



Nº21
2021

NEWS | PRODUCTS | TECHNICAL UPDATES | SPONSORING

LUBEVISION®

Lubevision® is the corporate magazine published by Kroon-Oil B.V.



ON THE ROAD TO THE FUTURE

DEVELOPMENTS
IN KROON-OIL
MOTOR OILS

INVESTING
IN THE NEAR
FUTURE

YOUR KROON-OIL
BUSINESS THE EASY
WAY

GOOD LUBRICATION
ESSENTIAL FOR
CONTRACTORS

LUBEVISION®

EDITION 21 - 2021

Lubevision® is the corporate magazine published by Kroon-Oil B.V. that focuses on sharing technical information about lubricants and disseminating news about our products and services. Lubevision® is published on an annual basis in Dutch, English and French. You can find back copies of Lubevision® in digital format on our website.

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DEVELOPMENTS IN KROON-OIL MOTOR OILS

The most important innovations and technical background.

4

KROON-OIL SPONSORING

Get to know the partners sponsored by Kroon-Oil.

9

PRODUCT UPDATE

Updates and new products.

10

INVESTING IN THE NEAR FUTURE

Where are we heading? We'll update you.

14

JOIN THE EXPERTS ON SOCIAL MEDIA

Kroon-Oil on social media.

17

KROON-OIL IN SURINAME

From unknown to a major player in the market. We'll take you along on our journey.

18

AGRITECHNICA IN HANNOVER

International attention at Europe's largest agriculture trade fair.

20

YOUR KROON-OIL BUSINESS THE EASY WAY

ProShop, the new ordering platform. Better and more versatile.

21

GOOD LUBRICATION ESSENTIAL FOR CONTRACTORS

The best lubricant for your vehicle or machine fleet? Kroon-Oil anticipates your needs.

22

DEVELOPMENTS IN KROON-OIL MOTOR OILS

Recently, we undertook a comprehensive review of our passenger vehicle motor oil ranges.



4

INVESTING IN THE NEAR FUTURE

Despite the current global crisis, at Kroon-Oil our sights are set on the future.



14

KROON-OIL IN SURINAME

In November 2019 Kroon-Oil started a collaboration with AutoMax in Suriname.



18



LOOKING AHEAD

We're always on the road to the future. We never know how it will look, something that's become clear to everyone in the last year or so. But we look to the future, with the road that brought us here behind us, and we keep a careful watch out of the corner of our eyes to see if we need to adjust our course. Life is just like driving a car.

Fancy coming for a ride with us? We'd love to show you where we're heading and what's behind us. On the way, we'll update you on newly introduced motor oils, upgrades and API/ILSAC motor oil specifications, so that you're fully up to speed again.

We'll take you along on our journey to Suriname, welcome you to our new ordering platform (the ProShop) and give you an enthusiastic look into our future plans. And were you already aware that our 'Kroon-Oil family' is growing? We're busy expanding: this means additional growth and more space, which we're really looking forward to.

At the time of writing, the harbour basin in Almelo is almost completely filled in. And new ground is figuratively and literally waiting for us to build on it. Air and space to spread our wings even further and to serve our customers even better.

Coming with us? Let's head for the future!



▶ Take a look behind the scenes!
You can watch our new company video via the QR code.

COLOPHON



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DEVELOPMENTS IN KROON-OIL MOTOR OILS

Recently, we undertook a comprehensive review of our passenger vehicle motor oil ranges. We have introduced a number of new motor oils, and where necessary have given our existing products a comprehensive upgrade. New specifications from the well-known API and ILSAC organisations, as well as new and upgraded motor oil specifications from various car manufacturers were the main driving force for these changes. In this article, we will cover the most important innovations and provide more technical background information about the changes.

STRICT CO₂ STANDARD OF 95 G/KM IN 2021

The ever-stricter emissions legislation is also placing huge pressure on the automotive industry. For 2021 in Europe the bar is set at CO₂ emissions of 95 grammes per kilometre. For a car manufacturer, this means that for all cars they sell during 2021 in Europe the average CO₂ can be a maximum of 95 grammes per kilometre. Every additional gramme of emissions is penalised severely by the EU in the form of large fines (EUR 95 per additional gramme times the number of cars sold). The penalties can run into the billions! Just think about the calculation for a moment. A relatively small car manufacturer, such as BMW, with approx. one million cars sold per year in the EU, will have to pay no less than EUR 95 million for every additional gramme. In 2019 BMW was still at average emissions of 129 grammes, which would generate a fine of around EUR 3.2 billion! This harsh reality raised the red flag for many car manufacturers and made it clear that they still have to do a lot of homework to drastically reduce the average emissions for 2021, and the potential fines.

DOWNSIZE AND SAVE FUEL!

This has meant that internal combustion engines with a large cylinder capacity have become increasingly taboo, even for the premium manufacturers of luxury cars. Consequently, there is a general trend towards downsizing engines. In the luxury segment, the big 12 and 8-cylinder engines are increasingly being given early retirement and are being replaced with more compact 6-cylinder turbocharged engines. A rung down the ladder, we see 6-cylinder models giving way to 4-cylinder turbocharged engines, and 4-cylinder models downsizing to 3-cylinder models, and sometimes even highly compact 2-cylinder engines. The hallmark of this engine downsizing is that they all need to be more compact, lighter and especially more fuel-efficient. However, in terms of power and performance they are not significantly inferior to the larger engines they are replacing. Just as with any new technology, this creates new problems and challenges.

NEW CHALLENGES FOR MOTOR OIL

With the introduction of the new generation of downsized petrol engines, a new harmful phenomenon has also emerged, Low Speed Pre Ignition, or LSPI. LSPI is the early ignition of the fuel mixture at low engine speeds and high engine loads. This can result in extremely high combustion pressures in the cylinders with a serious risk of engine damage. Like Black Sludge in the eighties, it is also difficult to put a finger on the exact cause of LSPI. Multiple factors can play a role in causing LSPI. Engine design, fuel and motor oil can affect the occurrence of LSPI. Motor oil causes oil vapours and hot deposits in the engine that could play a role in the creation of LSPI.

Furthermore, motor oils experience more stress when used in the new generation of downsized engines. Making the engines more compact and lighter has also reduced the crankcase volumes accordingly. The specific engine power (power per litre of capacity) of the smaller engines often scores higher than the larger engines they replace. The result is a higher thermal load on the motor oil, which means that new generation motor oils must have even better resistance to oxidation.

We also see that car manufacturers are continuing to reduce internal friction in the engine. Car manufacturers are increasingly recommending low HTHS viscosity motor oils (the viscosity of a motor oil at 150 degrees Celsius in combination with high shear forces: the lower the HTHS viscosity, the better the fuel economy). Such oils may reduce the resistance in the engine and save fuel but are also characterised by a lower lubrication film strength. The engine must be able to withstand this. Both the car manufacturers and the lubricating oil industry have to coordinate the engines and motor oils in such a way that they can still run safely and with the same reliability and service life.

Due to the reduction of internal friction of engine parts, manufacturers are increasingly choosing a timing belt that runs in the motor oil. This also means lower friction, and every little bit helps, doesn't it? However, the motor oil and timing belt must be compatible. After all, less friction is nice, but if the motor oil damages the belt and causes premature belt failure, this will cause serious engine damage, just like LSPI. That's why we're seeing car manufacturers increasingly applying very strict elastomer compatibility tests in the motor oil specifications. These developments are the reason for the introduction of new motor oil specifications or the recent upgrades to the various existing motor oil specifications. Below, by organisation/OEM, is an overview of the major changes in motor oil specifications for passenger cars and the impact on Kroon-Oil products.

API AND ILSAC

At the end of 2010, the first discussions were held on the need for new US API and ILSAC motor oil specifications. Ultimately, it would take almost 10 years for the new API and ILSAC specifications to finally be implemented. Differences between the various stakeholders, the difficult development of new engine tests and the implementation of a completely new SAE OW-16 viscosity are just some of the issues that caused the launch date to be postponed time and time again. In the spring of 2020 it was finally achieved, and on 1 May both the new API and ILSAC specifications were finally introduced.

For the first time in its existence, ILSAC now distinguishes two sub-categories:

- » **GF-6A** replaces the previous GF-5 specification and offers a host of improvements, including better fuel economy performance and protection against the new LSPI phenomenon compared to GF-5. GF-6A is backwards-compatible with all the previous ILSAC specifications (GF-5, GF-4, GF-3, GF-2 and GF-1)
- » **GF-6B** an all-new ILSAC specification that places more emphasis on fuel economy than GF-6A did. This GF-6B is only possible in combination with the new SAE OW-16 viscosity. ILSAC GF-6B is not backwards compatible with other ILSAC specifications.

API also upgraded its petrol engine specification from API SN Plus to API SP and API SP RC at the same time as ILSAC. RC stands for Resource Conserving. Compared to the standard API SP specification, the RC variant has additional (more stringent) fuel economy requirements. Compared to the previous API SN Plus specification, the new API SP specification provides improved performance in the areas of wear protection, preventing sludge and engine deposits,

fuel economy and improved anti-oxidation properties of the oil. The new API SP specifications are fully backwards compatible with the previous API specifications.

KROON-OIL STATUS API AND ILSAC

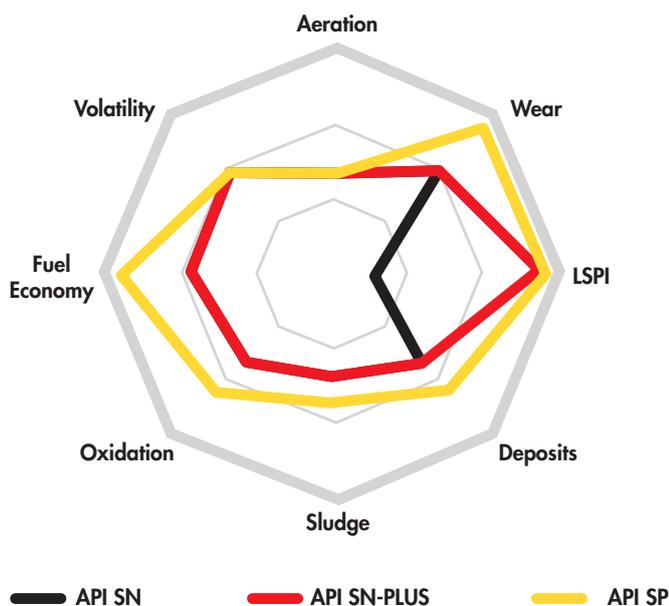
We are currently working hard to upgrade most of our API SN and SN Plus products to API SP. Currently, the following Kroon-Oil products already have the latest API SP or API SP RC specification:

- » Enersynth FE 0W-16
- » Xedoz FE 0W-20 and Xedoz FE 5W-30
- » Duranza ECO 5W-20
- » Helar SP LL-03 5W-30

During this year, more Kroon-Oil products will be given the new API SP specification.

ENERSYNTH FE 0W-16

No doubt, the attentive reader has already noticed the inclusion of Enersynth FE 0W-16, a new Kroon-Oil product with the new extremely low SAE 0W-16 viscosity for maximum fuel economy, in the list above. This makes this new product ideal for use in the latest generation of hybrid cars with ultra-economical petrol engines, for instance. Enersynth FE 0W-16 complies with the latest ILSAC GF-6B and API SP RC specifications and is available in all standard packaging sizes. Enersynth FE 0W-16 can only be used if the vehicle manufacturer specifically prescribes an SAE 0W-16 ILSAC GF-6B or API SP RC grade oil. Therefore, always consult the recommendation tool on our website. The first Enersynth FE 0W-16 recommendations have already been included here. Right now, we're particularly seeing well-known Japanese car manufacturers starting to recommend this new oil on their latest hybrid and petrol models.



NEW BMW ENGINE TEST RESULTS IN UPGRADE TO BMW SPECIFICATIONS

BMW has recently replaced the N52 endurance test with the new N20 endurance test. This N20 engine test is based on BMW's N20 2.0 litre 4 cylinder in-line engine and, with its direct injection and variable-geometry turbo, is much better matched with the engine technologies BMW applies in their current and future models. Even though BMW now uses more compact engines, there is little or no decrease in engine power. We see the specific power (power per litre of engine capacity) of BMW's new generation downsized engines increasing by about 45% on average compared to the engine generations they replace. Refer to the table showing the main differences between the old and new tests.

The main motive for BMW to develop this new test is to ensure that BMW Longlife motor oils can also withstand the heavier loads and increased thermal stress in the latest generation of BMW engines. Increased resistance to oxidation and improved cleanliness of the hot engine parts, such as pistons and piston rings, are particularly important requirements for the new Longlife oils. To satisfy the new N20 engine test Kroon-Oil products with BMW Longlife approvals had to be reformulated in line with the higher BMW standards. Currently, the formulas for the following Kroon-Oil products have been modified:

- » Specialsynth MSP 5W-40
- » Presteza MSP 5W-30
- » Helar SP LL-03 5W-30

These products now all meet the latest BMW Longlife 04 2019 specification. Unfortunately, BMW has failed to rename the new specifications, making it more difficult for the user to recognise the new Longlife 04 products. So be careful, because all Longlife 04 approvals based on the old N52 engine test are no longer valid since 2019. We currently have one request for the updated BMW specifications with BMW, which means that these products will soon all have the latest BMW approval letters.

BMW N52 ENDURANCE TEST	BMW N20 ENDURANCE TEST
3.0 litre / 6-cylinder	2.0 litre / 4-cylinder
190 kW / 258 PS	180 kW / 241 PS
63 kW / 83 PS per litre	90 kW / 120 PS per litre
Naturally aspirated	Turbo with variable geometry
Indirect injection	Direct injection
Crankcase volume: 6.1 litres	Crankcase volume: 5.8 litres

New BMW N20 engine test is fully in line with the latest engine technologies.

Increase in specific power: approx. 45%.

Need for new BMW Longlife motor oils.

IMPORTANT UPGRADE PSA B71 2290 SPECIFICATION

The PSA group (Peugeot, Citroën and Opel) introduced the PSA B71 2290 specification in 2009. Meanwhile, the downsized engine has also found applications at PSA, and the popular compact and economical 3-cylinder turbo petrol engines have been common

in many Peugeot and Citroën models for several years. And, like other manufacturers of downsized engines, PSA is also experiencing known issues such as LSPI, “wet” timing belt problems, and thermally overloaded motor oil, and all the adverse effects that come with these issues. In short, it’s also high time for PSA to take the outdated PSA B71 2290 specification to the next level.

PSA has done a serious job of upgrading and we can really talk about a completely new specification, but like BMW, PSA has also failed to rename the new specification. The new PSA B71 2290 specification is based in turn on ACEA C2 with some of its own PSA tests on top:

- » An in-house developed Low Speed Pre Ignition test, said to be the industry's most stringent LSPI test
- » Additional PSA elastomer compatibility tests
- » Additional (read more stringent) requirements for oxidation of the oil
- » Additional tests with used PSA B71 2290 motor oil to test if the oil also still meets all PSA requirements at the end of the replacement interval

AVANZA MSP+ 5W-30 REPLACES AVANZA MSP 5W-30

As a result of these new requirements, officially approved formulas now have a calcium limit of up to 1400 ppm, to prevent LSPI, and a significantly higher percentage of Group IV fully synthetic PAO base oil is now needed to meet the more stringent anti-oxidation requirements, among other things. This is a good reason for us to retire the familiar Avanza MSP 5W-30 and introduce a new product under the name Avanza MSP+ 5W-30. Key features and benefits of the new Avanza MSP+ 5W-30 are:

- » Specifications: ACEA C2-2016 and PSA B71 2290
- » Fully backwards compatible with the outgoing Avanza MSP 5W30
- » Significantly improved quality using advanced additives and significantly higher percentage of PAO base oil, which also explains the higher price
- » Officially PSA approved

NEW RENAULT SPECIFICATIONS RN17 AND RN17 FE

Renault has also updated its motor oil specifications to reflect current requirements. For example, Renault has replaced the 10-year-old RN0700 and RN0710 with the all-new RN17 specification. This specification is based on the ACEA C3 Mid-SAPS specification supplemented by Renault’s own testing. The new RN17 specification is fully backwards compatible with the older RN0700 and RN0710 specifications and is only available in the SAE 5W-30 viscosity.

In addition to the RN17, Renault has introduced a new specification with even more emphasis on fuel saving. This new RN17 FE specification has the fuel-saving ACEA C5 Mid SAPS specification as a basis with additional in-house Renault testing. Due to the fuel-saving characteristics, the RN17 FE specification is only possible in combination with the SAE 0W-20 viscosity grade. This motor oil is suitable for Renault's new generation fuel-efficient petrol engines with a particle filter and for the latest generation diesel engines with a particulate filter. RN17 FE is not backwards compatible with other Renault specifications and can thus only be used in cases where Renault explicitly specifies this oil.

MEGANZA MOTOR OIL LINE EXTENSION

Unfortunately, the new Renault specifications are not currently compatible with the specifications of other car manufacturers due to the additional Renault tests. As a result, we were forced to introduce two new products to cover the new Renault specifications, Meganza MSP 5W-30 with ACEA C3 and RN17 specifications and Meganza MSP FE 0W-20 with ACEA C5 and RN17 FE specifications. In addition, we already had the Meganza LSP 5W-30 in our range. It is specific to diesel engines with a particulate filter where Renault stipulates the RN0720 specification. For these older engines, Renault will continue to prescribe this specification and the use of one of the new Renault specifications is not an option, which means we will simply keep the Meganza LSP 5W30 in our range. With three products in our range specific to Renault, we understand that it is difficult to advise which product should be used when. Therefore, always use our recommendation tool on our website for customised advice. Check the table below, which shows where our Meganza products should be used, or consult our online recommendation tool.

	RN recommendation	Kroon-Oil recommendation
Petrol	RN0700	MEGANZA MSP 5W-30
Diesel	RN0710	
without DPF	RN0710	
Petrol	RN0720	MEGANZA LSP 5W-30
Diesel		
with DPF	RN17 or RN17FE	MEGANZA MSP 5W-30 MEGANZA MSP FE 0W-20

MORE NEWS TO REPORT

In addition to the changes that have already been discussed in detail, we have even more news to report. In addition to the Specialsynth MSP 5W-40, we are introducing a new premium variant in the form of Helar MSP 5W-40. In terms of specifications, the new Helar MSP 5W-40 largely corresponds to the Specialsynth MSP 5W-40, with the additional Porsche C40 specification for the current generation Porsche petrol models and the VW 51100 specification, a new VW specification for the premium models of the VAG Group such as the Lamborghini Urus and the current generation Bentley models. We have also adapted one or more specifications of a number of old friends. Worth mentioning are the upgrades of Presteza MSP 5W-30 (now ACEA C2 and C3!) and Asyntho 5W-30 (in addition to GM now also several other OE specifications such as BMW, Mercedes and Volkswagen). As a result, both popular Kroon-Oil products have become even more versatile and more comprehensive than before.

Check the table below for a complete overview of all changes (indicated in yellow).

PRODUCT	SPECIFICATIONS
HELAR MSP + 5W-40	ACEA C3, API SN, Porsche C40, VW 51100, BMW LL-04>2019, MB 229.52/229.51/229.31, GM Dexos 2, RN0700/0710
MEGANZA MSP 5W-30	ACEA C3, RN17
MEGANZA MSP FE 0W-20	ACEA C5, RN17 FE
ENERSYNTH FE 0W-16	API SP, ILSAC GF-6B
SPECIALSYNTH MSP 5W-40	ACEA C3, API SN/SN Plus, BMW LL-04>2019, MB 229.52/229.51, VW 50500/50501, Ford M2C 917-A
HELAR SP LL-03 5W-30	ACEA C3, API SP, VW 50400/50700, BMW LL-04>2019, MB 229.52/229.51/229.31, Porsche C30
AVANZA MSP + 5W-30	ACEA C2, PSA B71 2290
PRESTEZA MSP 5W-30	ACEA C2/C3, API SN, BMW LL-04>2019, MB 229.52/229.51/229.31, Opel OV0401547, GM Dexos 2, VW 50500/50501
ASYNTHO 5W-30	ACEA A3/B4, API SN/CF, BMW LL-01<2019, MB 229.3/226.5, VW 50200/50500, RN0700, GM LL-A-025 & GM LL-B-025
XEDOZ FE 5W-30	API SP Resource Conserving, ILSAC GF-6A, GM dexos1 Gen 2, Chrysler MS 6395, Ford M2C946-A
XEDOZ FE 0W-20	API SP Resource Conserving, ILSAC GF-6A, GM dexos1 Gen 2, Chrysler MS 6395
DURANZA ECO 5W-20	ACEA C5, API SP, Ford WSS-M2C948-B, Jaguar Land Rover STJLR.03.5004

With that, our motor oil line for passenger cars is now fully refreshed and up to date again. No time to rest on our laurels however, because it is expected that the new ACEA specifications will be launched this year, also after a delay of several years, and then the game will start over from the beginning!



Would you like more information about our products? Please refer to the online product catalogue at

www.kroon-oil.com/en/catalogue/



KROON-OIL SPONSORING

Kroon-Oil uses its many years of experience to help the sponsored teams in the field of lubricants and maintenance products. In addition to the proven quality of our products under the most extreme conditions, Kroon-Oil, as an international player, is always looking for collaborations that support our international growth.



DAKAR RALLY

The Dakar Rally is often regarded as the toughest rally there is, and for Kroon-Oil it is the perfect opportunity to prove the quality of our products under the most extreme conditions. At the last edition in Saudi Arabia, Kroon-Oil was the exclusive lubricant partner of the Van Loon Racing Team and the Borgward Rally Team.

Ricardo Porém had a strong Dakar Rally in 2021 and finished in the top 20! The Borgward BX7 DKR performed fantastically and without any technical problems.

Unfortunately for Erik van Loon and Sébastien Delaunay this edition of the Dakar ended too early. Because of persistent misfortune, they decided to drop out of the Rally during the 6th stage. Erik was really disappointed, but he has now added another extensive program to his calendar in the run-up to Dakar 2022!

KROON-OIL & RALLY SPORT

Rally sport is part of the DNA of Kroon-Oil, as lubricants and motor sport are still strongly connected. That's why it makes total sense for Kroon-Oil to enter into a two-year partnership as a new name sponsor of the Belgian Rally Championship.

In addition to the BRC, Kroon-Oil is doing much more in rally sport and has collaborations with:

- » Wevers Sport
- » Kevin van Deijne
- » Kobus Tuning
- » J-Motorsport
- » Melissa Debackere
- » E&E Rallysport

Follow our teams!



For Kevin Van Deijne, 2020 was about getting prepared for 2021, the year in which they want to win the Dutch title. We'll be following Kevin and Hein closely!



PRODUCT UPDATE

Technical developments, both on the OEM side and in the field of additives and base oils, are coming thick and fast. This results in updates and improvements to our products with great regularity. We have recently made several changes to our range. We've got some great updates as well as a few awesome new products.



NEW! HELAR MSP+ 5W-40

Helar MSP+ 5W-40. A state-of-the-art and absolute first-class mid SAPS synthetic motor oil. Helar MSP+ 5W-40 is specifically designed for premium passenger cars with high-performance sports engines. The product meets the latest motor oil specifications such as Porsche C40 and VW 511.00, making it ideal for use in the latest Porsche and Bentley models as well as in the Lamborghini Urus. This product is also suitable for use in the latest models from BMW and Mercedes

Specifications: ACEA C3 | API SN | BMW Longlife-04 | MB 229.31/229.51/229.52 | Porsche C40 | VW 511.00 | GM dexos 2 | Renault RN0700/RN0710



NEW! MEGANZA MSP FE 0W-20

This motor oil meets the new RN17 FE standard from Renault. Meganza MSP FE 0W-20 is a fuel-saving synthetic motor oil specially developed for modern petrol and diesel engines in passenger and vans equipped with particulate filter and/or catalytic converter. The special Mid-SAPS formula extends the service life of those components. If the manufacturer so requires, extended oil change intervals are possible. Suitable for use in Renault's latest models that require an RN17 FE specification and for all other brands of cars that require an ACEA C5 specification.

Specifications: RN17 FE | ACEA C5



NEW! MEGANZA MSP 5W-30

This motor oil meets the new RN17 standard from Renault. Meganza MSP 5W-30 has been specially developed for modern petrol and diesel engines in cars and vans equipped with a particulate filter and/or catalytic converter. The special Mid-SAPS formula extends the service life of those components. If the manufacturer so requires, extended oil change intervals are possible. Suitable for use in Renault's latest models that require an RN17 specification and for all other brands of cars that require an ACEA C3 specification.

Specifications: ACEA C3 | Renault RN17



NEW! ENERSYNTH FE 0W-16

Enersynth FE 0W-16 is an extremely low-viscosity, fuel-saving, synthetic motor oil for the new generation of passenger cars with ultra-efficient petrol engines, with or without hybrid technology. Thanks to its special composition and exceptionally low viscosity, this modern motor oil makes a significant contribution to achieving low fuel consumption. Due to its low viscosity, this product can also be perfectly used at very low outside temperatures.

Specifications: API SP | ILSAC GF-6B



TOGETHER WE STAND STRONG AGAINST THE CORONAVIRUS - HAND GEL 70% ALCOHOL

Our service isn't limited to providing good lubricants. We also like to contribute to a safe working environment. Simply order this product at your next delivery.

Part.Nr.: 36792



NEW! AVANZA MSP+ 5W-30

Avanza MSP+ 5W-30 follows Avanza MSP 5W-30. This motor oil is specifically designed for engines that require the PSA B71 2290 oil specification.

Avanza MSP+ 5W-30 has been specially developed for modern petrol and diesel engines in cars with a particulate filter and/or catalytic converter. The special Mid-SAPS formula extends the service life of those components. This oil also offers excellent protection against the harmful phenomenon LSPI, Low Speed Pre Ignition. Suitable for use in PSA models where a motor oil with the PSA specification B71 2290 > 2019 is prescribed and for all cars that prescribe an ACEA C2 specification.

Specifications: ACEA C2 | PSA B71 2290



UPGRADE: ASYNTHO 5W-30

Asyntho 5W-30 has now been upgraded to the latest version of the API, adding some OEM specs. Asyntho 5W-30 is a synthetic motor oil suitable for petrol and diesel engines, with and without turbochargers, in cars and vans with the following specifications.

Specifications: API SN/CF | ACEA A3/B4 | BMW Longlife-01 | GM LL-A-025/LL-B-025 | MB 229.3/226.5 | Renault RN0700 | VW 502.00/505.00



NEW! SP GEAR 5015

SP Gear 5015 is a special synthetic SAE 75W-80 Multi MTF for manual transmissions of passenger cars and vans. SP Gear 5015, which has a wide range of specifications, can be used in both manual and sequential semi-automatic transmissions from a wide range of car brands. Always consult the Kroon-Oil advisory database for optimal use.

Specifications: API GL-4 | BMW MTF LT-2 / LT3 / LT-4 | FIAT MZ1 / MZ60768 | Ford WSD-M2C200-C / WSS-M2C200-D2 | GM 1940004 / 19259104 (BOT 303) | GM 1940182 / 1940764 / 1940768 | Honda MTF / MTF-II / MTF-III | MB 235.10 | NISSAN MT-XZ / | MT-XZ TL (JR Type) | PSA B71 2330 | Special gear oil, MTF 94 Tranself NFJ / NFP / TRJ / TRT / TRZ | Volvo 97308 / 97309 | VW G 009 317 / G 052 171 / G 052 178 | VW G 052 512 / G 052 527 / G 052 726 | VW G 060 726 / G 070 726 / G 50



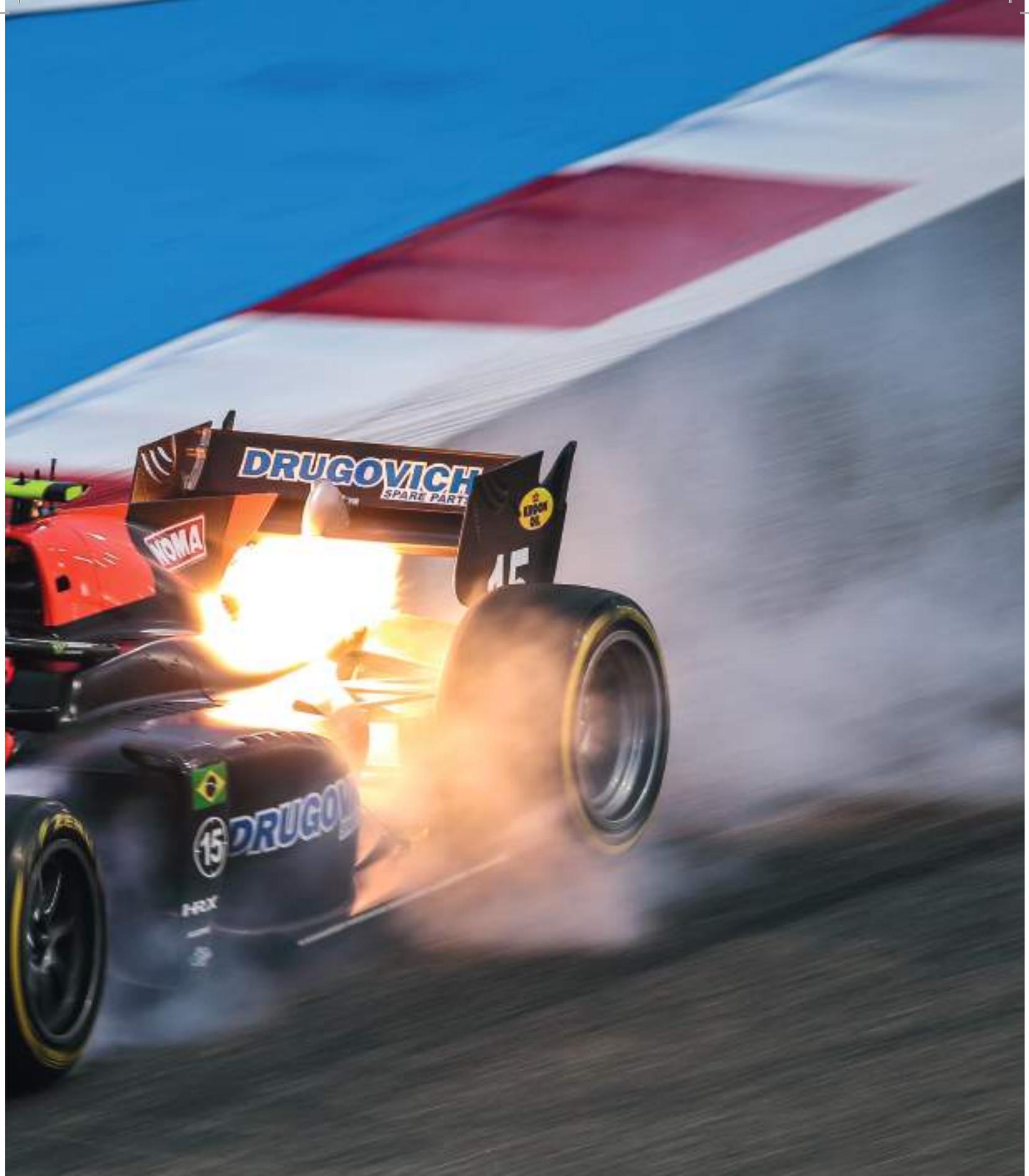
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Please refer to the online product catalogue at www.kroon-oil.com/en/catalogue/ If you would prefer a printed version of the product catalogue, or if you have a question regarding the content, please contact our sales department at +31 (0)546-81 81 65 or sales@kroon-oil.nl



THE EXPERTS' CHOICE





FELIPE DRUGOVICH
F2 | MP MOTORSPORT

Bahrain International Circuit
Feature Race Winner

INVESTING IN THE NEAR FUTURE

Despite the current global crisis, at Kroon-Oil our sights are set on the future. Numerous developments were initiated years ago, to keep up with the rapidly changing landscape. In this article we'd like to tell you about some of the larger projects that are currently running in our organisation.



ONLINE KNOWLEDGE SESSIONS

The combination of our own production operation and marketing organisation has made the Kroon-Oil brand very flexible and controllable for years. Our technical product management is very closely connected with the chemical analysts of our R&D department. As a result, we're always able to keep up with the technical evolutions of the OEM. This results in regular updates and new products that are required to meet the increasing demands for the lubricants. In the future these developments will increasingly lead to specialist products suitable for the modern fleet. To reach and discuss with customers faster and more frequently, we introduced the Kroon-Oil Experts' Sessions. These are online knowledge sessions for customers and those interested in different themes, such as specification updates, specific product groups, marketing and support.

▶ EXPERTS' SESSION

Watch a rerun of our webinar using this QR code.



ONGOING DEVELOPMENT OF OUR API FOR REAL-TIME ADVICE

The fact that our recommendation tool on our website has been consulted more than 6 million individual times over the last 12 months underlines the need for adequate technical support. To make the tool more widely available, we are working on the development of our API. This tool enables Kroon-Oil customers to get real-time information about recommendations and especially our products. In addition, further development of the API is important for us to feed our own data needs. The API also mainly provides all relevant data for website, catalogue, recommendation tool and our online ordering platform.



PROSHOP 2021, THE MODERN SUCCESSOR OF KICK

A lot of customers order via the online platform KICK. This system dates from the beginning of the last decade. We are working hard on a whole new platform. Soon we'll be introducing the ProShop; a completely new platform that will replace KICK.

The basis is an up-to-date CMS that's fit for the future. In principle, it's a 100% replacement of KICK that will be continually developed.

The name expands the target group; anyone who works professionally with our brand



Read more about the ProShop on page 21.

can use the ProShop in the future, with an ever-closer integration with the Kroon-Oil website. After the launch, a new development phase starts, where useful tools will be added to the ProShop. It also offers the possibility for all professionals to order through the platform. A permanent supplier (wholesaler) is then connected. Invoicing will therefore take place permanently, via the wholesalers' network. For Kroon-Oil, the wholesalers' channel remains important because of the fine-grained and specific distribution possibilities to the many professionals.

SOCIAL MEDIA

To enable us to co-develop the changing communication mix, we're investing in our social media activities. Our communication specialists are working hard on good content to deliver current topics throughout the year. In addition to technical content, we're also starting to create more video content to provide clear information about products, services and our organisation.



Find out more on page 17.

EXPANSION AND NEW CONSTRUCTION

Our logistics performance is valued worldwide. With growing demand and volumes, we're doing everything we can to maintain this high level. That's why we've invested a lot in manufacturing and warehousing in recent years. However, for a long time now, our business has been concentrated in two places in the Netherlands: in Almelo and Zwijndrecht. Both locations are beginning to fill up completely. Consequently, the current sites can't accommodate expansion for much longer. This is why we recently bought an adjacent site. This location is now occupied by a large industrial site. Initially, we'll use this property to expand our activities at the Dollegoorweg in Almelo. New construction will take place in the future. A state-of-the-art and logical flow of goods from incoming goods, production and warehousing to logistics handling for our customers will be implemented. On the other side of our property, we started to fill in the harbour, to build a new logistics area in the future. This way we can grow both left and right as the demand for our items changes.



INVESTMENT IN MODERN APPLICATIONS AND SYSTEMS

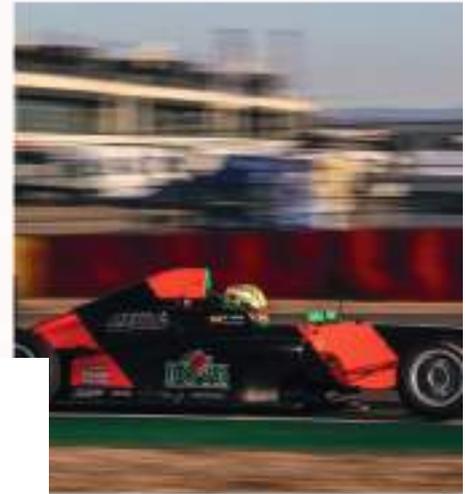
To enable us to continue organising the logistics flow properly, we're currently working hard to implement a modern ERP application for our production sites. At the same time, we're working on the implementation of a warehouse management system that will ensure that planning, inventory organisation and order picking are improved even further. Thanks to state-of-the-art voice picking and other innovations, we're aiming to set the target for error rates to zero.

A photograph of a warehouse worker wearing a headset and a dark jacket, operating a handheld device. The background shows blurred industrial equipment and storage racks, suggesting a fast-paced logistics environment.

Thanks to state-of-the-art voice picking, we're aiming to set the target for error rates to zero

BEING A PIONEERING TECHNICAL PARTNER

In recent decades, the Kroon-Oil brand has grown substantially, especially in export markets. Of course, our Benelux home markets are also of great importance for the brand value and development of specific concepts. We plan to keep paying close attention to its further development. How can we, together with our partners, ensure that the resale of our products remains optimal and how do we ensure that the average price level ensures profit optimisation along the complete sales and distribution channel. These are the most important issues to address in developing our service concepts. More than anything, the issue of 'being a technical partner' is in our DNA. We're pioneers in this and we'll continue to work on it!



JOIN THE EXPERTS ON SOCIAL MEDIA

Since September 2018, social media content has become one of Kroon-Oil's daily routines. We now have more than 5,000 Instagram followers, more than 4,000 page-likes on Facebook and nearly 500 YouTube subscribers. Through our social media channels, we share everything: from the hottest action images of our sponsored riders to product-related content, and from 'Working at' to Kroon-Oil events.

We don't just share content on social media. For us, social media is also the place where we have contact with our fans and where we're ready to answer questions regarding the Kroon-Oil brand or its products.

2020, BRAVE THE STORM!

In 2020, there were major plans about the content that Kroon-Oil was publishing on these platforms, but here too the Covid-19 virus has prevented a large part of these plans from coming to life. Despite that, we've been able to fill our 2020 timeline sufficiently, and we can only do it better this year!

2021, HERE WE COME!

As driven as we are at Kroon-Oil, these plans haven't disappeared, but have been shifted to the new year! To give you a little more information, one of Kroon-Oil's priorities is more video content. We had a video intern to assist us with this until January this year and on 1 March we welcomed a new colleague within our communication team who will be fully involved in video content.

Wallpaper Wednesday: we'll provide you with the hottest wallpapers that will help you upgrade your smartphone!

How does it work? Go to our Instagram page, click on the 'Wallpapers' highlight, keep the screen pressed and take a screenshot!

Are you already following us?

-  facebook.com/kroonoil
-  instagram.com/kroonoil
-  youtube.com/kroonoilofficial
-  linkedin.com/company/kroonoil
-  twitter.com/kroonoil



KROON-OIL IN SURINAME

In November 2019 Kroon-Oil started a collaboration with AutoMax in Suriname. Now, more than a year on, Kroon-Oil is already a well-known brand in the country and is challenging brands like Shell and Castrol.

SURINAME IS COMMITTED TO KROON-OIL

AutoMax is an established name in Suriname. The company was founded in 1964 and is run by David Lin. Since its inception, the company has been active in the automotive industry, importing and distributing parts, batteries, tyres and lubricants. Today, the company consists of 70 trained employees and operates from two sites, with a third site under construction. AutoMax was known for years as the official Castrol distributor in Suriname. Meanwhile, the company has completely switched to Kroon-Oil.

EXPERT KNOWLEDGE PARTNER

AutoMax aims to provide every type of vehicle owner with high quality parts, tyres and lubricants, as well as professionally performed maintenance and repair work. It is highly committed to expertise and service. For that it needed an additional expert knowledge partner, Kroon-Oil, The Experts' Choice.

PERSONAL AND FLEXIBLE

The first contact was made in early 2019. After a tip from a Surinamese garage owner who had worked with Kroon-Oil lubricants in the Netherlands, David Lin took a bold move and approached Kroon-Oil. The company was looking for an alternative to Castrol, imported from America and based on American standards. Kroon-Oil, a European brand with a slightly more personal approach and more flexible attitude, was part of David's growth strategy with AutoMax.

OFF TO SURINAME

Under the motto of "you never get a second chance to make a first impression", Jacco Nijhuis (Area Sales Manager Export) and Tom Bruggeman (Technical Support Manager) travelled to Suriname. They were present at the arrival of the first 2 containers with Kroon-Oil products and provided an official kick-off Technical Seminar for AutoMax's customers.

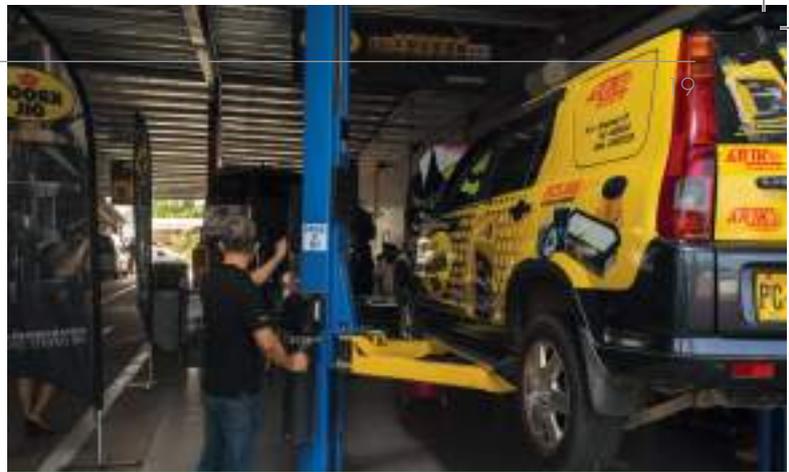
AN EDUCATIONAL JOURNEY FOR KROON-OIL

It became clear from discussions with garage owners that the older fleet of mainly Japanese imported vehicles was lubricated with traditional 10W-40 and 15W-40. Specialised garages such as BMW and VW specialists needed modern lubricants that complied with European standards. It also became clear that much shorter renewal intervals are generally used in Suriname. This is not unnecessary if you look at the impact of the tropical climate and the many traffic jams in the capital Paramaribo on motor oil. Not only did it become an educational evening for the garage owners, but the experts from Kroon-Oil also learnt a lot about the Surinamese market.

A COLLABORATION THAT STILL HAS LOADS OF POTENTIAL

We are now a year and several containers with Kroon-Oil lubricants further on and can see that the cooperation is excellent. More and more entrepreneurs and private individuals opt for the quality of Kroon-Oil. This is partly due to the strong marketing campaigns via billboards and radio commercials launched by AutoMax and a cleverly conceived concept with Kroon-Oil Quick Lube stations, a partner program for garage owners. The opening of the first Quick Lube Station was celebrated with music and a fabulous fireworks show. Fireworks are certainly expected in the coming years, because it's already clear to us that this is a collaboration that still has plenty of potential.

AUTOMAX



THE QUICK LUBE FORMULA

To expand the customer portfolio and increase the brand awareness of Kroon-Oil, AutoMax has started the Quick Lube Formula. This has proven to be a truly successful formula! Numerous garages have already joined the scheme. They can all count on a uniform fitout of their workshop and support in terms of professional advice, training and equipment. With Quick Lube Corporate, AutoMax focuses specifically on maintaining the fleets of companies so that companies can focus on their core business. For example, AutoMax maintains all the vehicles of the ambulance service in Suriname. AutoMax has developed a vehicle passport, in which advice and maintenance is logged by name and registration number for each vehicle. For this purpose, a team from AutoMax is continuously recording and developing individual car passports for the connected customers.





AGRITECHNICA IN HANNOVER

Last year, unfortunately, many events could not go ahead, and trade fairs also had a tough time. Our last trade fairs were in 2019, when we, as Kroon-Oil, participated successfully in the largest international agricultural trade fair in Europe. Kroon-Oil has one of the widest ranges of high-quality agricultural products, with an excellent position in the Benelux market. This certainly deserves international attention.

TRADE FAIR IS A GOOD BASIS FOR BUILDING NETWORKS

The Agritechnica, which takes place every two years in Hannover in Germany, is the perfect opportunity for this. This fair features all the major agricultural machine manufacturers and machinery and parts dealers. A number of these manufacturers and dealers are well known to us, and the trade fair was a good basis for further developing our network of agricultural distributors.

GLOBAL APPRECIATION

The Kroon-Oil stand was distinguished by its beautiful and attractive design, all in the characteristic Kroon-Oil house style. We received numerous compliments and talked to an overwhelming number of people interested in our brand. As a producer, Kroon-Oil is strongly involved in the development of lubricants for each segment. Our high level of knowledge and quality is valued worldwide.

FUEL ECONOMY AND EMISSION REDUCTION AS 'HOT TOPICS' IN THE AGRICULTURAL SEGMENT

Just like in the automotive world, the agricultural segment is also addressing the issues of fuel economy and emissions reduction, which are gaining significance. The Kroon-Oil motto at this fair was 'the emergence of modern synthetic agricultural lubricants with the

aim of extending machine life and fuel savings'. With three high-end products from the Kroon-Oil range, the total powertrain can be equipped with these modern synthetic fuel-saving lubricants.

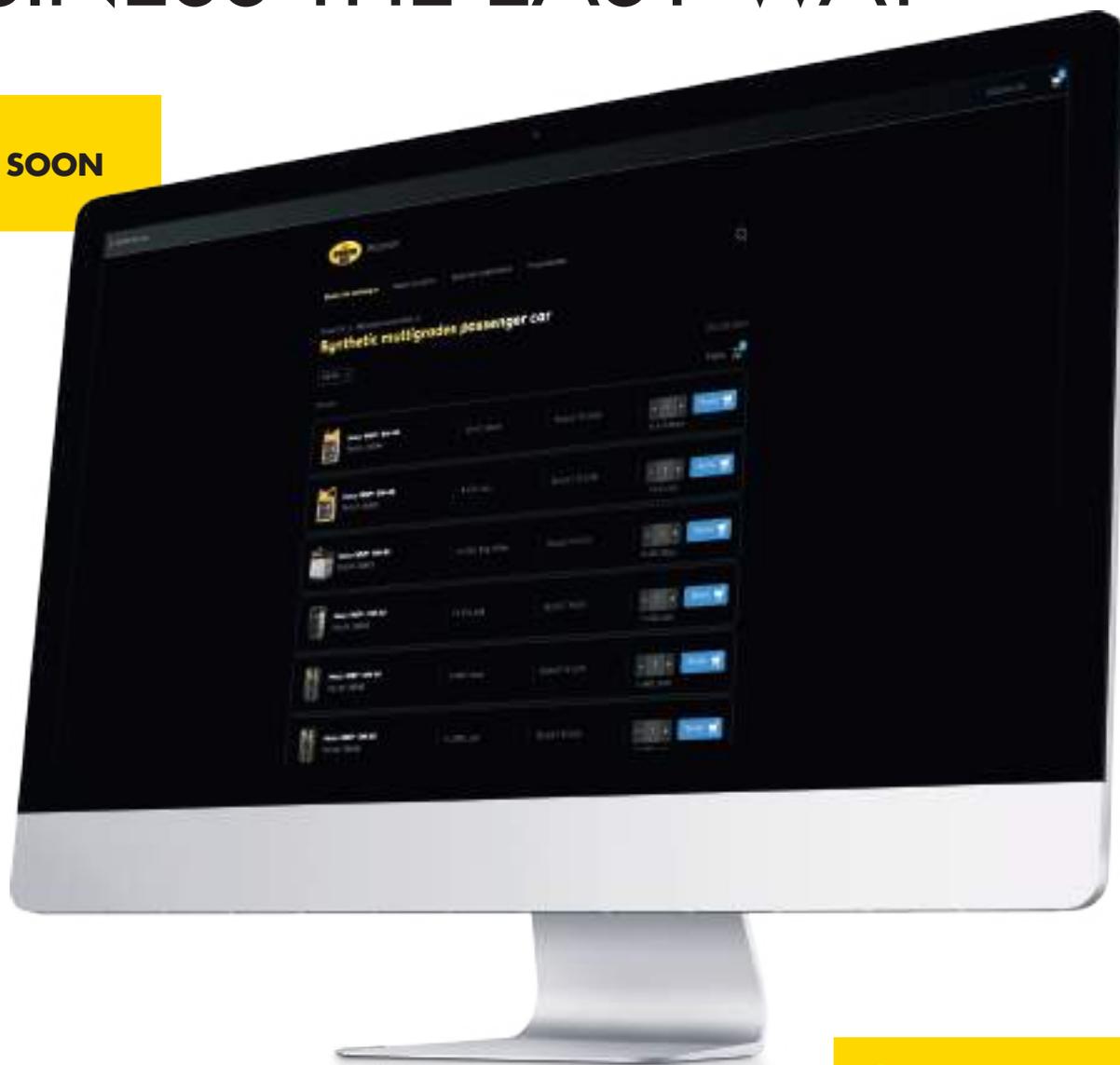
AN IMPORTANT STEP

We look back on an incredibly positive trade fair which has created several new partnerships for the distribution of Kroon-Oil agricultural products in Europe. Kroon-Oil has thus taken another important step towards growing its European agricultural distribution network. Right now, at the time of writing, no-one knows when another fair can be held, but we hope to be there again the next time. We look forward to it. Who knows, maybe we'll see you and speak to you there!



YOUR KROON-OIL BUSINESS THE EASY WAY

COMING SOON



ProShop

The new online ordering platform!

@ We'll inform you about the new ProShop shortly.

- » The successor to the current KICK
- » Clear and intuitive
- » Integration with lubricant advice on the Kroon-Oil website
- » Simple ordering options via advice, catalogue or parts number
- » Your orders remain open and saved, even when you close your browser
- » Suitable for all devices
- » Manage your data and your customers' data
- » In mid-2021 garage companies will also be able to order directly in the ProShop through their trusted wholesaler
- » ProShop is constantly being developed, with useful features being added regularly



www.kroon-oil.com | THE EXPERTS' CHOICE

GOOD LUBRICATION ESSENTIAL FOR CONTRACTORS

Contractors and earthmoving companies want to minimise wear and tear problems with their extensive machinery fleets, and achieve the widest possible range of applications, preferably with as few products as possible. Confidence in good products is crucial. These are good reasons for so many companies to work with Kroon-Oil products. Not only because of the quality, but also because of the excellent knowledge and service. For example, they can rely on the knowledge of our experts who are always ready to answer technical questions. They can also ask for advice on the most appropriate lubricant and the proper lubrication requirements associated with it. After all, good lubrication reduces wear and costs over time.



PREVENTING WEAR

Contractor and earthmoving company Volker, with various mowers, bulldozers, tractors and excavators in house, for example, chooses Multifleet SCD 10W and H46 for the hydraulics, ATF Dexron II-D for transmission and Agrifluid HT for the rear bridge. For the motor oil, the properties of Agrisynth LSP Ultra 10W-40 are used optimally, as they're specially developed for the latest high-speed 4-stroke diesel engines. These lubricants are often purchased in bulk and are a carefully considered choice.

GOOD PRODUCTS REDUCE MAINTENANCE

Contractor Werktuig & Bouwdienst in Denekamp also has a large modern machinery fleet. For the maintenance and lubrication, it relies on the knowledge and versatility of Kroon-Oil, and is convinced that good products will reduce maintenance.

Manager Martin Kokkeler: "For us, it's important to have products that fit our work. For example, take the final drive of mobile cranes. Because we're on the road a lot, the oil gets very hot. How do you keep that up with only 1.5 litres of oil in the final drive? The standard products might be suitable for the construction site, but our work isn't always standard. So we were looking for an oil that could perform better under extreme heat. We needed a custom solution and Kroon-Oil understood exactly what the issue was. A tractor that's constantly being used for transport requires a different product to one that's often working in the field."

W&B works a lot with SP Gear LS 1015, a fully synthetic, high performance transmission oil for transmissions, hypoid differentials, and final drives with or without 'Limited Slip' where maximum 'Extreme Pressure' is prescribed. Abacot MEP 680, a high-quality industrial gearbox oil, is also widely used, because it's resistant to high pressure and harsh loads.

KROON-OIL ANTICIPATES YOUR NEEDS

Investing in good lubrication will result in significant long-term savings. At Kroon-Oil we have years of experience with the proper use of lubricants for vehicle and machine fleets. This enables us to give extremely specific practical advice.

Do you have any questions, or would you like us to contact you? Let us know - we're happy to assist!





THE EXPERTS' CHOICE



NEW

POWERFLUSH® TPE

NOW ALSO SUITABLE FOR ENGINE FLUSHING

- ✓ **Unique! 3 treatments with 1 machine: flushes and cleans automatic transmission and steering gear and is now also suitable for flushing the engine**
- ✓ **PowerFlush® TPE has the following unique features:**
 - *Easier to use with the single-switch system*
 - *Contaminated oil does not flow through the pump*
 - *Temperature indicator*
 - *Integrated flow indicator with warning buzzer*
- ✓ **PowerFlush® TPE has been added to the Garage Supportplan**

Looking for more information? +31 (0)546-818165 | verkoop@kroon-oil.nl



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