOT 4, DOT 5 and DOT 5.1. The most important differences lie in the, both wet and dry, boiling points. A DOT 3 brake fluid consists mainly of poly glycol ethers. DOT 4 and DOT 5.1 brake fluids consist of mixtures of poly glycol esters and borate esters, whereby the borate esters are responsible for the improved properties regarding boiling point in comparison with DOT 3 brake fluids. DOT 5 brake fluids are based on silicones and are not miscible with conventional brake fluids on a synthetic basis. For this reason DOT 5 fluids have been made easily recognisable with an eye catching purple colour. Talking about compatibility and miscibility, DOT 3, DOT 4 and DOT 5.1 are in principle miscible. However DOT 4 and DOT 5.1 contain borate esters, which are somewhat more aggressive for certain rubber parts and seals than DOT 3, which does not contain these borate esters. For this reason we do not recommend to use DOT 4 or DOT 5.1 fluids in systems for which initially a DOT 3 brake fluid is prescribed, since there is a risk that rubber parts and / or seals may be adversely affected. Mineral brake and system fluids such as LHM should never be mixed with any silicon and / or synthetic brake fluids to avoid major problems. Mineral brake and system fluids have a green colour to differentiate them from the other fluids.

DEVELOPMENTS

During the last decennia car manufacturers have not sat still with regards technological developments. Also in respect to passive and active safety measures, enormous steps forward have been made. While ABS (Anti Lock Systems) were up to some years ago only available on the more expensive cars, since 2005 ABS is compulsory for all new cars. In addition to this compulsory safety device, the recent generation of cars have more safety precautions and "watchdogs", such as ASR (Anti Slip Control), ESP (Electronic Stability Programme), ABD (Electronic Brakeforce Distribution) or BAS (Brake Assist System). These safety systems are a kind of electronic safety net for the driver. In case the driver overestimates his own driving ability, these safety controls take immediate action to ensure that car and driver remain on the road. The "response time" for efficient and fast operation of these controls is of vital importance also at low temperatures. As a result extra attention should be paid to the boiling points of the fluids used in these systems. For this reason more and more car manufacturers prescribe a high quality low viscosity DOT 4 brake fluid with a considerably higher boiling point than the standard DOT 4 brake fluid. Therefore Kroon-Oil has introduced, next to the standard Drauliquid-S DOT 4, a new brake fluid: Drauliquid-LV Super DOT 4. This product is due to its low viscosity and higher boiling point suitable for use in all modern cars, which are equipped with ABS, ASR, ESP, EBD, BAS and similar electronic safety systems.



WITH DRAULIQUID-LV SUPER YOU PLAY IT SAFE!

ORGANIZATION

The new Kroon-Oil website
Even more user friendly!

Due to the enormous diversity of lubricants on the market, there is nowadays a great need for specific advice and background information. With nearly 50,000 visits a month, we can rightly say that the Kroon-Oil website meets this need. Back in the early 1990s, the basis was laid for today's database, which is available free of charge. This has given us considerable headway in terms of comprehensiveness and accuracy, but we haven't rested on our laurels in the meantime. Our website is always kept up to date and has recently been completely renewed. Drivers of Dutch based vehicles can now get advice on the lubrication they need by simply entering their registration plate number. The design and structure has also been adjusted, to bring it in line with the identity of our brand. The various segments are more clearly represented and it's generally more dynamically designed than before. "Google searching techniques" allow searching at various levels in the site. Such adaptations allow us to meet the demand for this site as a technical reference point even more effectively than before.

Only the correct product prevents problems therefore use the Kroon-Oil website.

*For every segment of the market
For every vehicle
For every application
There is a Kroon-Oil product*

Kroon-Oil products meet the latest international specifications

