



We're Mooving Forward



DEAR VALUED CUSTOMER,

WE HAVE SOME EXCITING NEWS TO SHARE:
PETROCHOICE IS TRANSITIONING TO MOOVE!



Moove is a lubricant-focused company, producing and distributing lubricants and specialties globally. With an established foothold in the US lubricant market for decades, the transition to Moove combines our local expertise and Moove's impressive international reach.

The change goes beyond just a brand transformation. This is our new identity, embracing a completely new culture and operational mindset as a global reference in lubricants.

In the coming weeks, you will see a stronger Moove brand presence during this transition phase. Soon, Moove will seamlessly replace PetroChoice, becoming our singular and distinctive brand.

As our valued customers we assure you the transition will not disrupt your regular business and operations with us. It does not impact our customer service processes, your primary contacts, our product offerings or have any other legal implications.

Moove's resources empower us to enhance our efficiency while giving us the opportunity to improve performance and expand our capabilities as your lubricant solutions provider.

We will keep you informed every step of the way and look forward to building a bright future together.

Please reach out to your sales representatives for any questions and concerns or write to us at marketing@petrochoice.com

Thank you,

The Moove Team