



The world's leading synthetic motor oil, Mobil 1 has been engineered to perform and protect under the most demanding conditions on the planet. By featuring its proprietary formulation technology, Mobil 1 exceeds the toughest standards of Japanese, European and US car builders, and provides exceptional protection against engine wear, under normal or even the most extreme conditions, from blazing tracks to sub-zero Arctic blasts.

**Market**

Over the last 125 years, ExxonMobil has evolved from a regional marketer of kerosene in the US to the largest publicly traded petroleum and petrochemical enterprise in the world. ExxonMobil entered the Romanian market eleven years ago. Starting with 2002, the company operates with its current name, ExxonMobil Petroleum & Chemical BVBA Representative Office Romania. It has four strategic distributors - Gruppo Damidio, Lubexpert, Novachrom and Star Lubricants - which offer the entire range of lubricants, for personal and commercial vehicles and also for industrial purposes. Romania is recognized for its low developed network of roads and difficult traffic, which make car engines exhausted and exposed to extreme

**Pentru orice vârstă. Pentru orice kilometraj. Cea mai bună performanță. Mobil 1.**



usage conditions. Other market traits, such as the increasing demand for second hand vehicles, the decrease in new car sales, and the overall turbulent environment installed in the market due to the financial crisis, represent a real challenge for the lubricants industry. ExxonMobil, through its developed range of products, especially Mobil 1, tries to decrease the effects of the traffic difficulties one can encounter in Romania.

**Achievements**

Locally, the Mobil 1 business was developed by the four strategic distributors, with the marketing, operational and technical support of ExxonMobil Petroleum & Chemical BVBA Representative Office Romania. Nowadays, their portfolio

includes nearly 7,000 clients in the B2B market for automotive and industrial lubricants. Through consistent marketing efforts and a wise managerial vision, the Mobil 1 brand is now present within all major retail chains, car dealers, workshops and auto parts businesses, ensuring the highest standards of product quality and customer care operations for car owners. On the Romanian market, Mobil 1 is also the leading brand in terms of numeric distribution of the main engine oil brands, according to the Nielsen Company Census Study prepared for ExxonMobil in March 2010.

**Product**

Mobil 1 gives advanced engine protection for optimum performance. It is suitable for every car,

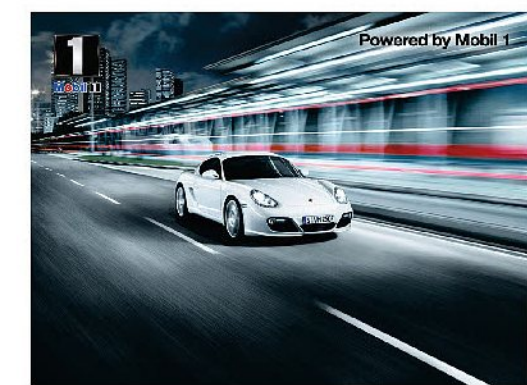
because it enables enhanced fuel economy and increased wear protection for long engine life. It is also formulated to help keep cars running like new, it has an outstanding cleanliness and deposit control. It is fast-starting at low temperatures. In addition, Mobil 1 offers all-temperature durability and great catalyst efficiency, helping to reduce engine emissions, potentially lessening environmental impact.

Moreover, the advanced formulation of Mobil 1 helps to preserve energy and contributes to reduce fuel consumption, as well as engine emissions. In addition, improved engine protection can translate into savings on maintenance costs. Mobil 1 meets the highest standards of carmakers and the petroleum industry worldwide. That's why it is fitted as original equipment in some of the world's finest vehicles including Porsche, Mercedes-Benz and Aston Martin. It is also recommended by a host of manufacturers including BMW, Saab, DaimlerChrysler and Volkswagen.

Furthermore, Mobil 1 ESP represents the latest innovation milestone in the 40-year history of Mobil 1 high performance lubricants, retaining all the benefits of the Mobil 1 family and meeting nearly all motor oil requirements for diesel and petrol engines.

**Recent Developments**

In Romania, ExxonMobil launched in 2009 the Mobil 1 Ages product range, proposing to Romanian drivers a new philosophy of choosing their engine oil. Composed of three Mobil 1 products - Mobil 1 New Life 0W-40, Mobil 1 Peak Life 5W-50 and Mobil 1 Extended Life 10W-60, Mobil 1 Ages caters for the car's needs as its mileage grows. Briefly, Mobil 1 New Life 0W-40 is recommended for new cars and can be used during the whole operational life of the vehicle. Mobil 1 Peak Life 5W-50 is designed for cars with a mileage exceeding 100,000 km, whilst Mobil 1 Extended Life 10W-60 is ideal for cars with a mileage over 150,000 km.



Mobil 1 has formulated this range of fully synthetic engine oils because every engine is unique and constantly subjected to different levels of stress.

**Promotion**

The promotion of the world's leading synthetic motor oil reflects the highest standards of brand communication and is meant to ensure the "oneness" feature of Mobil 1 in the minds of consumers. Besides mass-market campaigns and specific B2B communication activities, the main platform for activating the Mobil 1 brand in the lives of its consumers is the technical partnership with the Formula 1 Grand Prix races. Mobil 1 is actively involved in motorsports, not just to win races but to test its products in the most demanding environments - all these to develop cutting-edge products for use in everyday road cars.

During its 32 years in Grand Prix racing ExxonMobil has been a partner to six World Drivers' Championships, five World Constructors' Championships and 516 Championship races. Mobil 1 together with the McLaren Mercedes team has won 60 Grand Prix victories and reached 182 Podium Finishes and 66 Pole Positions. The company has worked with McLaren Mercedes since 1995. The 2010 season saw the continuation of its Technology Partnership with Vodafone McLaren Mercedes through the development of lubricants and fuel for the race car. Moreover, Mobil 1 is the official lubricants of NASCAR®, the leading spectator sports in the US and it is used by more than half of all NASCAR® teams. In Romania, Mobil 1 actively supports motorsports and rally competitions, being close to such events as a local implementation of its international activation platform.



Jenson Button and Lewis Hamilton, drivers with the Vodafone McLaren Mercedes Formula One team, use Mobil 1, the world's leading synthetic motor oil brand. Your car, like theirs, can benefit from the Mobil 1 technology which is tested and developed on the track to handle the intense stresses imposed on engines. Learn more at [www.mobil1.com](http://www.mobil1.com)

**Brand Values**

Mobil 1 is a universal symbol of achievement and a clear statement of category leadership. It stands for superiority of performance, expertise and innovation. Everything that Mobil 1 does is a statement of high class and excellence. If one loves performance, Mobil 1 will surely deliver it. Everyone from professional racecar drivers like Lewis Hamilton and Jenson Button, to everyday drivers, rely on it to provide outstanding advanced protection against engine wear.

[mobil1.com.ro](http://mobil1.com.ro)

**Things you didn't know about Mobil 1**

- Amelia Earhart used Mobiloil in 1928 to protect Friendship, the tri-motor Fokker, when she made her historic flight across the Atlantic.
- When adventure driver and off-road racer Scott Brady led a one month, 14,484 kilometers expedition from the extreme heat of Arizona to the sub-zero chill of the Arctic Circle, Mobil 1 provided oil and technical support during the journey.
- On November 1<sup>st</sup> 2003, nine volunteers started the 16-month intercontinental journey "Drive around the World." to raise awareness and funds for Parkinson's disease research. ExxonMobil was their sponsor and Mobil 1 engine oil was used to protect their Land Rovers throughout the long and arduous journey.

1870	1920	1955	1971	1972	1973
Rockefeller and his associates form the Standard Oil Company (Ohio), which further breaks into 34 companies, including Jersey Standard, Socony and Vacuum Oil.	Socony first registers in the US the product trademark Mobiloil.	Socony-Vacuum becomes Socony Mobil Oil Co. and after a decade, Mobil Oil Corp.	The first Mobil 1 fully synthetic motor oil is developed.	Jersey Standard is renamed Exxon Corporation.	Mobil 1 synthetic oil is launched in Europe and Japan, and only one year later, it is launched in North America.

1986	1999	2004	2010
Voyager, first plane to fly non-stop around the world without refueling, uses specially formulated Mobil synthetic lube.	Mobil 1 Tri-Synthetic™ is introduced. The same year, on November 30 <sup>th</sup> , Exxon and Mobil join to form Exxon Mobil Corporation.	Mobil 1 becomes the most advanced synthetic motor oil available to consumers.	Mobil 1 continues to be the leader in delivering innovative solutions that allow drivers to protect and push their engines to the maximum.