



PRESS RELEASE

MOTUL and FIVA cooperate

Feeling the pulse of historical cars together

In future, the renowned lubricants brand MOTUL and the World Association of Historical Vehicles, Fédération Internationale des Véhicules Anciens (FIVA), will cooperate. Initially, this cooperation will involve the exchange of technical information and contacts at an international level and joint marketing activities.

MOTUL in its role as one of the oldest lubricants on the market and a lubricant manufacturer of many years standing, together with the Fédération Internationale des Véhicules Anciens (FIVA), the World Association of Historical Vehicle Clubs, have signed a joint agreement. The official presentation of future cooperation will take place on 9. April 2010 during the Techno-Classica in Essen/ Germany.

Particularly in the segment of lubricants technology for historical vehicles, the worldwide alignment of the FIVA makes a valuable contribution to MOTUL's own international alignment and its ongoing market penetration. After all, with its 86 clubs and associations, the FIVA is today represented on 5 continents and in more than 62 countries. Globally, it unites more than 1.5 million historic-vehicle enthusiasts, and among other things also serves as a representative of political interests. The FIVA engages itself in the long-term maintenance and preservation of historical vehicles as an important part of our technical cultural heritage.

MOTUL, with its high-grade products tailor-made to meet the requirements of historical vehicles, provides professional coverage for the classic-vehicle segment. Engine oils, gearbox oils, and rear-axle oils from MOTUL, together with MOTUL products used in servicing and upkeep, thus play an important part in maintaining the value of "technical works of art originating from days long since past". One of the FIVA's main targets is to "keep yesterday's vehicles on tomorrow's roads". This will receive sustained support through its new partner MOTUL.

Within the framework of their forward-looking cooperation, MOTUL and FIVA will first of all exchange ideas at an international level and develop partner-like relationships in the given countries. In addition to purely technical matters, the two partners will also cooperate in the marketing area. This includes not only joint events, but also market studies on selected themes from the historic-vehicle area.

In the countries concerned, this new partner-like connection will bring decisive advantages for the lovers of historic vehicles. In future for instance, MOTUL will make a contribution by providing information and training in the area of lubricant technology, and by running courses for the technical coordinators, as well as by means of support in solving complex technical problems concerning lubricants. Such problems include for instance the reliable assignment of the correct lubricant for a given vehicle. Furthermore, this world-famous lubricant brand guarantees the supply of MOTUL lubricants in consistently high quality in the countries concerned.

Both MOTUL and FIVA are convinced that it is now important to put life into this cooperation agreement and to implement it internationally.

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