



KROON-OIL MAGAZINE
Edition November 2006

1906 - 2006
100 years Kroon-Oil



JUBILEE EDITION
100 years Kroon-Oil



LUBEVISION®

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Dear LUBEVISION reader,



For most of us the holidays are over and we are preparing ourselves for the end of the year sprint and that means a lot of activities.

The interest in our internet website has increased tremendously compared to 2005 which can be witnessed from the graph shown below, in fact the number of website visits has doubled this year. There is also a significant increase in the number of visits to our Kroon-Oil lubricants recommendations programme, which confirms our strong belief that our unique lubricants recommendation system is meeting the needs of our customers.

What else happens before the end of this year? In October we started our special promotion packing combinations for Emperol 5W-40, Emperol 10W-40 and Helar SP 5W-30. The combination consists of a 5 litre can attached to a jubilee Oil bag containing a 1 litre top-up pack, of the same product! Shortly we will advise you about the exact details of this promotion.

During the 4th quarter we will introduce a completely new grease lubrication system, which will be much cleaner and tidier to work with. You can read more about this subject on page 7 of this LUBEVISION. A display

promotion will follow towards the end of this year.

During the last few months we have taken part in a number of exhibitions of which the AutoMechanika in Frankfurt was of course the major one, where some 4.500 international exhibitors from over the whole world were represented. We welcomed numerous existing and new customers in Frankfurt between 12th September and 17th September. Between 12th and 15th December a regional exhibition "Agrovak Holland" will be held in "s-Hertogenbosch in the Netherlands. This exhibition takes place every two years and is of major interest for the agricultural sector. Some 25 exhibitors, including Kroon-Oil, participate and show the latest developments for the agricultural market.

In this LUBEVISION, you will also read the second part of the Kroon-Oil history, after we told you about the earlier days of Kroon-Oil in our March issue. Of course the latest product information and an interesting article about two transmission overhaul companies can be found on page 8 and 9. We wish you once again a lot of reading pleasure with this second jubilee LUBEVISION.

Leon ten Hove
Chief Editor

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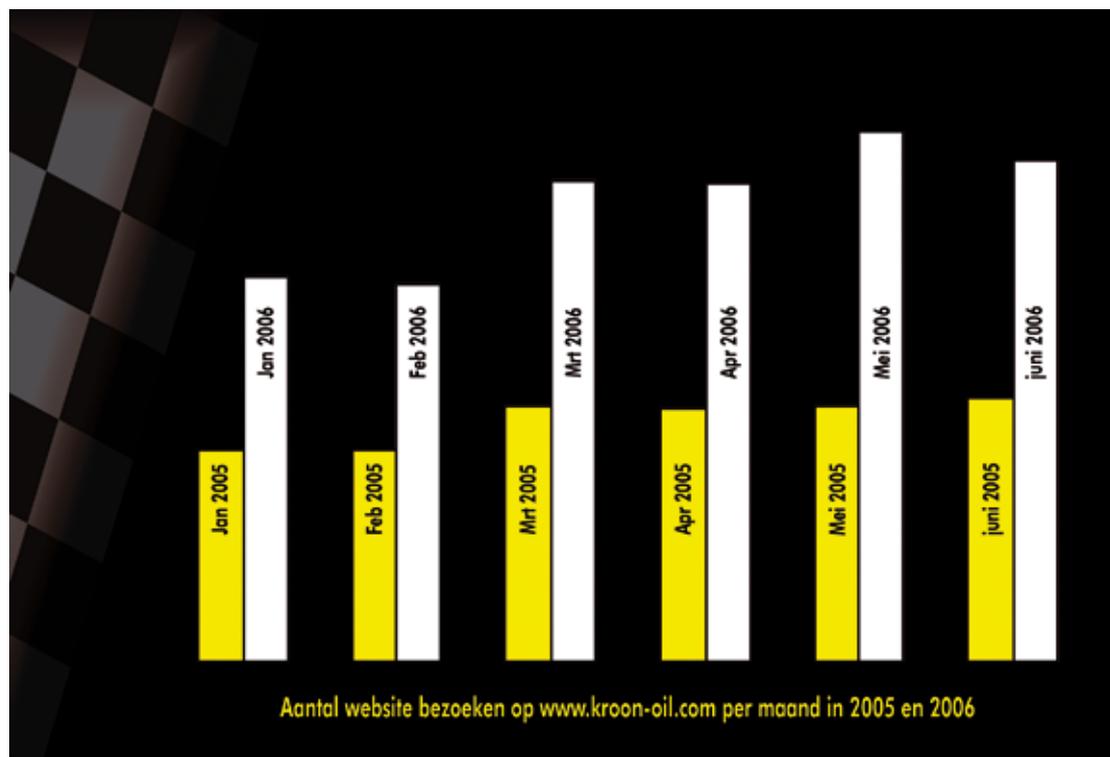
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>>> 100 years Kroon-Oil <<<

1906 – 2006 – the history, part 2



The KROON-OIL premises in Almelo before and after completion

In the previous LUBEVISION we told you about the history of KROON-OIL with regards the start and the early days in Wierden. We now continue with the following 40 years, at our new location in Almelo. Over the period after 1980, we will tell you more in the next LUBEVISION.

The period in ALMELO (1966 – 1980)

As explained in the previous LUBEVISION, the expansion of KROON-OIL made it necessary to look for larger accommodation and in 1966 a new factory and offices were opened in Almelo, which coincided with KROON-OIL's 60th jubilee.



In Almelo the growth of the company continued, in particular in the local market. A number of special products played a role in this expansion. One of them was "SOLEX OIL", which product was prescribed by the importer of SOLEX mopeds. The SOLEX importer stated that SOLEX OIL had to be used, otherwise the guarantee on the moped would be lost and KROON-OIL was fortunate to be the exclusive producer of SOLEX OIL. In addition KROON-OIL produced a large range of other oils for well-known brands of mopeds in the Netherlands. Other important products which were sold by KROON-OIL were Molyslip, Vit-O-Run, Ideal and Drauliquid brake fluid.

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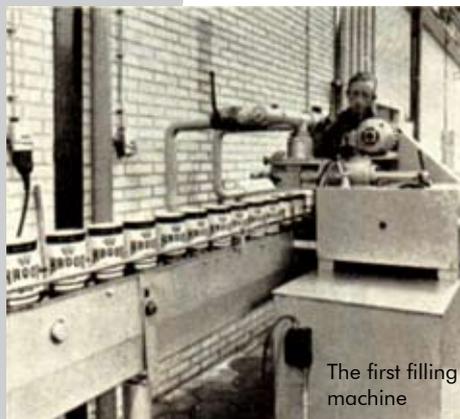


In the sixtieth, KROON-OIL was the first company to introduce the "grease-cartridge"

In the sixtieth, KROON-OIL was the first company to introduce the "grease-cartridge and the grease-gun" (see illustration). In addition the paint and bituminous products remained very popular in the agricultural market and KROON-OIL even produced paints in tractor colours and wood preservatives, marketed under the name: "Carbolineum" products.

>>> 100 years Kroon-Oil <<<

Also the KROON-OIL field representation continued to grow together with the technical support. KROON-OIL has always paid a lot of attention to the technical training of their field and office staff.



The first filling machine

In the factory in Almelo the first 1 litre filling machine was installed with a semi-automatic closing system for the 1 litre metal tins. However most of the filling operations were still manual.

KROON-OIL always paid great importance to take part in exhibitions in the Netherlands on themes such as commercial transport, agricultural equipment, two-wheelers and caravans.



Kroon-Oil's presence in 1970 at the 51st Commercial vehicle exhibition in Amsterdam

1970 was of great importance for KROON-OIL, since the company bought "De Oliebron" (literal translation: The Oil Well) from a major industrial concern in the Netherlands, the S.H.V. De Oliebron was and still is, a major manufacturer of lubricants, and operates both in the Netherlands and on the international market. This acquisition fitted in with the ambition and strategy of KROON-OIL to expand and to become an integrated production filling and marketing company with a full-scale laboratory and development

opportunities.

After the acquisition it was decided that all private label customers would be serviced by De Oliebron and that KROON-OIL would concentrate on the development and marketing of branded products and a greater added value contents. Following negotiations KROON-OIL also became the representative and marketer of Pennzoil lubricants, followed by Union Carbide anti freeze products and Tenneco Anderol synthetic oils. KROON-OIL also became



Kroon-Oil and Pennzoil products jointly on display



active in the sale of release oils, such as Thalassa oils and other products for the building and construction industry. In 1982 Pennzoil in the United States bought the Dutch company Americol b.v. and as a result KROON-OIL lost the Pennzoil marketing rights again.

KROON-OIL also started to concentrate on the motorcycle and do-it-yourself market by approaching automotive shops, which up to that moment hardly sold any lubricants. In 1973 KROON-OIL introduced the 1 and 5 litre plastic packs and a lot of attention was paid to the two-cycle products, car maintenance products and the Union Carbide anti freeze.

At that time KROON-OIL had some 5200 customers, of which approximately 1400 were agricultural customers and a field staff of 15 sales representatives, supported by only 2 office staff.

In the 70th KROON-OIL started with a kind

>>> 100 years Kroon-Oil <<<

of workers council, which consisted of elected employees, who represented the workers interests, a very modern concept for those days. In 1969 KROON-OIL also started the distribution of their first magazine for the staff, called KROON-IEK (translated: KROON-OIL news).

In the early 70th product prices began to rise and reached their maximum during the first "oil crisis" in late 1973 / early 1974, when petrol was rationed and when it was forbidden to drive your car on Sundays. Even KROON-OIL sales representatives were forced to travel in certain cases by public transport. However this period was relatively quickly forgotten and life returned to normal; KROON-OIL started to actively and successfully promote the sales of their lubricants through the car accessory shops.

In 1976 KROON-OIL celebrated their 70 years existence with extensive sales promotions and took part in the commercial vehicle exhibition in Amsterdam as the first company which could provide their customers with a free computer produced lubricants recommendation schedule for their entire fleet, and that was 30 years ago !!

KROON-OIL continued to concentrate their efforts on the sale of Pennzoil products and a number of specialities, such as the new product "Copaslip" in an aerosol packing. It was also the start of the car and motorcycle sponsoring activities.

In the next edition of LUBEVISION, we will continue this historic overview



after 1980, with the foundation of KROON-OIL G.m.b.H. in Austria and the introduction of the Cleansol concept and a number of other subjects such as bulk lubricants supplies, the activities of Dutch Packing Industries, KROON-OIL's sponsoring of the motor cycle world champion, Henk Vink, and the sale of KROON-OIL and DE OLIEBRON by Mr. van der Boom.

We will close this 2nd historic overview with a statement made at that time by one of KROON-OIL's sales representatives: "The unhappiness about the poor quality (of a lubricant) is remembered much longer than the satisfaction about the low price which was paid !" inferring that it was always better to buy KROON-OIL and pay slightly more.



Commercial vehicle exhibition in Amsterdam in 1976 where the first lubricants recommendation schedules were produced by computer!

>>> **PRODUCT UPDATE** <<<

CLEANSOL, THE POWERFUL DEGREASER, NOW ALSO AVAILABLE FROM YOUR KROON-OIL DEALER

A RENEWED CLEANSOL CONCEPT
It is now also possible to obtain Cleansol through
our KROON-OIL dealer organisation



The KROON-OIL Cleansol concept has met market requirements for many years. Not only is Cleansol a very effective degreaser it is also supplied with the equipment for its storage and cleaning of the parts. After extensive use Cleansol can be disposed of, or in the Netherlands be returned to KROON-OIL. Any administrative government requirements in the Netherlands are fulfilled by KROON-OIL and the environmental issues become the responsibility of KROON-OIL.

ATF SP 2062, A NEW KROON-OIL PRODUCT IN THE SP RANGE

On page 8 and 9 of this LUBEVISION we report on the latest trends with regards automatic transmissions and the need to select the recommended ATF lubricant. To meet exacting requirements for a particular automatic transmission, special ATF lubricants are developed. These are only recommended for particular transmissions (or a "family" of transmissions), that require that special product for optimum performance. For example, the Asian transmission manufacturer, Aisin-Warner (AW), have for many years specified a special lubricant for their automatic transmissions, and because AW automatic transmission systems are increasingly used in the car industry, KROON-OIL has therefore decided to extend their range of SP products with KROON-OIL ATF SP 2062.



ATF SP2062 is a very high quality long-life ATF, specially developed for the new generation, electronically governed "5 speed" transmissions of Aisin-Warner. These transmissions from AW are used by specific car and light van manufacturers. If the following specification or parts No. is asked for, ATF SP2062 should be used: JWS 3309, Toyota & Lexus type T-IV, Volvo 1161540, VAG G055025-A2 & GM 9986195.

- 6 - ATF SP 2062 is available in 1 litre packs, (parts No.33360) and 20 litre packs, (parts No.33361)

>>> **PRODUCT UPDATE** <<<

COOLANT -38 ORGANIC NEW FORMULA

An increasing number of our KROON-OIL customers have been asking for an organic coolant and for that reason we have decided to replace Coolant -38 with an organic product, under the name of KROON-OIL Coolant -38 NF (New Formulation). This new formulation can be mixed with existing KROON-OIL coolants. Coolant -38 NF has a performance level above the VW G 12 (plus) level. Since this is a replacement product for the old Coolant -38 product, the same parts numbers will apply to Coolant -38 NF.

PRESTEZA MSP NOW ALSO AVAILABLE IN SMALL PACKS

Presteza MSP 5W30 is a fuel efficient low SAPS engine oil specially developed for passenger cars with a soot filter (DPF). As a result of special low SAPS formulation, the useful life of both the catalyst and the soot filter will be extended. Presteza MSP 5W30 is recommended for both Petrol and Diesel engines in passenger cars and light vans. Presteza 5W30 meets the following specifications ACEA C3 low SAPS requirements, as well as the low SAPS requirements of Mercedes Benz (MB 229.312) and BMW (BMW LL-04). Presteza MSP 5W30 is now available in the following packs: 1, 5, 20, 60 and 208 litres.

KROON-OIL Q7 Q9 AND THE LUBE SHUTTLE SYSTEM

Every user of a grease gun experiences the same problem: it is impossible to remove the cartridge from the grease gun without getting dirty (greasy) hands. It's also likely that the car parts get covered in grease and, once you hold the grease gun, you don't always know what grease is in the cartridge.

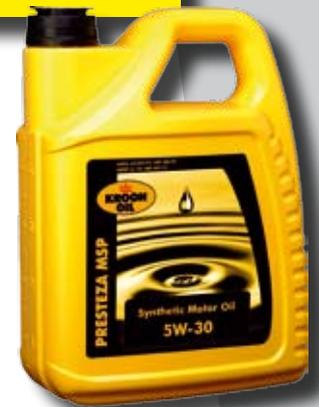
All that is now a thing of the past! With the new generation Lubeshuttle grease guns and cartridges it is possible to change a cartridge without getting greasy hands. The unique screw cap of each cartridge is easy to remove and after a simple rotation the cartridge can be removed. The cartridge is screwed into the KROON-OIL Lubeshuttle grease gun. Since the lower part of the cartridge always remains visible, it is very easy to identify which grease is in use.

In the first instance two high quality products have been introduced for this application:

- **UNIVERSAL GREASE ST Q7** is a green coloured EP grease with a longfibre structure suitable for slow moving applications in the agricultural market, earthmoving equipment and similar applications.
- **HIGH GRADE GREASE HT Q9** is a blue coloured, high temperature EP complex grease recommended for a wide range of high speed applications.

The new KROON-OIL Lubeshuttle Q-grease system means:

- **Easy change of cartridge**
- **Hands and parts remain clean**
- **Type of grease used remains visible**
- **Two high quality greases immediately available**
- **Easy product recognition due to special grease colours**



Due to the Q-Lubeshuttlesystem, I keep my hands clean



>>> **VISITING** <<<

OVERHAUL WITH VISION.....



FOR MANY YEARS KROON-OIL HAS BEEN CLOSELY ASSOCIATED WITH OVERHAUL COMPANIES. ONE OF THE REASONS WHY KROON-OIL HAVE BEEN SO SUCCESSFUL IS THEIR EXTENSIVE RANGE OF SPECIAL SP PRODUCTS USED IN AUTOMATIC AND OTHER TRANSMISSIONS AND POWER STEERING UNITS. FOR THAT REASON WE ARE TODAY VISITING TWO LOCATIONS: AGATHIS AND ELLA GROEN OF A&R POWERSTEERING IN ECK EN WIEL AND COEN VAN BEEK OF EUROMATIC IN OISTERWIJK.

THE START

Soon after Agathis Groen obtained his diploma from the Auto-Technical College, he started to work for a company which overhauled fork lift trucks. Thereafter he left for Australia where he worked for a year in a large transmission overhaul company which belonged to one of his relatives and where he learned the tricks of the trade. A year later he returned to the Netherlands where he continued to work in a number of transmission overhaul companies. Feeling confident and based on his experiences he decided in 1994 to start his own company. He started in a shed belonging to his father in Mourik. His wife, Ella, was very much involved in the business right from the very beginning and after 3 years she became responsible for the administration of A&R POWERSTEERING which now employs 5 members of staff.

Coen van Beek started in Eindhoven with DAF where he was closely associated with the development of the CVT (Continuous Variable Transmission) system. From there he moved to Van Doorne Transmission and worked worldwide with the responsibility of promotion of the CVT systems as a testing and development engineer. Subsequently Coen moved to Italy where he shared his knowledge and experience on the subject of CVT's and other automatic transmission systems with a start-up company. After his return to the Netherlands, Coen established EUROMATIC in 2000.

SUCCESS

A&R POWERSTEERING's success is its specialist knowledge of the overhaul business of everything from the engine through to the wheels. Because of this wide range of services offered, they are in a position to service a large selection of customers, including those who need service for their power steering problems.

Specialisation is also the motto for EUROMATIC,. Their specialty is CVT's and other automatic transmission systems. EUROMATIC overhauls all N-CVT systems of Nissan Europe. As a result of their testing methods on specially developed testing installations, it is possible to measure aspects such as rpm, gear change ability, cooling capacity, etc. Accordingly, automatic gearboxes can be calibrated after the overhaul with quality and factory specification guaranteed.

>>> VISITING <<<

WHY DO AUTOMATIC GEARBOXES BREAK DOWN?

Automatic transmissions and power steering units break down for a variety of reasons. One of these is the use of lighter materials in their construction. The second problem is that many vehicle drivers use too high a gear. This situation might arise when the road is sloping slightly upwards, or, at times of slow acceleration, when the automatic gearbox does not change down into a lower gear. As a result the "Lock-up" in the torque converter comes under extreme loads.

Automatic transmissions also break down due to the use of the wrong transmission oil. Similarly, too little oil, or very old oil, is in the transmission. Customers also forget that torque converters and all pipe-work should also be filled with the right transmission oil. Coen and Agathis explain the problem as follows:

A BMW, with an overhauled 5HP19 ZF transmission had been filled with a good quality ATF Dexron III fluid. After a very high speed run (240 km / hour) for approximately 20 minutes a message on the dashboard indicated that the automatic transmission had a problem. After stopping the engine for 15 minutes, the message on the dashboard disappeared again and the owner continued his journey while the transmission performed to full satisfaction. Subsequently the technical services department of Kroon-Oil was consulted. They confirmed that under normal operation conditions, ATF Dexron III is suitable but that BMW, under more extreme operating conditions, recommends a special product such as Kroon-Oil SP 2032. After the fluid was changed to SP 2032, the problem was solved.

The manual gearbox of a Renault Laguna makes a crunchy noise when changing gears upwards. After investigation it is found that the oil in the gearbox is a 75W-90 oil. However, Renault recommends the use of a 75W-80W oil with API: GL-5 specification in this particular gearbox. The oil is changed accordingly with Kroon-Oil RPC 75W-80W, which meets the Renault recommendation in every respect and the problem is completely solved.

Both companies do not fill the gearboxes with oil after the overhaul if they are collected. However A&R has a display filled with Kroon-Oil products enabling the customer coming to collect his gearbox to immediately select the right product. In addition, the Kroon-Oil website with lubricant recommendations is frequently used. Next to the counter there is a special Kroon-Oil lubricants recommendation list prepared by Kroon-Oil's technical department to facilitate the correct choice of lubricant. All overhauled gearboxes which are rebuilt at A&R POWER STEERING and EUROMATIC are, of course, refilled with the appropriate Kroon-Oil product.

Agathis Groen has become more and more aware of the importance of using the correct lubricant, whereas in earlier days he thought; "oil is oil, but now I know that that is absolutely not the case". Technical developments have taken place and the oils have become an important element in the whole construction" Agathis says. "The range of Kroon-Oil products and their specifications are a great asset and with very few exceptions Kroon-Oil has a product which meets the specification".

Coen van Beek from EUROMATIC confirms the importance of the use of the correct oil. "Take a Mercedes automatic transmission; if you change to Kroon-Oil ATF SP 2042 you immediately feel the difference and the gear changes become much smoother". Kroon-Oil has been involved in the development of the CVT and has helped us in the selection of the most appropriate ATF products and specialities. Nowadays almost each automatic transmission system asks for its own fluid with its own friction characteristics".

THE FUTURE

Both entrepreneurs realise how important it is to keep fully informed of all developments in a continuously changing market. The automatic transmission systems have become an integrated part of the motor management and the Electronic Control Unit (ECU), Coen explains. EUROMATIC will continue to specialize in the automatic transmission segment of the market.

A&R will also continue with their strategy where attention to the customer, product, and service, above all, are of prime importance.

Supporting Kroon-Oil are these two dynamic entrepreneurs who have become leaders in the field of automatic transmissions due to their detailed technical knowledge and experience.

Coen van Beek:
" If you change the ATF in a Mercedes to Kroon-Oil ATF SP 2042, you feel the difference and the gear changes become much smoother."



Coen van Beek - EUROMATIC in Oisterwijk
Extensive testing on the testing facilities ensures the quality of the overhaul

>>> **TECH CORNER** <<<

CONSIDERABLE INCREASE IN THE NUMBER OF DIFFERENT PRODUCTS WAS EVERYTHING BETTER IN THE OLD DAYS

If you believe older generations, everything was better in the past. This rarely reflects a desire for renewal! However, there are times that all of us think about the good old days, when everything was easier, simpler and clearly set out. Take an example: the development of ATF products. New requirements, new formulations and new specifications are asked for at astonishing speed and regularity. The added difficulty is that the requirements are so far apart that this cannot be combined in one single, universal product. The result is that the ATF market becomes more and more complex with an ever-increasing number of different and specialised products.

WHERE IT ALL STARTED

In the early sixties it all started with two types of ATF; ATF with friction improvers -the well known ATF-A for GM transmissions, and ATF without friction modifiers - the also well known ATF-F for Ford transmissions. Ford developed transmission systems with so-called "hard shifts" with the objective that the gear change should be quick and sure, without slip, to avoid overheating and excessive wear. To achieve this objective, a transmission fluid, without friction improvers was asked for. GM on the other hand was known for the smooth as silk gear changes of their automatic transmission systems. This approach asked for a somewhat "slippery" lubricant and therefore with friction improvers. The use of the incorrect type of ATF was immediately punished with a considerably shorter life for the transmission due to the wear of the friction material in the transmission and a clear deteriorating gear change behaviour. These first generation ATF's were early examples where the ATF was not only seen as a lubricant, but also an important component of the gear box construction.

REQUIREMENTS CONTINUE TO INCREASE

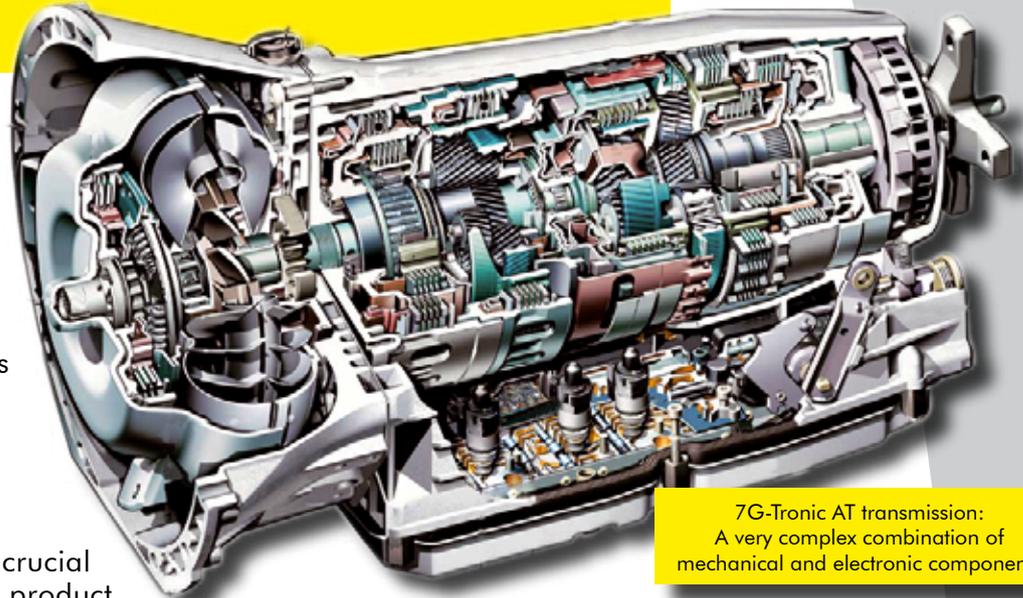
The market for cars with automatic transmissions is increasing, in particular in Europe, and all transmission manufacturers want to benefit from this development. That is easier said than achieved since the market is very competitive and the requirements, as laid down by the car manufacturers, become increasingly difficult to fulfil, in particular with regards the demands for fuel efficiency. It has always been known that cars with an automatic transmission are less fuel efficient than the same car with a manual gearbox. This is due to the losses in the torque converter. It is a sad thing to see car manufacturers spending large sums of money in research and development to make cars more fuel-efficient and to see at the same time that the automatic transmission systems make cars more thirsty. Transmission system developers therefore get the instruction to develop more fuel-efficient automatic transmission systems. This results in the construction of complex systems with 6, 7 or even 8 gears. Manufacturers also try to reduce the losses in the torque converters through the application of slipping lock-up systems and through the use of very thin ATF's which further reduces the friction. On the other hand, the motorists also become more and more critical; they ask for more comfort, more technical advances, like being able to change gears from the steering wheel column, better performance, and last but not least, the box must not break down coupled with minimum maintenance requirements.

EXPLOSIVE INCREASE IN SPECIAL ATF PRODUCTS

It will be clear that these requirements are hard nuts to crack for the transmission development engineers and this requires their undivided attention. Technical tour the force activities with exotic names like: Tiptronic, Steptronic, 7G-tronic, Multitronic, etc. are introduced at regular intervals. For most of these new designs the message is clear: they all do the same, but inside the system there are fundamental differences. For maximum performance and comfort, and a long and trouble free life, the extent of the friction in the different components has to be checked. This is often due to differing materials, different friction coefficients and the varying friction surface areas. The ATF plays a major part in the degree of friction and the optimal functioning of the transmission. For that reason transmission manufacturers wish to stipulate their own specification for the ATF. This is the cause for the continuously increasing number of different ATF's as OEM (Original Equipment Ma-

NUMBER OF ATF PRODUCTS. DAYS ??

nufacturer) oils. As of now, the OEM represent 23% of the total ATF market and it is expected that this percentage will only increase in the future. The situation is aggravated by the increase in the number of different Asian transmission systems with their own requirements and specifications instead of the well known ATF Dexron III product.



7G-Tronic AT transmission:
A very complex combination of
mechanical and electronic components

THE KROON-OIL SP-LINE

By now it will be clear that it is crucial to use the recommended ATF product for optimum performance and long life of the transmission. The use of the incorrect ATF product will result in loss of performance and may result in a break down of the transmission. To choose ATF Dexron III for a "service fill" is no longer an option. ATF Dexron III only meets the requirements in 30% of cases. Garages, resellers, and transmission overhaul companies are fully aware of this and for this reason Kroon-Oil has introduced the special SP- line. These are a range of high quality, special transmission and ATF oils developed for the most commonly used new generation transmission systems. The ATF section of SP products now consists of six products (SP2012, SP 2022, SP 2032, SP2042, SP 2052 and SP2062) each with their own specific applications. For full details we refer to the Kroon-Oil website: www.kroon-oil.com . These special products are an addition to the conventional Kroon-Oil products: Almirol ATF (Dexron III/Mercon), ATF Dexron IID, ATF-A and ATF-F, which means that we now have a total of ten different Kroon-Oil ATF products available; a comprehensive situation.....

CAN WE REDUCE THE NUMBER ?

As a result of this large diversity of different ATF products (in the American market we have some 35 different ATF products), there is great difficulty in distinguishing the differences. The cry for new generation multifunctional ATF's is therefore increasing. Both resellers and lubricants producers ask for simplification. However, it is not an easy task and it will be a challenge to develop a universal product which meets the latest OEM-requirements as well as those of the older generation automatic transmissions. In particular, the challenge will be to find an acceptable solution for friction control properties. It looks like an almost impossible task, since there is little desire among the OEM's to find a solution. Why assist in finding a compromise if there is a special (OEM) product which fully meets your own requirements? An extra visit to the stress of the car dealer may even be an advantage

In short there are contradictory interests and whether it will ever become as simple and easy as in the past, remains to be seen!

