S-OIL Corporation

Introduction of New S-OIL SEVEN

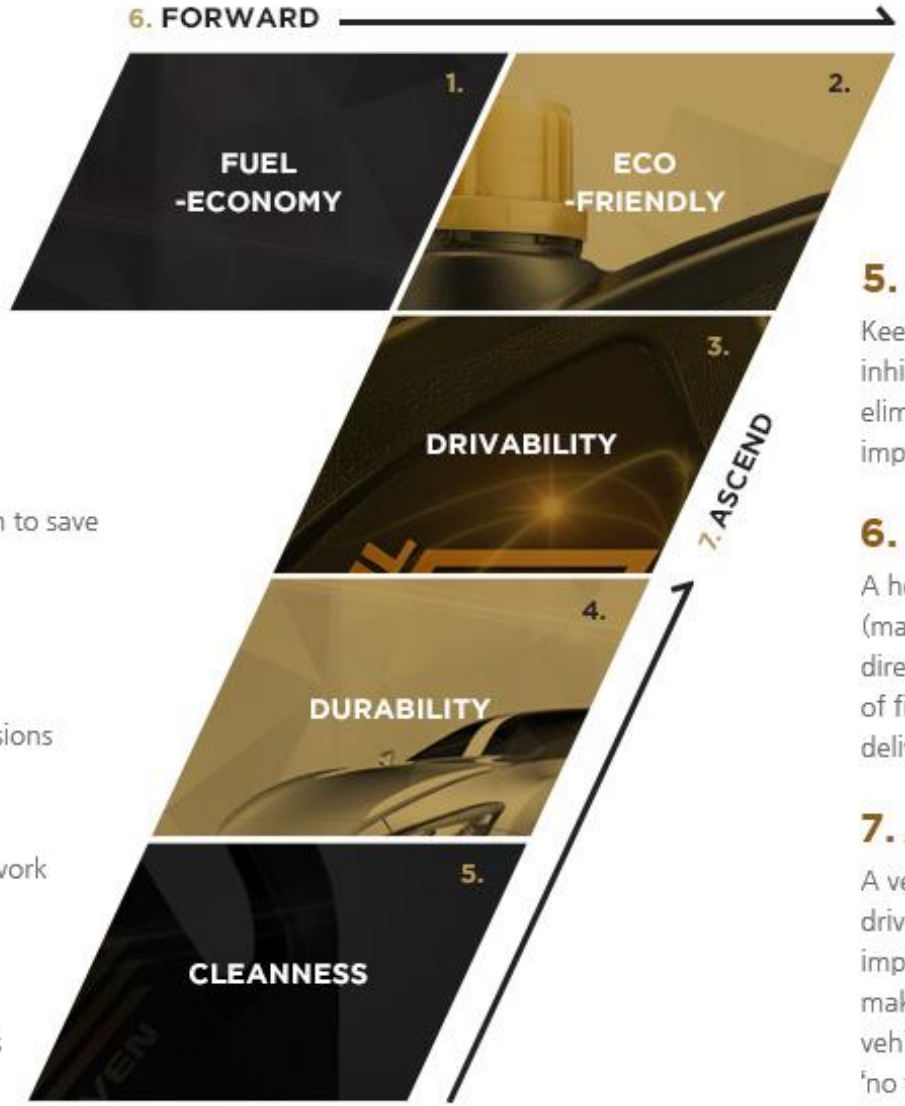
The Integration of S-OIL automotive Brand

- ✓ Top-tier lubricants brand of S-OIL
- ✓ Fully Synthetic Technology Product

- ✓ Brand for rational customers
- ✓ Semi / Mineral Technology Product

- ✓ As Automotive Master Brand of S-OIL
- ✓ Full Range Technology Product
- ✓ Increase of Usage (Horizontal way)
- ✓ Iconic Brand Identification
- ✓ Easy to Read & Understand

The Meaning of S-OIL SEVEN



1. Fuel-Economy

Helps to cut fuel consumption to save on car maintenance costs

2. Eco-Friendly

Protects the environment by minimizing air pollutant emissions

3. Drivability

Makes the engine and parts work smoothly and efficiently

4. Durability

Prevents the engine and parts from damages or wear-out

5. Cleanness

Keeps the car's insides clean by inhibiting the formation of and eliminating foreign substances and impurities

6. Forward

A horizontal axis that signifies cars (machine)' moving in a forward direction. It represents maximization of five main features to make the car deliver the best performance

7. Ascend

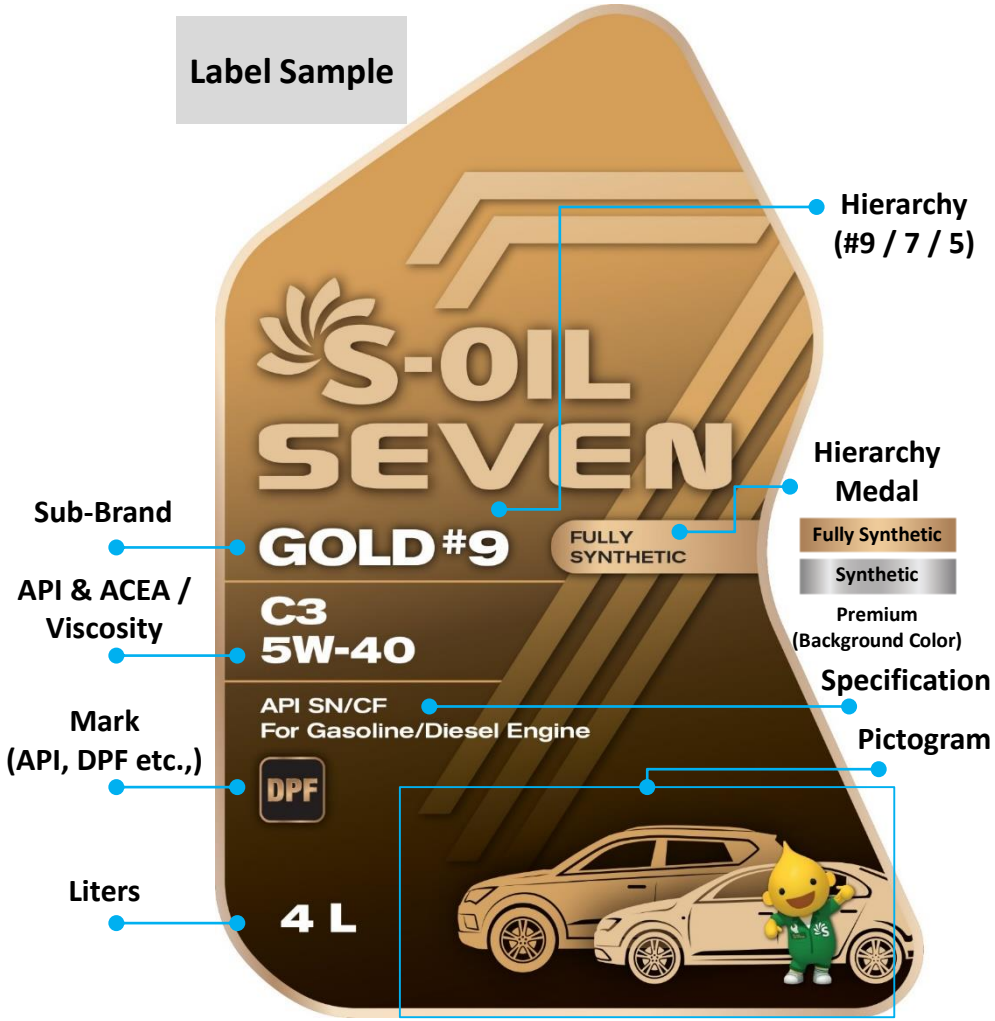
A vertical axis that signifies the driver's satisfaction level. It represents improving the driving experience by making the driver satisfied with the vehicle performance ('reduced noise' 'no vibration' and 'smooth driving')

NEW S-OIL 7 Engine Oil Naming Structure (inc. MCO)

S-OIL SEVEN

	Color		Synthetic Hierarchy
PCMO	GOLD	• API • ACEA • OEM • Top-Tier	#9 Fully Synthetic
PCMO	RED	• API • Premium & Standard	
HDDO	BLACK	• ACEA • API • OEM • Top-Tier	#7 Synthetic Technology
HDDO	BLUE	• API • OEM (Some) • Premium & Standard	
MCO	4T RIDER / SCOOTER	• JASO • API	#5 Premium Quality

Label Sample



Other Application Transition

TRIPLE BRAND (As-Is)

Brand	Application
S-OIL SEVEN	TRACTOR FLUID
	CLEAN
	CVTF / DCTF
S-OIL dragon	ATF
	MTF / GEAR
S-OIL	COOLANT
	BRAKE FLUID
	PSF

S-OIL SEVEN *(To-Be)*

Application + Background Color	Examples
ATF CVTF DCTF	
MTF GEAR TRACTOR FLUID	
OUTBOARD	
CLEAN	
COOLANT	
BRAKE FLUID/PSF	

Product Comparison Table

Category	Old		New	
	Brand	Sub Name	Brand	Sub Name
PCMO	S-OIL 7	PAO	S-OIL 7	GOLD
		GOLD		
		RV		RED
		RED1		
		LPG		
	S-OIL dragon	SN~SF		
HDDO	S-OIL 7	BLACK		BLACK
		BLUE1 ~BLUE		BLUE
		CNG BEST LL		
	S-OIL dragon	CNG BEST		
		CJ-4 ~CD		
MCO	S-OIL 7	4T RIDER		MCO
		4T SCOOTER		
	S-OIL dragon	4T SM/MA~SF		
		2T		
ATF	S-OIL 7	ATF		ATF
	S-OIL dragon			
MTF	S-OIL dragon	MTF		MTF
Gear Oil	S-OIL 7	Gear Oil		Gear Oil
Speciality	S-OIL	Brake Fluid		Brake Fluid
		PSF		PSF
		Coolant		Coolant
		Outboard		Outboard

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End of Presentation