



## **SynMax Performance Lubricants**

13750 Metric Drive, Roscoe, IL. 61073 (815) 389-9999 [www.synmaxperformancelubricants.com](http://www.synmaxperformancelubricants.com)

### **CORPORATE BULLETIN – SYNMAX COMPANY HISTORY**

#### ***Q: Who is SynMax Performance Lubricants?***

A: SynMax Performance Lubricants is trade / Lubrication Company for SynMax Performance Products LLC. products exclusively distributed through the Lefthander Chassis group.

#### ***Q: With so many oil companies selling performance & specialty oil products why does SynMax want to compete against major oil companies?***

A: Lefthander Chassis Group has over 500 dedicated resale distributors in North America. This includes engine builders and parts / component / chassis providers to top level professional racing teams. Customers have continually complained about having a premium formulation with quality control that has the best of everything.

#### ***Q: How did SynMax discover what was needed for the best of everything for performance oil?***

A: For the last 5 years, SynMax has confidentially (behind the scenes) conducted evaluations, oil sampling, and co-ordinated evaluations and development with some of the nations top engine builders with real life track testing from professional teams. Including the review of data and information of formulations regarding synthetic and mineral base oils, anti-wear, detergency, surface enhancements from top oil companies that provide quality racing oil products (Mobil, Shell, Pennzoil, Quaker State, Valvoline, Schaeffer, Joe Gibbs, Red Line, Royal Purple, Amzoil, Torco, Motul, Kendal, Brad Penn etc.)

#### ***Q: What did SynMax discover with all of this racing oil product data and information gathered?***

A: SynMax discovered that each and every specific formulation design has own strength and weakness. Some would have good base oils and viscosity, but conservative on the overall balance of performance additives (even competition off-road only oils). Others had great surface enhancements (moly) but conservative on the anti-wear / zinc package. Others had good anti-wear / zinc but little or no surface enhancements (moly). Others were high or low on the detergent or seal conditioning package etc. Bottom line – in our performance evaluations not one oil product maximized the chemical engineering balance on every additive package.

FACT: You get what you pay for, if an oil product works good on a low level non-extreme application, it does not translate to great performance in an extreme application. Further, just because a product has great marketing and expense – does not mean you get what you pay for – either. You, just like our company need to conduct your OWN independent investigations and discoveries to seek the truth just like we did. Then you will know. If you want to know how – just ask us.



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#### **Q: Does SynMax Performance Lubricants believe their products are superior to others?**

A: There is no such company in any industry that is “superior” - all companies do what they feel is best. Each company has their own chemical and business theory on how products are manufactured and placed into the market place.

Problem is companies look at the financial bottom line, then supply a product that is good enough to perform the job no more and no less. If they were to utilize better base oils or maximize additive packages, it would effect profit margins and production schedules. The other issue is the company might have a specialty product, yet does not want to make it available to the public since they cannot move it large numbers.

SynMax simply listened to what the customer wanted – which was provide a product with maximized formulations for improved performance with increased component durability and quality control for each and every gallon manufactured and delivered. SynMax cannot speak for others – but for SynMax that company goal has been accomplished.

#### **Q: Is SynMax Performance Lubricants another oil company’s like Mobil, Shell or Schaeffer’s product repackaged with SynMax name on it?**

A: NO, SynMax products have their own specific formulations and exclusive additive packages. SynMax. SynMax uses it’s own premium and exclusive blending and packaging facility.

#### **Q: What is the special difference about SynMax products?**

A: SynMax Performance Lubricants has chemist, lubrication and application engineers which have worked at the highest levels of specialty oil product development within the automotive, commercial, OEM industrial and aerospace industries; creating formulation and additive combinations previously used only on confidential military aerospace development projects – just recently made available.

Those formulation and additive combinations was the discovery of working together with specific selected minerals from the diamond carbonate family commonly titled as Diamond Like Additive™ (DLA) Technology. Also exclusive SynMax Aerospace anti-wear – high temperature and clean burn synthetic technology.

#### **Q: I have heard Moly is real good for a solid film lubricant and plating action, is Diamond Like Additive™ (DLA) Technology the same thing, but a under a different name?**

A: NO, they are similar in performing the same job – but Diamond Like Additive™ (DLA) Technology historically has been discovered to provide decreased friction resistance and increased component durability as compared to a standard Moly / ZDDP combination Moly has a friction co-effieicntcy of 0.08 DLA has 0.275 This is a chemical engineering fact: Diamond Carbonates have greater durability and reduced friction than Moly alone. Like nano dimension “Industrial Diamonds” – absorbed onto the metal surface.



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**Q: If this is so good, then why has the Diamond Like Additive™ (DLA) Technology not been used by the major oil companies?**

A: This aerospace level formulation technology is costly to create, produce and requires special blending techniques. Major and Specialty oil companies have been offered this previously, but do not want to take the extra effort and expense to make this confidential technology work simply because it does not fit into the "corporate business plan". SynMax Performance Lubricants Group stepped up and made the solid decision to forsake a little extra cost and effort in production to provide what the customer and industry wants and needs; the most premium designed product with the most technologically advanced additives and formulation, manufactured and blended under the highest quality control standards gallon by gallon.

**Q: Does SynMax Competition Off-Road Racing Oil maximize additives in formulation?**

A: Yes, with the consulting advisement from the highest level of Aerospace and Lubrication Engineers in the Chemical and Petroleum Industry. SynMax made the decision not to be conservative, but to maximize (while keeping all in balance with industry standards) additive packages for each element required (surface enhancement, anti-wear /zinc, detergency, seal conditioning etc.) with the racing motor oils.

**Q: Does SynMax Street & Heavy Duty Performance maximize additives in formulation?**

A: Motor Oils used for Street applications (with modern emission systems) need to have current API design specification to maintain sensors, materials, and catalytic emission systems for long term extended use. Remember: Off-Road Competition Racing oils are for relatively short term use under extreme needs. If racing oils are used for extended use in street applications, it could cause damage.

**Q: Does SynMax have other products other than Competition Racing Oil products?**

A: Yes, many of the racing gear lubes and greases cross reference into OEM industrial, Commercial and Standard Automotive Applications. Also Break-In and other product – consult the product sell sheets and application guide.

**Q: Does SynMax provide further technical information on its products and how they compare to others within the market place?**

A: Yes, please reference the SynMax technical bulletins: API Question Race Oil vs. Street Oil, also Race Motor Oil General Applications.

***Read SynMax product data sheets on each product to evaluate exact applications and use.***