



- The Motor Traders Association of NSW is pleased to announce the launch of its 2007 Customer Retention and Business Development Program for M.T.A members. This exciting and timely project was developed in conjunction with one of the worlds finest oil manufacturers, United Oil Company P/L.
- In keeping with our philosophy to inform members and assist them, M.T.A has negotiated a very beneficial warranty program with this company which is about to launch an aggressive program in introducing the latest oils and lubricants into the Australian market. Our research covers products; prices and strategy that we feel will bring many advantages not only to consumers but to service centres as well. United Oil's strategy for moving into the Australian market is exciting, extensive, unique and is designed to drive consumers through participating service centre doors.
- United Oil Company is launching its quality oils and lubricants in the Australian market in response to a global shift in consumer demand for a new oil (SM-GF4) standard developed by the ILSAC (International Lubricants Standardisation and Approval Committee). This latest standard not only places emphasis on engine oil performance, but also lowers emissions and can significantly save customers on the cost of fuel.

**FULLY CERTIFIED 100% SYNTHETIC OIL HAS NEVER  
BEEN SO AFFORDABLE !!**

- United Oil specialises in lube oil blending and is currently blending lubricants for some of the other oil companies. Established in 1984, United Oil uses only premium grade base oils (refined and hydro-cracked) and additives supplied by global additive suppliers, coupled with state-of-the-art blending equipment, it produces high grade and premium lubricants. United Oil has a huge production capacity out of its 4 plants and is held in high regard within the industry.
- United Oil offers the latest range of oils and lubricants both in bulk and retail packaging. Importantly, United Oil products are fully API licensed and accredited, as well as having official certification from most of the prestige vehicle OEM's including BMW, Mercedes, Volvo, Porsche, VW and MTU (Detroit Diesel).
- United Oil's business development strategy encompasses a uniquely developed warranty program especially designed to bring new customers while securing the current customer base. A highly exciting and desirable program set to revolutionise the service industry.
- As a participating member you will benefit from United Oil extensively promoting its products and unique benefits to ***your local consumers*** with on going Television and newsprint marketing and education, **all at no cost to you.**

GX1, United Oil's SM/GF4, is designed to reduce emissions and offer optimum engine protection, save consumers up to 5% on the cost of fuel (as quoted by ILSAC and trials conducted in the USA returned just on 20% fuel saving), whilst fully protecting warranty.

***"It's the oil your customers will soon demand."***

An MTA or United Oil representative will soon be in touch, however I would urge all members to take advantage of this opportunity by contacting

**Phone: 1300 364 839**