

Quantum oil launch for Volkswagen Group

Background

Volkswagen Group had changed their engine oil supplier for their 'Quantum' all-makes range.

The oil range was re-engineered to a higher specification in order to meet the requirements of a wider range of engines and therefore increase sales.

We were tasked with creating launch materials, labelling, packaging and point-of-sale with a new over-arching brand look and feel and naming the premium grade oils' technical characteristics.

We suggested that all of these new oils demonstrated superior flow characteristics which we called '**Quantum Flow**'

Quantum Flow graphic representation



The premium oils within the range have very low viscosity. We named this characteristic **'Quantum Flow Extreme Technology'**

In execution, it becomes

QFX
Technology

The registered trademark represents the speed at which the oil reaches salient parts of the engine – important in stop/start engines.

The logo for QFX TECHNOLOGY is positioned in the upper right corner. It features the letters 'QFX' in a large, bold, white sans-serif font. The letter 'Q' is stylized with a white arrow pointing downwards and to the right, suggesting motion or speed. A registered trademark symbol (®) is located at the top right of the 'X'. Below 'QFX', the word 'TECHNOLOGY' is written in a smaller, white, all-caps sans-serif font. The logo is set against a background of horizontal blue light streaks that create a sense of motion and speed.

QFX[®]
TECHNOLOGY

Oil labels



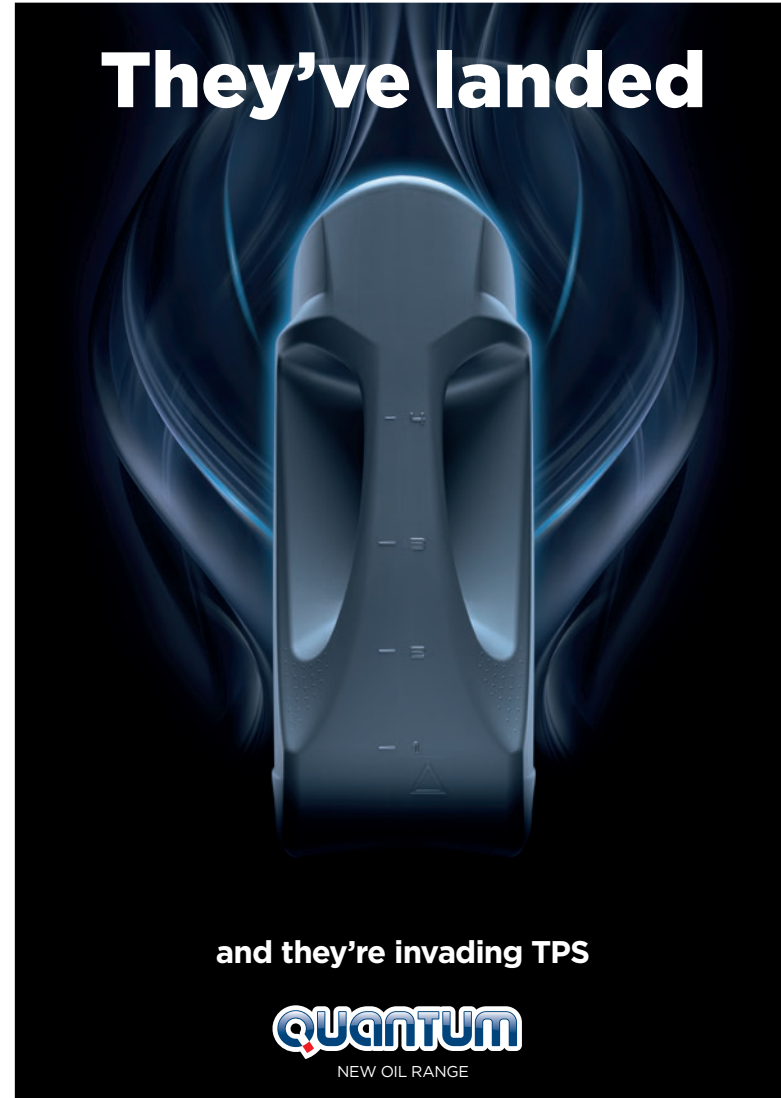
Teaser theme in the guise of a dashboard warning message for various digital applications

CHANGE ENGINE
OIL SOON



QUANTUM
REDEFINING ENGINE OILS

Pre launch
posters



We were asked to name Quantum's innovative 'oil in a box' product.

Our suggestion was the 'Qube'.

However, after a legal search, it was discovered that the name had already been trademarked by another manufacturer.

We created this device to compensate a little for our disappointment.



Display stand



Launch brochure



Our NEW Quantum engine oil range has been engineered and approved by manufacturers, to meet the demanding standards and specification requirements for the UK vehicle market.

The extended range of Quantum engine oil now covers 57.7% of the UK vehicle parc*, making it the ideal choice for your workshop, whether you service most makes and models or specialise in a particular marque.

Utilising the latest advances in engine lubrication, we are proud to introduce QFX® Technology to our engine oils. QFX® is proven to enhance the performance of vehicle engines while offering increased levels of protection against wear, particularly at low temperatures. See overleaf for details.

As lubricant specifications become ever more exacting to satisfy manufacturers' requirements for their engines, it is increasingly important that those requirements are met to ensure both performance levels and warranty protection are maintained. Our online VRN (Vehicle Registration Number) look-up service ensures you can confidently select the correct OEM-approved products for the appropriate application. For more information visit quantum.thetradeartsspecialists.co.uk

Quantum lubricant manufacturing facilities have gained ISO 9001, TS 16949, AS 9100, ISO 14001 and OHSAS 18001 accreditation, giving our customers total confidence that our product quality is maintained to meet the standards specified by vehicle manufacturers.

Quantum Flow Extreme Technology



Extremely good engine oils for extreme conditions



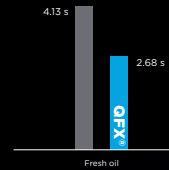
QFX[®] has been developed for the demands of modern engines. QFX[®] works hard in all conditions to provide performance advantages when compared to regular engine oils.

Carefully developed

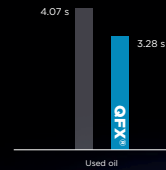
QFX[®] performance has been tested under extreme temperature conditions using a series of rigorous engine tests at -27°C. Results showed that QFX[®] reached critical engine components significantly faster than conventional 5W-30 engine oils.

Start-up time at -27°C fresh oil

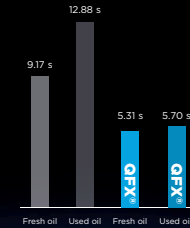
Test procedure: roller bench test in cold storage -27°C.



Start-up time at -27°C used oil



Oil circulation time at -27°C



- Conventional, fuel-economy 5W-30 engine oil
- Quantum Longlife III 5W-30 with QFX[®] Technology

s = second

Tested to extremes

-27°C

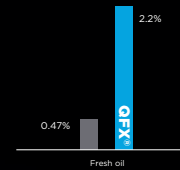


Rigorously tested

Engine tests have shown that not only will QFX[®] offer better cold starts and reliability, it also helps reduce fuel consumption by up to 1.7% compared to conventional 5W-30 grades.

Fuel consumption

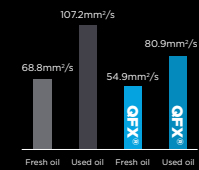
Compared to an SAE 5W-30 fuel-economy oil.



Convincing results

Engine tests showed the increase in viscosity for new to used oil was significantly lower with QFX[®] in comparison to the equivalent viscosity in a conventional oil, which means better protection and improved performance throughout the life of the oil.

Viscosity increase after 100 hrs



QFX[®] keeps performing - with a viscosity increase of 38% less than a conventional oil.

QFX[®] Technology in summary:

- Excellent oxidation and thermal stability give increased oil life and improved overall performance
- Better low temperature flow, leading to easier cold starts and reduced wear during the start-up period
- Advanced base oil technology helps reduce fuel consumption
- Outstanding oil film strength leads to reduced engine wear throughout the entire oil change interval

The range

Quantum – a comprehensive new range of fully synthetic and semi-synthetic engine oils available in convenient pack sizes.

For further product information speak to your local TPS Centre.

Quantum Longlife III 5W-30 with QFX® Technology

Fully synthetic

A premium high-performance low-ash engine oil developed for petrol and diesel engines, especially developed for long-life service intervals and vehicles with diesel particulate filters. Designed for passenger cars and light commercial vehicles. Manufactured using Quantum QFX® technology. Suitable for use in any vehicle where ACEA C3 is the requirement. Should only be used in diesel engines running on low-sulphur fuel.

Specifications

ACEA C3

Approvals

BMW Longlife-04
Porsche C50
VW 504 00/507 00

Recommendations

Fiat 9.55535-S3
Ford M2C917-A
MB 229.51



Quantum Longlife II 0W-30

Fully synthetic

An ultra-high performance fully synthetic, fuel-efficient engine oil, specially developed for long-life service intervals in VW group engines. Recommended for R5 and V10 TDI models. For petrol and diesel engines with or without pump injector technology. Uses modern extended-drain additive technology and provides the highest performance even in the harshest climates. Excellent cold starting and low oil consumption.

Approvals

VW 503 00/506 00/506 01

Recommendations

BMW Longlife-01 FE



Quantum Platinum Plus 5W-30 with QFX® Technology

Fully synthetic

A premium high-performance low-ash engine oil specifically designed for petrol and diesel engines with particulate filters, for passenger cars and light commercial vehicles. Manufactured using Quantum QFX® technology. Suitable for use in any vehicle where ACEA C3 is the requirement. Should only be used in diesel engines running on low-sulphur fuel.

Specifications

ACEA C3
API SN/SM

Approvals

BMW Longlife-04
GM dexos2™ (D20214GL156)
VW 502 00/505 00/505 01

Recommendations

Fiat 9.55535-S3
Ford M2C917-A
GM-LL-A-025/GM-LL-B-025
MB 229.51/229.52



Quantum Platinum 5W-40 with QFX® Technology

Fully synthetic

A premium high-performance low-ash engine oil specifically developed for petrol engines, diesel engines with particulate filters, and engines with turbochargers. Designed for passenger cars and light commercial vehicles. Manufactured using Quantum QFX® technology. Suitable for use in any vehicle where ACEA C3 is the requirement. Should only be used in diesel engines running on low-sulphur fuel.

Specifications

ACEA C3
API SN/SM/CF

Approvals

BMW Longlife-04
Porsche A40
Renault RN0700/RN0710
VW 502 00/505 00/505 01

Recommendations

Fiat 9.55535-S2
Ford M2C917-A
MB 226.5/229.31



Quantum Synta C-4 5W-30

Fully synthetic

A premium high-performance, fuel-efficient engine oil for modern passenger cars and light commercial vehicles with or without long-life service intervals. Specially formulated for vehicles with diesel particulate filters and turbochargers delivering optimum cold starting, lower oil consumption and reduced exhaust emissions. Especially suitable for Renault and Mercedes-Benz. Can be used in any vehicle where ACEA C4 is the requirement, and should only be used in diesel engines running on low-sulphur fuel.

- Optimum compatibility with particulate filters and exhaust catalysts
- Suitable for petrol and diesel engines
- Excellent wear protection

Specifications
ACEA C4

Approvals
Renault RN0720

Recommendations
MB 226.51



Quantum Synta C-2 5W-30

Fully synthetic

A premium high-performance, fuel-efficient low-ash engine oil specifically developed for PSA diesel engines with particulate filters and turbochargers. Designed for cars and light commercial vehicles fitted with exhaust after-treatment devices, providing excellent fuel efficiency. Also suitable for many Japanese models where ACEA C2 is specified. Should only be used in diesel engines running on low-sulphur fuel.

- Low SAPs formulation for optimum exhaust after-treatment compatibility
- Excellent wear protection
- Improved fuel efficiency, up to 2.5% better than standard oils
- Suitable for both petrol and diesel engines

Specifications
ACEA C2
API SN/SM/CF

Recommendations
Fiat 9.55535-S1
Iveco 18-1811 Classe SCT
PSA B71 2290



Quantum Synta Eco-B 5W-20

Fully synthetic

An ultra-high performance, highly fuel-efficient multigrade engine oil specially developed for Ford EcoBoost petrol engines. Optimum cold starting and low oil consumption. Low viscosity gives significant benefits in terms of fuel economy and exhaust emissions. Also provides excellent long drain capability, wear protection and cold temperature performance.

- Specially designed for Ford EcoBoost engines
- Excellent fuel economy
- Good cold-start performance
- Excellent wear protection

Specifications
ACEA A1/B1
API SN

Approvals
Ford M2C948-B

Recommendations
Chrysler MS 6395
Ford M2C925-B/M2C925-A



Quantum Synta-Z 5W-30

Fully synthetic

An ultra-high performance, extremely fuel-efficient fully synthetic engine oil, especially designed for use in Ford petrol and Duratorq diesel engines. Offers optimum cold starting and lower oil consumption together with excellent long drain capability, wear protection and cold temperature performance.

- Especially suited for Ford diesel engines
- Good fuel economy
- Excellent wear protection

Specifications
ACEA A1/B1
ACEA A5/B5
API SL/CF

Approvals
Ford M2C913-D
Jaguar Land Rover STJLR.03.5003

Recommendations
Chrysler MS 6395
Ford M2C913-C/M2C913-B/M2C913-A
Iveco 18-1811 Classe S1/S2
Jaguar M2C913-B
Renault RN0700



Quantum Synta 10W-40

Semi-synthetic

A high-performance, semi-synthetic oil formulated to deliver low oil consumption in passenger car and light commercial petrol and diesel engines. Not suitable for engines fitted with diesel particulate filters.

- Suitable for petrol and diesel engines including direct injection and turbocharged
- Good viscosity stability at all temperatures ensures all-year performance
- Good wear protection

Specifications
ACEA A3/B4
API SN/CF

Approvals
VW 502 00/505 00

Recommendations
Fiat 9.55535-D2/G2
MB 229.3/229.1
PSA B71 2500
Renault RN0700/RN0710



Convenient quantities



A full range of pack sizes is available to cater for the needs of all sizes of workshop. All Quantum oils are available in 1L, 5L, 20L and 208L sizes, and are also available for bulk deliveries from 500 litres, with the following exceptions:

- Longlife II 0W-30 (5L and 20L only)
- Synta-Z 5W-30 (not available in 1L)
- Synta 10W-40 (not available in 1L)

1 litre

A 1 litre plastic bottle with standard cap, ideal for top-up purposes.

5 litres

Quantum 5 litre plastic bottles feature a pull-up spout for easy pouring.

208 litres

For larger outlets and service centres, the 208 litre size makes absolute sense in terms of value and convenience.

Bulk deliveries

For quantities of 500 litres or more, where suitable facilities exist.

The Quantum CUBE

20 litres

Introducing the new, revolutionary 20 litre CUBE. This 'bag-in-box' concept offers a smart alternative to rigid plastic bottles and is highly eco-friendly, as well as being much easier to store and use than conventional 20 litre drums.



The Quantum CUBE offers a reliable and controlled anti-glug pour and has a collapsing inner bag, ensuring maximum drainage of the product without air ingress, resulting in minimum waste and spills. Taps will need to be ordered separately.

- Efficient and convenient space-saving storage solution
- Stand and dispensing tap (supplied separately)
- Reduced waste disposal costs - 98% recyclable

The Quantum CUBE stand

For larger, busier garages and workshops, our robust Quantum CUBE storage stand holds up to six Quantum CUBES on a very small, space-saving footprint. Choose the Quantum specs and grades to suit your regular service requirements - the right oil, on tap, whenever you need it. Non-glug taps and integral drip tray for maximum convenience.





QUANTUM ENGINE OIL:
GERMAN TECHNOLOGY. MADE IN BRITAIN.

QUANTUM

Available from The Trade Parts Specialists

For more information visit
quantum.thetradepartsspecialists.co.uk

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