video transcript

PCFlex ADDvantage™ introduction video

Teri Crosby, manager, global automotive product line
The PCFlex ADDvantage represents the three pillars of value that we bring to the customer. It's the innovative technology, the exceptional reliability, and the enduring relationships.

Gerald Shaw, automotive product line manager, Americas region
PCFlex ADDvantage encompasses Oronite's nearly 100 years of additive expertise.

Graham Fisher, automotive market manager, Europe, Africa, Middle East region
Oronite's technology helps to address some of the very severe requirements for engine oils in terms of oxidation control, wear control, deposit controls.

Marta Sabater Ferret, automotive product line manager, Europe, Africa, Middle East region
And we've been working to develop the right technology to provide fuel economy, durability for the engines that have to run with very thin oils.
Gerald Shaw
As a matter of fact, our Dexos1 2015 approval was the first in the industry.

Marta Sabater Ferret
European market is a very fragmented market. There is, uh, ACEA specifications, but there is, uh, then a multitude of different OEM specifications on top.

Raj Padmanabhan, automotive product line manager, Asia Pacific region
What we are leveraging in the region, you know, differentiating us from the other suppliers is we have the largest additive technology center, uh, in-in [Umazaki] in Japan.

Kaz Kotaka, automotive product line manager, Asia Pacific region
We have more than a half century history based in Japan. We were the first, uh, engine laboratories founded locally over there.

Teri Crosby
We understand that having the right product at the right time at the right location is extremely important for our customers.

Gerald Shaw
Whether your-your customer is in Japan, or they're in Europe, or if they're in -- here in the U.S., uh, they can be sure that they're going to get the same product that's consistent.

Anand Bhargav, services manager, Asia Pacific region
The key element of our reliability is the emphasis we have on protecting people and environment, and executing work with exceptional reliability.

Teri Crosby
At Oronite, we feel that our enduring relationships is what sets us apart from our competition.

Karine Lantuejoul, services manager, Europe, Africa, Middle East region
So through engaging with our customers, we've been able to develop very, uh, powerful products and solutions.

Marta Sabater Ferret
Uh, we really work with customers to validate our point of view of the market, to discuss together on what could bring value to them.

Teri Crosby
So our innovation never stops. We keep going, and we build and build on our legacy of market leadership experience in PCMO.

Marta Sabater Ferret
A few years ago we, uh, started, um, focusing very strongly on, uh, high tier PCMO in Europe.

Teri Crosby
We are s-- currently working on GF 6, the next passenger car specification for API, and we're really excited about what we're going to be bringing to the customer.

Graham Fisher
We have over the decades, uh, brought a lot of firsts to the -- to the industry, and we will continue to in the future.