

INTRODUCING THE DELO[®] FAMILY OF PRODUCTS



Q&A

Q) Why are Chevron lubricants moving from Texaco[®] Ursa[®] to Texaco Delo?

A) Although Ursa has its own heritage and brand equity, it is increasingly important for Chevron to align its commercial brand strategy for lubricants. Ursa is the primary commercial brand across Europe, whilst North and Central America, Asia Pacific, Middle East and Africa all utilise the Delo brand, under Chevron[®] and Caltex[®] master brands. Transitioning to Delo will allow us to work on an international scale with original equipment manufacturers (OEMs), channel partners and end-user customers, under a recognised global brand. The use of the Delo brand will provide greater efficiency and optimisation around our product range, technology, service offerings and programmes.

Q) What is the significance of the use of the number '400' in Delo products?

A) Delo 400 was the first multigrade HDMO introduced by Chevron. Historically, Delo has used tiered products in numerical groups with the '400' range being the highest tier of products. The legacy of this product (not just in the US) means that the '400' carries significance and builds on the heritage of the brand.

Q) How does Delo help you "Go Further"?

A) "Delo. Let's Go Further." is both our marketing tagline and brand proposition. We believe it embodies the spirit of empowerment, partnership, innovation and expertise needed to help our customers achieve the best business outcomes. This claim is reinforced by proof of performance that show engines running longer, oil lasting longer and vehicles going further using Delo. "Let's Go Further" is not about comparing ourselves to our competitors, but rather emphasising our commitment to ensuring the customer gets the full benefit from choosing our products and services. We will be working to develop Europe-specific proof of performance that will ensure we reinforce the Delo message in region.

Q) Will the current European claims and approvals still apply, or will Delo products adopt US claims and approvals?

A) For products switching to the Delo brand with no formulation changes, all existing European approvals will be maintained. For reformulated and new products, we will have additional approvals and claims. There is a strong commitment to meet the needs of the European and Eurasian markets, rather than imposing a US slate. That said, we will be introducing global formulations (where financially justified) and taking advantage of proof of performance, as many OEMs and global customers would like to be able to buy the same product in all regions.

Q) Will there still be a focus on fuel economy?

A) Fuel economy fits perfectly with our marketing tagline, "Let's Go Further". We will have a suite of fuel economy products available as part of our offer and will continue to refer to fuel economy as a key part of our messaging.

Q) HDMO trends are moving towards 0W-30 and 5W-30 economy grades. Will the Delo offering be able to reflect this change in base oil needs?

A) We're very aware of the directional impact on base oils and work closely with Oronite and our other vendors to stay on top of the latest requirements. As a result, we hope the development and sale of our lower viscosity and ultimately low HTHS HDMO products will increase with the introduction of Delo to the market.

Q) Is this the start of Texaco to Chevron rebranding in Europe?

A) No, Texaco will remain the master brand in Europe. We hope the introduction of Texaco Delo will help further strengthen the Texaco brand.

texacodelo.com

A Chevron company product

Delo[®]
Let's go further.