

Castrol® is excited to announce the launch of **Castrol® EDGE® BIO-SYNTHETIC**. Until now there hasn't been an oil that could both harness the natural lubricating properties of plants and give the high level of performance required by today's car engines. Our revolutionary Eco-Engineering technology combines the Fluid TITANIUM Technology of Castrol® EDGE® with 25% renewable plant-based oil meaning our strongest oil is now both Titanium strong and more renewable.

### Interest in the environment is increasing among consumers

The majority of consumers care about the environment with a significant and growing percentage classified as "Engaged Greens" - passionate about the environment and always buy "green" products whenever they can\*.

Additionally, EDGE Bio-Synthetic:

- Is manufactured with 25% sugarcane derived oil compounds meaning more use of renewable sources
- Is Certified Carbon Neutral
- The 25% renewable content is confirmed by ASTM testing\*\* carried out by an external laboratory and is validated by the United States Department of Agriculture (USDA) Certified Biobased Product Label that appears on pack
- Is supported with a comprehensive online media plan & POS materials

\*Source: Amethyst Research. Sample size 2012: 2,001 respondents, sample size 2015: 1,562 respondents.

\*\*The ASTM D6866 test was developed in the United States and is the test protocol used by the USDA for their BioPreferred program.

### **Specifications:**

- API SN
- ILSAC GF-5

**Castrol EDGE BIO-SYNTHETIC is available in the following viscosity grades and pack sizes:**

- 0W-20 and 5W-30
  - 1 QT and 5 QT



## New POS & Sales Materials:

- Bay banner
- Posters
- "Winged slider" leaflet
- Window cling
- Air freshener
- Car sticker
- Two waiting room videos
- Demo kit to visually demonstrate the differentiated Castrol oil technology

