



# Business Presentation

## RACING OIL PERFORMANCE MARKET

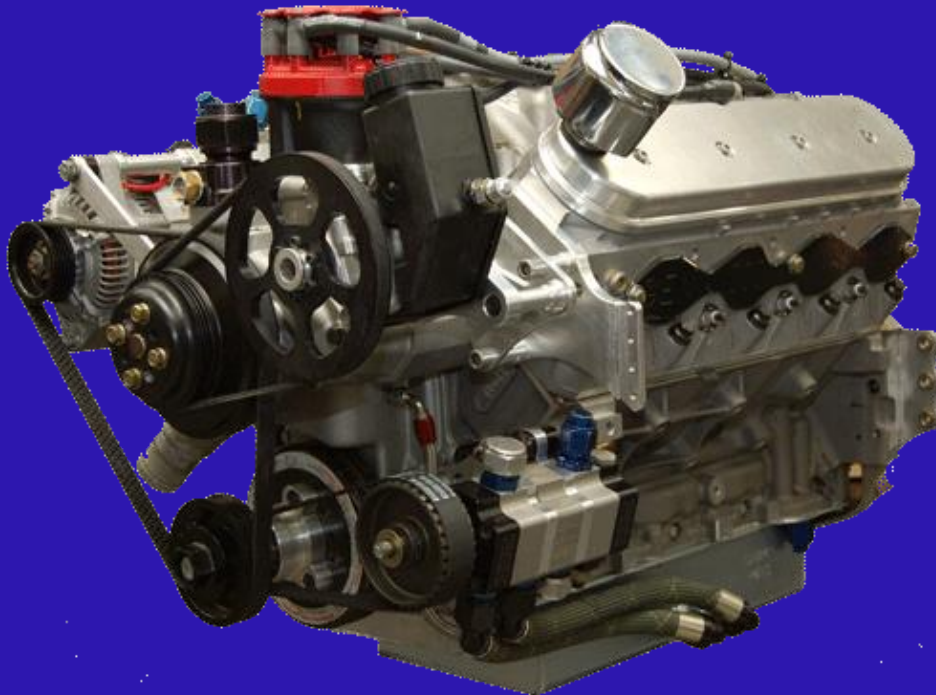




# Presentation



- SynMax Performance Lubricants is available exclusively through Lefthander Chassis and its valued dealers.
- This presentation to share a business model with general marketing information through facts and historic performance why providing SynMax Performance Lubricants is the **“Aerospace Advantage”** for the **DEALER PERFORMANCE MARKET PROGRAM**.





# Product Advantage



- SynMax Motor Oil has **“Aerospace Advantage”** Chemistry Formulations with **Special Nano-Technology** design not utilized by other oil companies.  
(SynMax technology is used in Engine, Trans, Rear Axle & PSF applications)
- Fully Synthetic with POE Aerospace Base Oils
- Poly-X Viscosity Stabilization (Advanced Polymer Design)
- DLA – Diamond Like Additive Nano-Technology (lowest friction without coatings)
- Synthetic Tackifier increases polarity (Crawls Cold – Attracts Hot)
- Component Durability and Extreme Duty Anti-Wear Protection
- Race Detergent Package with Clean Combustion Chamber Operations
- Advanced Lubrication Performance with Proven Repeatable Consistency
- Used with SynMax Water Kooler – operates cooler (important for Aluminum)
- ONLY SOLD through exclusive distributorships
- Please reference performance data presentation.





# Motor Oil Comparison



- SynMax superior protection & durability is designed for Racing Flat Tappet / Solid Lifers .
- The LS2 & other motors use an advanced version of the GM hydraulic rolling lifter which was OEM internal engineered/designed for SAE 30 motor oil. When 5W20, 5W30, 10W30 is used, at temperature the oil weight is actually SAE 18 – 25 weight (not SAE 30). To maintain stability for repeatable valve train performance (also because of tight OEM factory tolerances) it has been suggested by RYR Engine & other GM race engine builders:
  - 15W40 Racing Synthetic (standard atmospheric temperature up to 95°F)
  - 15W50 Racing Synthetic (Hot / Extreme Duty Temperatures 95°F+)
  - 20W50 Racing Performance Synthetic ( Older Engine, Loose Tolerance or Higher Oil Usage)

<u>NAME</u>	<u>Weight</u>	<u>Base Oil</u>	<u>Detergency</u>	<u>Anti Wear</u>	<u>Surface Additive Package</u>
• SynMax Racing	15W40	Full Syn/POE	Racing	High Zinc .15	DLA, Poly-X, Tackifier
• SynMax Racing	15W50	Full Syn/POE	Racing	High Zinc .15	DLA, Poly-X, Tackifier
• Joe Gibbs Oil XP3	10W30	Full Syn	Low	High Zinc .15	High Moly, High Sulfur
• Joe Gibbs Oil XP6	15W50	Full Syn	Low	High Zinc .15	High Moly, High Sulfur
• Mobil 1 Racing	0W40	Full Syn	Average	High Zinc .15	Low Moly
• Mobil 1 Racing	15W50	Full Syn	Average	High Zinc .15	Low Moly
• Valvoline VR1	10W30	Full Syn	High	Med Zinc .12	
• Valvoline VR1	20W50	Full Syn	High	Med Zinc .12	
• Royal Purple XPR	10W40	Syn	Low	Med Zinc .12	Low Moly, High Sulfur
• Royal Purple XPR	20W50	Syn	Low	Med Zinc .12	Low Moly, High Sulfur
• Red Line 40 WT	15W40	Syn	Low	Med Zinc .12	Low Moly,
• Red Line 50 WT	15W50	Syn	Low	Med Zinc .12	Low Moly.





# SynMax Market History



- SynMax Performance Lubricants placed corporate focus upon **product quality excellence with modern chemical materials available with a special selected combination of specific aerospace and nano-technologies. For use within the high performance automotive & racing industry.**
- Synmax program has a successful development and performance track record of over 5 years – without any failure due to lack of lubricant performance.
- Racers found that SynMax product were worth the money spent – excellent performance and increased component durability as compared to previous.
- SynMax historically has not been equaled in performance or durability.
- SynMax has a repeated customer retention rate of 95%. Normally the only reason a customer switches if they choose to use FREE product provided.
- **SynMax Products have been used or successfully tested by:**  
Wegner Automotive Research, McGunegill Engine Performance, JAMR Engines, Pro Power Race Engines (short track), B & B Racing Engines,, Murgic Engines, Ilmor Engineering, Roush Powertrain Engineering and many others.





# SynMax Market Advantage Performance Market Program



- SynMax has a successful multi-year history with Professional Racing.
- Instead of selling the same products available everywhere else and at retail outlets ( Joe Gibbs, Valvoline, Mobil, Royal Purple, Red Line etc) – sell a product that is premium, designed for the specialized racing application with **COMPLETE CONFIDENCE**. Knowledge that the SynMax product provided is within current retail pricing as sold by the competition (with improved chemistry / formulation design).
- ***Special Approved Dealer pricing allows great retail margins – could be sold with at track services (no large inventory buy-in required)***
- ***Professional Brochures, Race Car & Dealer Point of Sale Decals etc.***
- Direct Drop Shipment from Lefthander to Customer is available.
- Synmax lubrication total program protects and performs from start to finish: break in, racing motor oil, coolant system & power steering fluid.





# SynMax Market Advantage Racing Oil Program



- REAL PROFIT Per Application Use (Dealer to Retail):
- SynMax Racing Oil 5W30, 15W40, 15W50 and others.
- SynMax Water Kooler Pre Mix gal or 16 oz. concentrate.
- SynMax Engine & Rear Axle Break-In Oils
- SynMax Power Steering Fluid Quart
- Super 90 Hypoid Gear Lube / MTL 70 Trans. Fluid
- Gladiator 1000 Grease & other premium products.
- *Please reference CURRENT special pricing sheet.*





# Performance Market Program **PRESENTATION END**

