



LUBEVISION®

The in-house magazine of Kroon-Oil B.V. is full of news and knowledge in the field of lubricants

ENVIRONMENTAL CARE PLAN

KROON-OIL. FULLY ECOLOGICALLY SOUND

EQUIPMENT TOTAL PLAN +

KROON-OIL. COMPLETE CERTAINTY

FURTHERMORE

PRODUCT UPDATE

BIO-CIRCLE, PRESTEZA MSP 5W-30, ENERSYNTH 0W-20

SPONSORING

PIEPERS RALLYSPOORT - RALLYE DE MONTE CARLO 2011

TECH CORNER

A VIEW ON LUBRICATION

LUBEVISION®

Lubevision® is an in-house magazine which is published twice a year by Kroon-Oil B.V. The magazine is intended to share technical information in the field of lubricants and to spread the news about products and services. Lubevision is published in Dutch, English and French. It is not allowed to duplicate anything from this magazine without written consent of Kroon-Oil B.V.

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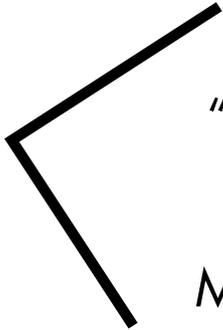
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“DURABILITY AND TAKING
RESPONSIBILITY ARE THE
MAIN THEMES FOR 2011.”



You are looking at a new Lubevision, the first edition of 2011, containing 16 pages of information and news.

In 2011, we are also ready to serve you, just like we always do. We advise and assist you, we are present at exhibitions and we introduce concepts, which make it easier and financially more interesting for you to do business. During the Autovak in Amsterdam from 28 to 31 March 2011 we have presented our new and unique Environmental Care Plan. Durability and taking responsibility are the main themes for 2011. On pages 4 and 5 you can read how you can benefit from the Environmental Care Plan.

Last January, Marcel Piepers and Erik de Wild from Piepers Rallysport fulfilled a childhood dream: participation in the 100th Rallye de Monte Carlo 2011. A report of this rally team, which has been sponsored by Kroon-Oil for years, can be found on pages 8 and 9.

How to deal with an increasing variety of lubricants can be read in a detailed article about lubrication for the modern universal car service station on pages 6 and 7.

A lot of product news can be found on pages 10 and 11, where we inform you about a new and very environmentally friendly degreasing concept.

Recently, we introduced a whole new full concept plan for the agricultural sector. On pages 12 and 13 you will read all about it.

In this Lubevision you will also find information about the upgrade of KICK, which has now become multi-branded and suitable for our international customers. Many of the communication and data streams we know, can also run digitally. In this article about EDI (pages 14 and 15) we catch up with you on the state of affairs in this field.

In conclusion we would like to inform you about the fact that we have become exclusive Pentosin-distributor for the Benelux. Pentosin is a renowned German manufacturer of OEM-specialties and is leading in the field of hydraulic fluids and transmission technology. This way, Pentosin leads the development of transmission oils for DSG-related use at the moment.

Even though Kroon-Oil has by far the most ATF-oils, power steering products and levelling products in its own product range, there proved to be a certain demand for so-called 'originally recommended Pentosin products'. To meet this demand, Kroon-Oil decided to add a number of Pentosin specialties to their programme. Detailed product information can be found as usual in our website catalogue.

I hope you enjoy reading this new edition of Lubevision.

Leon ten Hove

ENVIRONMENTAL CARE PLAN

Kroon-Oil. Fully ecologically sound.

Producing high-quality lubricants is the key process for Kroon-Oil. Running a business in a durable and environment-friendly way is part of the production chain. During all its activities, Kroon-Oil takes into account the effects on the climate, society and environment. This does not only mean offering green products such as fuel-saving synthetic engine oils and biodegradable lubricants, but also sharing knowledge and creating made-to-measure solutions. Kroon-Oil's ecological initiatives go one step further. We offer you the possibility to check out your complete waste stream through one portal, under very favourable conditions. With the Environmental Care Plan, Kroon-Oil sees beyond offering products.

ENVIRONMENTAL CARE PLAN

The mobility sector has to cope with huge amounts of waste, which become available on a daily basis and with strict environmental regulations. Every waste stream requires a certain storage, transport and handling. Proper waste management results in minimum environmental impact and it is also cost effective.

The Kroon-Oil Environmental Care Plan takes off your hands the entire organization entailed in waste streams.

Report your waste products simply through one portal. We can guarantee you excellent tariffs for your waste oil and additionally considerable discounts on disposal of other waste products. You will receive an annual summary of the costs made and the amounts of waste products, which can be used as an account towards the government. The only condition to join in the Environmental Care Plan is that you have to be a user of Kroon-Oil products.

*'Win with the
Environmental
Care Plan'*

- = **Environmentally friendly**, your waste products will be processed efficiently and durably.
- = **Profitable**, excellent tariffs for you waste oil.
- = **Money-saving**, you will get a considerable discount on your other waste streams.
- = **Ecologically sound**, you will meet the legal demands. You will receive an annual summary of the costs made and the amounts of waste products, which can be used as an account towards the government.
- = **Time-saving and easy**, one portal for offering your waste products.

'One portal for your waste management'

APPLY

The Environmental Care Plan takes the complete organization entailed in waste management off your hands. Participation results in profit on waste oil and cost savings on disposal of your other waste streams.

Kroon-Oil and ARN Recycling Services can guarantee you environment-friendly and efficient handling of your waste products. As a Kroon-Oil customer you can benefit from the Environmental Care Plan. Save time and money and join in!

Renowned partner, ARN Recycling Services

Kroon-Oil has developed the Environmental Care Plan in cooperation with ARN Recycling Services (ARN RS), one of the leading organizations in waste management. ARN RS is part of ARN, the Dutch expertise centre for recycling and environment in the mobility sector. ARN RS only cooperates with authorized waste processing companies. The cooperation with ARN guarantees knowledge and expertise and environment-friendly and efficient handling of your waste.



Minimize the global footprint

The world's stocks are limited. The realization to carefully deal with raw materials and with nature grows. Kroon-Oil has already supplied lubricants for more than 100 years and this leaves marks. Searching for possibilities to minimize the so-called global footprint is a continuous process. With the Environmental Care Plan Kroon-Oil would like to inspire, pass on knowledge and motivate you to contribute together with us to a more sustainable society.

1. Go to www.milieuzorgplan.com
2. Fill in the application form
3. When your registry has been successfully completed, you will receive your personal user name and password from Kroon-Oil
4. Log in and check out your waste products

KICK

Do you have login details for KICK? Then it is possible for you to sign up for the Environmental Care Plan through the KICK platform. For more information or to sign up, please visit:

www.milieuzorgplan.com

RETURNING ALL YOUR WASTE STREAMS

ARN Recycling Services, varying from oil filters, coolant, fuel residues and lead batteries to oil, water and sludge mixtures and industrial waste, can collect your waste streams. This is only a small part of our offer. For a complete summary, please take a look at the conditions on www.arn.nl.



A VISION ON LUBRICANTS

KROON-OIL, EXPERT IN LUBRICATION



EXTENSIVE ADVICE FOR THE MODERN UNIVERSAL CAR SERVICE STATION

VISION ON ADVICE

In earlier editions of Lubevision we discussed the importance of 'the right oil' extensively. Development of new technologies is an ongoing process and both government and manufacturers of vehicles keep on increasing their demands in the field of environment and performance. As an expert in lubrication we need to remain alert, follow the latest developments and anticipate them. To fine-tune our product offer to fit the market and technology is therefore a continuous process. In addition, we keep on searching for possibilities to share our expertise with the public as much as possible, because the use of the right oil is more important than ever!

"ONE-SIZE-FITS-ALL" ENGINE OLIE

That more and more people are convinced with the dangers of this false consumption, reveals itself by the increasing number of visitors on our website. Every month over 90,000 people find their way to www.kroon-oil.com. Besides our website, our technical advisors are also often consulted for lubrication advice. Recently, our technical advisor Tom Bruggeman wrote a detailed article as a result of two frequently asked questions: is one bulk product sufficient and what product would be most suitable as a bulk product? We do not want to withhold you from this article.

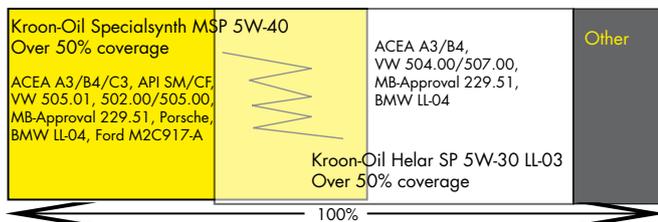
The wish for a 'one-size-fits-all' engine oil seems to be greater than ever but we are certainly not close to a solution for this at the moment. Stricter environmental demands like Euro 4 and Euro 5 result in high-quality technological solutions, which on their turn lead to a proliferation of engine oil specifications. This trend is confirmed by an increase of the number of various ACEA demands and even stronger growth of brand-specific regulations. In the mean time the various demands vary so widely that uniting all these demands in one product has become absolutely impossible. If we look at the various OEM-regulations and the ACEA 2008 demands then we would need about 8 different engine oils for all current demands. This makes it very difficult to choose the right bulk product. Unfortunately it is not possible to give universal advice about the strategy to be followed. The need for engine oil can be different from company to company. It is important to find out the ins and outs of the local market and what car brands are most often serviced and repaired. Based on this, made-to-measure advice can be given about engine oil together with the car station.

VERSATILE ENGINE OIL

However, irrespective of the type of company, there is a great need in general for versatile engine oil in bulk. For the average universal car service station with many modern cars on the inspection ramp, we at Kroon-Oil often advise for bulk one of our mid-SAPS-products: Kroon-Oil **Specialsynth MSP 5W-40** or Kroon-Oil **Helar SP 5W-30 LL-03**. Both products have a wide range of officially approved specifications with which we can realize a coverage level per product for over 50% of the total European fleet (private cars) with year of construction from 2000 onwards.

SECOND BULK PRODUCT

We often advise the larger companies, which have space and investment possibilities for a second bulk tank, Kroon-Oil **Emperol 10W-40** or Kroon-Oil **Emperol 5W-40** as the 2nd bulk products, so they can offer customers with older-generation cars a favourably priced alternative.



BARRELS, DRUMS AND SMALL CONTAINERS

If a car service station lists the customers' needs properly, it can often limit itself to one versatile product in bulk and additionally one or two of the best-chosen products in a barrel (208 litres). By doing this, a total coverage of over 90% of the current European fleet can be easily realized. In order to be able to occasionally provide the right oil for classic cars or modern cars which really need a low-SAPS-engine oil (API C1 or C4), we advise you to store up some drums (60 litres) and/or small containers. The need for and diversity of small stored containers can vary per company.

DEVELOPMENTS

A choice for a bulk product can often last for years, even though the developments in the field of both motor techniques and lubrication techniques do not stop. So the market should be monitored and the available oil in a company should be adapted to that. Kroon-Oil always tries to find an answer to the question of what the right product mix would be for customers and developments are therefore closely monitored. To keep in store a number of special/specific products in small containers is, given all the developments, recommended. The emergence of hybrid cars resulted in completely new engine oils. At Kroon-Oil we recently introduced the new Kroon-Oil Enersynth 0W-20;

“UNFORTUNATELY, IT IS NOT POSSIBLE TO GIVE UNIVERSAL ADVICE ABOUT THE STRATEGY TO BE TAKEN. IT IS IMPORTANT TO FIND OUT THE INS AND OUTS OF THE LOCAL MARKET AND WHICH CAR BRANDS ARE REGULAR VISITORS.”

a low viscous engine oil for the newest generation of very efficient passenger cars and vans such as hybrids and various ECO-versions of existing passenger car models. You can read more about this product on page 11.

Possible risks when everything is lubricated from the bulk:

- problems warranty in case of calamities;
- shorter life span of important engine parts which results in unnecessary and expensive repairs for the user;
- shorter life span of particle filters;
- increased internal pollution of the engine;
- oil change intervals do not longer correspond with the set WIV-programmes in the vehicle because the used oil quality no longer corresponds with the engine oil quality which is stored in the motor management.

ONLY THE RIGHT PRODUCT PREVENTS PROBLEMS

So it is still crucial to check per car which engine oil is required in the field of specifications, viscosity and quality. The Kroon-Oil recommendation database can help. With this application both the professional user and the consumer can ask for professional lubrication advice. At Kroon-Oil we notice that our technical helpdesk receives considerably less phone calls about 'standard' lubrication advice. People have found their way to www.kroon-oil.com! The remaining questions are usually about classic cars, specific driving circumstances and applications that do not often occur.



PIEPERS RALLYSPORT AND KROON-OIL

A LONG-TERM PARTNERSHIP

The relationship between Piepers Rallysport and Kroon-Oil is a long-term relationship. It has got everything to do with the strengthening factor for both partners. The high-quality lubricants of Kroon-Oil match perfectly with a technically advanced sport like rally sport. Piepers Rallysport is a rally team which consists of people from the Dutch Provinces of Gelderland and Overijssel with the Dutch town Duiven as their home base.

Piepers Rallysport has been competing for years in the Dutch top-class. At the same time, the team also has a good reputation internationally, judging the victory at the two-wheel drive cars in the international Ypres Westhoek rally in 2009 and their participation in January 2011 in the jubilee edition of the illustrious Rallye de Monte Carlo. In the Mediterranean principality Piepers Rallysport had to even keep the Dutch honour as the only Dutch team. The team was, with Honda Motor Europe's help, selected from over 300 subscribers for the starting field with 120 cars.

HONDA DEALERTEAM

Besides a long-term relationship with Kroon-Oil, there is also a long-term relationship with Honda. Last season, that relationship resulted in actual plans to put forward once again a new dealer team in the Dutch rally sport after 20 years. In the beginning of September the plans were presented in Amsterdam. The six heats in the Westelijk Havengebied became the setting for the introduction made by navigator Erik de Wild. A large number of Honda-dealers seized the opportunity to see the Piepers Rallysport team in action. "For a long time, there has not been a dealer team in the Dutch Rally sport", explains Erik de Wild to the visitors. "Piepers Rallysport would like to try to create a Honda Dealer Team in the Netherlands next year."

CONRAD EUREGIO RALLY

Special attention was again paid to the Honda Dealer Team plan during the closing Conrad Euregio Rally, but the theme of this competition was mainly Kroon-Oil's relations. "For Kroon-Oil it is a great opportunity to introduce our team to their relations", according to Marcel Piepers. "The Hengelo South Industry stage, is a great stage at which relations experience the excitement of a rally at first hand", added Erik de Wild.

For the first time in 2010, Piepers Rally Sport had a competition without any problems. After thirteen extremely slippery autumn stages Piepers and De Wild drove the Kroon-Oil Honda Civic over the finish podium in Hengelo with a place in the top ten. "I think it has been a nice rally for the relations of Kroon-Oil who were present", Marcel Piepers said after the race.

RALLYE DE MONTE CARLO

The dream of participation in the illustrious Rallye de Monte Carlo was being fulfilled in January 2011 but it was rudely disturbed on day two. After the seventh of the thirteen heats it was over and out. The cause of the untimely end of the dream was not mechanical failure, but a result of the treacherous weather conditions. In two hours time, the seventh



“THE DREAM OF PARTICIPATION IN THE ILLUSTRIOUS RALLYE DE MONTE CARLO WAS BEING FULFILLED IN JANUARY 2011.”

stage changed from a cold tarmac road into a white, icy snow slide in the French mountains.

During the service in Valence, at an hour drive from the heat, the team decided to take over the tyre strategy of the Skoda works team and world leader Petter Solberg. A wrong choice as proved later. As the Honda was on its way to the heat, alarming news came from the finish. “We were called from the finish that it was snowing. However, there was nothing we could do then. The car was not on snow tyres but on intermediates.”, according to Marcel Piepers afterwards. The heat became a real road to hell. De Honda came to a stop because of a lack of traction in a hairpin bend. “We tried everything to get the car started again. Eventually we made it to the finish but we lost over 15 minutes”, according to Erik de Wild.

The time to reach the next stage was too short and the way to it was even more slippery than the ice at the Heerenveens Thialf stadium (a Dutch large speed skating track). To make matters worse the duo also went off the snowy track. With great difficulty, Piepers and De Wild managed, with the help of their service crew Robert Fasshauer, Laurent Cecillon and the public who stopped, to get the car back on the road again. “We already knew by then that we were out of time so we took the alternative route to the service park. Furthermore, due to the wrong choice in tyres, it was not possible to drive the eighth stage in a responsible way. Really bad luck, also for our sponsors who made the adventure possible, but it was quite an experience, I would not have missed it for the world. This is something we will remember when we are in the old people’s homes.”, according to Marcel Piepers.



BIO-CIRCLE PARTS CLEANER

A POWERFUL, LONG-LASTING SOLUTION!



The Bio-Circle uses the power of nature for a user-friendly and environmentally friendly, economical parts cleaner. The cleaning fluid Bio-Circle™ L removes lubricant, cutting oil, anti-corrosion products, light greases and other contaminations of your parts. The easily cleanable filter system separates coarse and fine contamination; the natural microorganisms biologically break down grease and oil, which optimizes the performance level of the fluid and guarantees a long lifespan.

THE TECHNIQUE

The stable and robust washbasin is made of plastic. The cleaning fluid Bio-Circle™ L is warmed and keeps on a constant temperature of 41 °C. Because of the built-in oxygen pump the microorganisms receive oxygen in the fluid, which is necessary for them to live. The Bio-Circle™ L fluid also contains nutrients which keep the microorganisms active during their complete lifespan. The control panel with integrated pictograms offers optimized ease of operation. It is easy to open the washbasin for maintenance.

RENTABILITY

The Bio-Circle™ L can be used at least five times longer than a regular degreaser. Also with an increased contamination supply, optimized results are achieved. Bio-Circle™ L is friendly for people and for the environment, economical in use and it has a high performance.

On www.kroon-oil.tv an instruction video can be found about the operation of the Bio-Circle parts cleaner.

Bio-Circle™ L cleaner:

- ▶ excellent cleaning capability
- ▶ water based – non flammable
- ▶ free of VOC
- ▶ long lifespan due to micro-organisms
- ▶ with corrosion protection
- ▶ optimized biological recovery process
- ▶ pH-neutral, dermatologically tested





UPGRADE PRESTEZA MSP 5W30 TO DEXOS 2

Recently, we upgraded the formula of Presteza MSP 5W-30. Because of this, Presteza MSP 5W-30 meets the new GM Dexos 2 engine oil specification of for example Opel (Vauxhall) and Chevrolet. All diesel engines of GM are factory filled with Dexos 2. In Europe, Dexos 2 is advised as the engine oil for changing oil in both petrol engines and diesel engines. GM Dexos 2 is backwards compatible with the older GM-LL-A025- and GM-LL-B025-specifications.



With the upgrade Presteza MSP 5W-30 does not only meet the VW 502.00/505.00-specification but also the VW 505.01-specification for the first generation pump spray diesel engines of the VAG-concern. Because of this upgrade the innovated Presteza MSP 5W-30 is even better capable of safe lubrication of various passenger cars of different brands.

If you would like to know whether you are dealing with the new or old formula, this can be recognized by below specifications. If the package says GM Dexos 2 and VW 505.01, then it concerns the upgraded Presteza MSP 5W-30. API SM/CF - ACEA A3/B4, C3 - MB 229.51 - BMW LL-04 - GM Dexos 2 - VW 502.00/505.00/505.01

API SM/CF - ACEA A3/B4, C3 - MB 229.51 - BMW LL-04 - GM Dexos 2 - VW 502.00/505.00/505.01

ENERSYNTH FE 0W20, SUSTAINED PERFORMANCE

Drive clean and economical, an important spearhead in the mobility sector. Vehicles should be greener! The government encourages green driving with a favourable tax environment. Car manufacturers anticipate such developments with new engine techniques and innovations. Think of hybrid cars, which are gaining popularity like the Toyota Prius and Honda Civic Hybrid, but also the very economical ECO-versions of existing models, (with famous examples such as Volkswagen Bluemotion, BMW Efficient Dynamics or Volvo Drive). Those are steps in the right direction. With this new generation of economical cars, all fuel saving techniques are applied to keep the fuel consumption as low as possible. Engine oils make an essential contribution to this as well. More and more OEMs advise low viscous oil. A low viscous oil causes considerably less friction of the moving engine parts and therefore it saves fuel.

Anticipating the developments, Kroon-Oil developed Enersynth FE 0W-20 according to the most recent techniques. Enersynth FE 0W-20 is a modern, very low viscous, fuel saving engine oil. Because of the low viscosity this engine oil guarantees a proper lubrication right after the cold start. Because of the excellent quality it also offers a safe lubrication film at operating temperature. Enersynth FE 0W-20 is adequate for fuel and diesel engines, both with and without turbo charging in passenger cars and vans. The special composition guarantees that Enersynth FE 0W-20 is extremely suitable to further optimize the fuel savings on hybrid cars.

ACEA A3/B3/B4, API SM/CF





MACHINE PROTECTION PLAN⁺

Kroon-Oil. Complete certainty.

For agricultural and earth moving companies the machinery is an essential part of their operational management. It is decisive for the continuity of the company. What's more is that the machines become more and more complex and the investments increase. At Kroon-Oil we understand that those investments should be protected. That is why we developed the MACHINE PROTECTION PLAN+. The market is after all already competitive enough so if you also have to worry about your investments...With the MACHINE PROTECTION PLAN+ we support our customers to function optimally in this highly competitive market.

We joined our forces with a number of strong, renowned partners and this collaboration results in the most extensive equipment plan in the market. The MACHINE PROTECTION PLAN+ consists of four smart products which contribute to optimizing the operational management. The parts strengthen each other but they can also be seen separately.

1) PRODUCT & ADVICE

KROON-OIL AGRI-LINE

The circumstances within Agriculture and Earth-moving companies are often difficult and demand a lot of vehicles and machines. These circumstances require specific lubricants. Kroon-Oil offers a wide range of products, which are specially developed for these situations. Our synthetic, mineral and biodegradable products are used on a daily basis in various ways in the agriculture and earth-moving companies. The products in our Agri-line are packed in specially designed 5 litre cans and embossed with the Kroon-Oil Agri-logo.

PRODUCT ADVICE

Our product range is supported by an extensive recommendation database. Most recent lubricant advice for agricultural and earth-moving equipment can be retrieved through the website www.kroon-oil.com. The Kroon-Oil recommendation

database became a household word in the market and is known for the most extensive and well-organized database in the lubricant business. Moreover, our technical advisor is at your disposal for all your questions concerning lubricant techniques.

2) INSURANCE

The Kroon-Oil MACHINE PROTECTION PLAN+ offers an insurance concept with very good conditions. As we have national coverage and because we offer collectively, competitive premiums can be guaranteed. We are convinced that this insurance can make a valuable contribution to lowering the costs in your company. The extensive insurance concept applies to all work and agricultural equipment (like tractors, harvesting machines, excavators, shovels, mini excavators, fork-lift trucks, non-self-driven equipment but also garden and park machines). So all contracting firms, earth-moving companies, road construction companies and agricultural mechanization companies, importers and of course farmers themselves profit from this concept. Thanks to the various coverage possibilities of the Kroon-Oil MACHINE PROTECTION PLAN+ the coverage and the premium can be fine-tuned to your insurance needs. The Total Plan+ consists of an extensive third-party insurance and an all risk insurance (including inherent defect).

Assets:

- low risk with inherent defect;
- 7 years inherent defect coverage including compensation of the part that causes the damage;
- clear and favourable depreciation based on operational hours;
- 5 years of replacement value coverage;
- extra discount on your premium when the machinery is equipped with the Allsetra Tracking & Tracing system;
- compensation for a cost replacing object after theft, embezzlement, loss (max. of 14 days), provided that the object is protected with an Allsetra Tracking & Tracing system.

3) TRACKING & TRACING

In the Netherlands, about 1,500 pieces of heavy machinery is stolen every year. Theft of equipment has great consequences for the company's continuation and it causes considerable damage. Within the Kroon-Oil MACHINE PROTECTION PLAN+ the 'Work Equipment Security Concept' is included, which limits the damage as much as possible and guarantees the company's continuation. This concept goes beyond just preventive protection against theft (see the assets). The Kroon-Oil MACHINE PROTECTION PLAN+ also offers the possibility to expand the security concept by using a maintenance alarm. This alarm makes sure that you are informed by e-mail when your machine needs periodic service.

Assets:

- special price for Tracking & Tracing system;
- professional on-site assembly;
- machine passport;
- allowing online access to information about location and operational hours of the equipment;
- reports for example in pdf-format;
- theft report and settlement with the police is taken care of;
- quick and adequate tracing and securing of stolen equipment;
- extra insurance premium discount with the Allsetra working equipment.

4) LEASING

Leasing is an important and flexible way of financing which is often used in investments in agricultural and earth-moving equipment. Through the Kroon-Oil MACHINE PROTECTION PLAN+ your contracting firm, earth-moving company or construction company, or you being a farmer or gardener, could use the tailored lease constructions. These constructions are offered to you against good conditions and fair prices. So does your company have to deal with seasonal influences and would you like to profit of tax benefits or are you looking for low monthly overheads? The Kroon-Oil MACHINE PROTECTION PLAN+ offers you lease possibilities, which suit your company, with a reliable partner who is familiar with your line of business. And did you know that by leasing through the Total Plan+, it is possible for you to save costs?

COMBINATION BENEFITS

Everything can be found and arranged at one central place; from lubrication advice to insurances, prevention against theft, hour registration and financing. Furthermore the four products strengthen each other to your advantage:

- + The use of Kroon-Oil lubricants in combination with the advice database always guarantees the right lubricant for you. This way, in the field of lubrication, all possible risks are covered.
- + If you experience any other damage, then the Kroon-Oil insurance concept is a great solution.
- + You will receive a discount as much as 10% on the full insurance premium if you install a Tracking & Tracing system. In case of theft, there is no excess and a replacement object will be arranged.
- + You can benefit from a special price for the Tracking & Tracing system.
- + You have the possibility to set a maintenance alarm.
- + To be on the safe side, reliable and independent advice about leasing is essential. To be on the safe side, reliable and independent advice about leasing is essential.

**YOU'LL GET AN
UPDATED KICK OUT
OF WORKING
WITH US!**

CUSTOMER INFORMATION KROON-OIL CENTRE

In 2008, we introduced KICK as our online Information Centre where customers can go to enter orders, download the most recent pricelists and to manage contact details. Many customers have become familiar with KICK.

KICK is even more attractive now!

To further develop this success, KICK has recently been expanded. With this update KICK has become multilingual and therefore it is open to our international distributors. Furthermore, special KICK sales promotions have been introduced. This means that customers who enter their orders through KICK can benefit from interesting sales offers. Place your order through KICK and benefit from our interesting KICK offers!

The advantages:

- 1) You can place your order online:
 - quick and easily via part number, via your order history or via the catalogue (these methods can be used combined);
 - your order will be checked immediately in our stock;
 - you can immediately see the order amount to be paid.
- 2) You can benefit from interesting sales promotions on a regular basis.
- 3) You have access to your order history.
- 4) You can always download the most recent pricelist.
- 5) You will find all relevant information about Kroon-Oil together in a convenient location.
- 6) You can manage your own contact details.
- 7) You have access to your credit situation at Kroon-Oil.



You can easily find KICK through the link on our homepage www.kroon-oil.com.

If you do not have any login details yet, you can request them via info@kroon-oil.nl.

We look forward to seeing you at KICK!

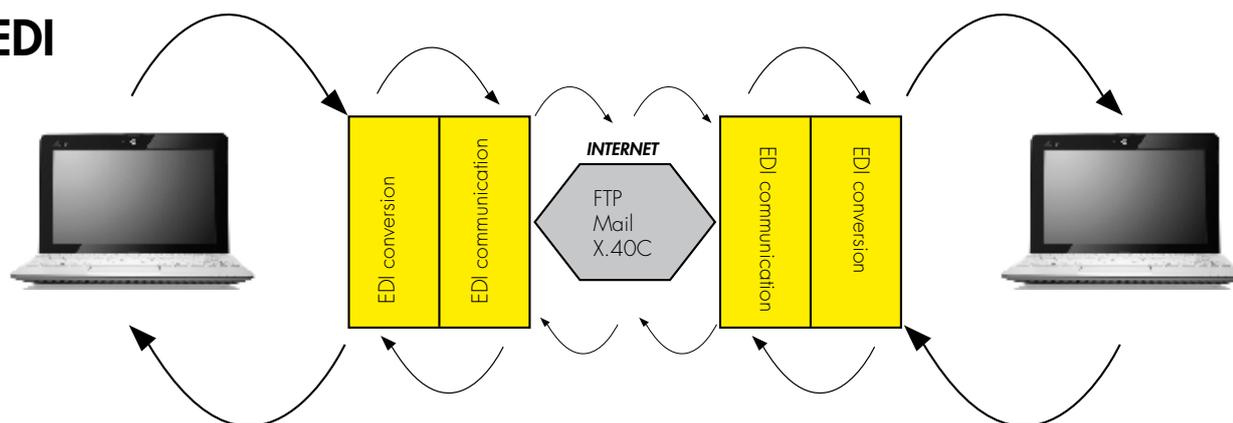
ELECTRONIC DATA INTERCHANGE

PAPER REDUCTION

For several lines of business, it is impossible to imagine life without EDI (Electronic Data Interchange). Kroon-Oil has invested considerably in this over the past few years so we are ready to communicate digitally with our relations. At this moment, we already communicate successfully with many relations this way.

EDI is actually a way to replace your current manual purchasing cycle by automation. This can be done by standardizing messages. The most well known example of this is the EDIFACT-format. Your system generates an outgoing message from a purchase order, which will be received by us and read into our system. The following document streams (order confirmation, packing list and invoice) will be returned to you in the same standard format. Then they can be read into your system. When everything is fine-tuned, human interference is no longer necessary.

EDI



By using EDI, significant improvements can be realized in quality, efficiency and reliability of the exchanged messages. Furthermore, the communication costs are considerably lowered.

The most important advantages of EDI are:

- standardized format of the messages;
- elimination of physical data (papers, documents)
- minimization of administrative mistakes, arising from incorrect data entry / manipulation;
- substantial cost reduction (paper, stamping, handling etc.);
- 'greener' organization.

Of course, for the replacement of this paper process a digital process should be set up, but these costs bear no relation to the current costs! In brief, communication via EDI offers advantages for the supplier, the distributor and the customer in the field of efficiency and cost savings.

Besides EDI we also offer the easy possibility to send order confirmations and invoices in pdf-format by e-mail.

Would you like to join EDI or do you prefer to receive your order confirmations and invoices in pdf-format? Please get in touch with your contact person at the office.

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SOFTSHELL JACKET KROON-OIL

- The ideal coating for cold and windy weather;
- the material stops practically all wind and keeps your body nice and warm;
- the material is water-repellent and therefore practically waterproof.



The 507 clothing line is especially designed for Kroon-Oil B.V. Only high-quality materials are used for optimized wearing convenience and appearance. From mid-2011 onwards, we can offer a soft shell and a comfortable sailing coat / winter coat within the 507 clothing line. The coats can be worn as working clothes and casual clothes. Besides these jackets Kroon-Oil B.V. also has a line with high-quality work wear products with smart black colour combinations and particularly wearable design.