

FLUID

News & Information from the **UK's Largest Independent Lubricants Blender**



40 YEARS OF EXCELLENCE

FEATURING

HAPPY BIRTHDAY TO US!

Join us as we celebrate 40 years of excellence in the lubricants industry in this special 40th anniversary issue.

EXOL NEWS

It's awards season! Find out the latest awards we have won – and the winners of our prestigious 'Distributor of the Year' accolades.

EXOL WORLD

From the Moto X track to the desert rally, check out our latest sponsorships news.

40 YEARS OF SUCCESS!

To our valued customers,

Over the past four decades, Exol has grown from humble beginnings to become one of the most respected names in the lubricant industry, and this milestone would not have been possible without the support from our staff and customers.

Our success is a testament to the dedication, innovation, and hard work of the entire Exol team. From the development of high-performance lubricants to our commitment to sustainability and excellence, we have consistently strived to exceed industry standards and meet the evolving needs of our customers. Our state-of-the-art facilities, rigorous quality control processes, and a relentless focus on customer satisfaction have been the cornerstones of our growth.

The journey has not been without its challenges. The COVID-19 pandemic presented unprecedented obstacles, affecting every aspect of our operations and the global supply chain. Yet, through resilience, adaptability and investment, we navigated these difficult times, ensuring the safety of our employees and the continuity of supply to our customers.

Similarly, Brexit brought about significant changes and uncertainties, but our strategic planning and proactive measures helped us to maintain seamless operations and continue delivering the high-quality products everyone relies on.

As we look ahead to the next 40 years, we are excited about the future and the opportunities it holds. Investment will remain a key part of Exol's strategy, in research and

development to bring you cutting-edge lubricants that meet the highest performance and environmental standards, and in sustainability to guide our practices, as we work towards reducing our carbon footprint.

We are also focused on expanding our global reach and strengthening our partnerships. By embracing new technologies, new markets and enhancing our digital presence, we aim to provide even greater convenience and support to our customers worldwide.

As we celebrate this remarkable milestone, we are more committed than ever to delivering the excellence everyone has come to expect from us. Thank you for being part of our journey. Here's to many more years of success!

Best wishes,

Steve Dunn

Sales & Marketing Director
Exol Lubricants



EXOL BECOMES CHILDREN'S CHAMPION FOR THE CHILDREN'S HOSPITAL CHARITY, SHEFFIELD

We are delighted to announce that we have become a Children's Champion for The Children's Hospital Charity, which provides essential equipment and facilities to Sheffield Children's Hospital.

Exol joins an exclusive number of businesses supporting the charity and hospital, which is one of only five dedicated Major Trauma Centres in England, and is open 24 hours a day, seven days a week.

Sheffield Children's Hospital is regarded as a world leader in many specialisms including oncology, brittle bones and many more. The role of the charity is to ensure the provision of specialist equipment, facilities and environment matches the incredible care patients and their families receive.

Over the past year the charity has raised over £4million, and since its inception in 1976 has provided life-saving equipment to the hospital such as the 3T MRI Scanner, which gives surgeons clearer images when scanning and operating on children.

The charity has also contributed to the Multipurpose Fluoroscopy system, as well as the introduction of nine new integrated operating theatres, which help world leading surgeons share their expertise by enabling operations to be broadcast worldwide.

As a Children's Champion, we will play an active role, connecting with fellow business champions and being first to hear about new medical equipment and projects at the hospital.

Exol's Darren and Georgina Frogson were recently given a tour of the hospital by the charity, which took in the new life-saving helipad – expected to host 12 emergency landings every year – as well as newly renovated hospital wards and equipment.

Steve Everitt, Group Managing Director at Exol said: “The work the Children's Hospital Charity does is essential to the world leading care the Sheffield Children's hospital provides and it is with great pride that Exol, as a business with its roots in the area, is able to support their tremendous activity.”

Caitlin Hallatt, Philanthropy Manager at The Children's Hospital Charity added, “We are so grateful for the support of Exol in becoming Children's Champions. Donations from businesses like Exol mean we can continue to fund the vital equipment, facilities, and research that we do in order to keep Sheffield Children's at the forefront of paediatric care for our children and young people. We are so excited to be working with the business and to see what we can achieve together for our amazing hospital.”



HIGHLY COMMENDED HONOUR IN THE 2023 IAAF AWARDS

Last year ended on a high as we were recognised as Highly Commended in the 'CV Supplier of the Year' category at the prestigious Independent Automotive Aftermarket Federation (IAAF) 'Pride of the Aftermarket' Awards.

This commendation reflects our unwavering commitment to excellence and innovation in the industry and underscores our position as a key player in the sector, known for our high-quality products and customer-centric approach.



The IAAF Awards, renowned for identifying and celebrating the best in the automotive aftermarket, recognised Exol for our outstanding contributions and service to the market.

We are immensely proud to receive this acknowledgement from the IAAF. This accolade is a significant achievement for us, it reinforces our commitment to maintaining the highest standards in our offerings and services to the market - and it recognises the hard work, dedication, and spirit of our entire team.

Mark Field, Chief Executive of the IAAF, adds: "Exol's recognition in the CV Supplier of the Year category is well-deserved. Its contributions to the sector are notable, and the company has consistently demonstrated excellence in product quality and customer service. Congratulations to Exol on achieving this commendable status."

The IAAF Awards are a benchmark of quality and excellence in the automotive aftermarket industry. They celebrate organisations that not only meet but exceed industry standards, setting new benchmarks for others to follow.

THE 'EXPORT DISTRIBUTOR OF THE YEAR' FOR 2023 IS...

Exol Algeria has been awarded our 'Export Distributor of the Year' award for 2023, recognising the company's outstanding performance, growth and dedication to excellence in the Algerian market.

Exol Algeria holds an exclusive and long-standing agreement that grants it the sole rights to blend and market the entire Exol product range in its state-of-the-art blending plant located in Oran, Algeria.

In 2023, Exol Algeria made significant investments in packaging enhancements and introduced multi-language labels with QR codes, showcasing its dedication to customer satisfaction and brand elevation.

Its innovative marketing strategies, particularly through various social media platforms, have significantly boosted Exol's presence and brand awareness in the region.

Exol Algeria's hard work, strategic investments and marketing efforts are the driving forces behind this win. We are incredibly proud of the team's achievements, and we look forward to seeing the partnership continue to thrive in the future.

Exol Algeria management comments: "The recognition of Exol Algeria as 'Export Distributor of the Year' highlights our commitment to contributing to Exol's global presence and market expansion. We'd like to thank our partners Exol Lubricants UK for this accolade and their support for our business."



SAY HELLO TO OUR **2023** DISTRIBUTOR OF THE YEAR



We're pleased to announce Midland Oil Company as the winner of our prestigious 'UK & Ireland Distributor of the Year 2023' award, picking up the accolade for their hard work and determination over the last 12 months.

Based in Leicestershire, Midland Oil Company supplies lubricants to the commercial, automotive, agricultural and industrial sectors and has worked with Exol for 20 years.

Our sales and marketing director, Steve Dunn and area sales manager, Darren Arnold, visited Midland Oil Company to give the team their award.

Mitch Thompson along with his sons Sam and James were selected for their exceptional efforts and achievements in growing the business during 2023. As a long-term partner of

Exol, Midland Oil Company works closely with the team to ensure excellence in distribution.

Mitch and the team have demonstrated consistent growth over the last year, and we are delighted to present Midland Oil Company with this award. We look forward to continuing to develop our relationship and support further to bring a host of benefits to all in the future.

Mitch Thompson said: "It's an honour to be recognised by Exol as its 'Distributor of the Year 2023'. The award reflects the hard work and dedication of our entire team, and we are proud to serve our customers with the highest quality lubricants in the industry. We'd like to thank Steve and Darren for this award and their support over the years".

REVEALED: OUR NEW-LOOK PRODUCT CATALOGUES

In celebration of our 40th anniversary, we've revamped our product catalogues with a fresh new look – and fully updated product guides. Our new catalogues offer detailed product descriptions and a British-inspired theme to make finding the perfect solution for your needs even easier.

Whether you're in automotive, commercial vehicle, agriculture, plant or marine, we've got you covered. The new product catalogues showcase our leading lubricants range to help you find what you need quickly and efficiently.

Available in both print and digital formats, our catalogues offer the flexibility to access our full range of products in the way that best suits your preferences. Whether you're a long-time customer or new to our offerings, our catalogues provide key insights and comprehensive product information to support your decision-making process.

Contact your area sales manager today to secure your copy.

You can also download our full technical and health and safety data sheets on the Exol website.



A REVAMP FOR ROTHERHAM!

Our Rotherham blending plant has received a makeover! The five-week project included a comprehensive refurbishment of the plant's infrastructure, aimed at boosting efficiency and ensuring the highest standards of safety and quality.

The scope of the work included the installation of scaffolding, which took two weeks to erect, and a series of critical maintenance and aesthetic updates. This involved a high-pressure jet wash of the tanks, followed by the application of a primer, undercoat, and a gloss topcoat to ensure durability and a premium finish.

The tank bases and tops were coated in black, with the tops treated with anti-slip paint for added safety. Additionally, the tanks received vinyl logos and identification stencils of the Exol branding.

Plus, the stairwells within the plant were painted in grey, while the tanks were finished in our signature blue, creating a cohesive and professional appearance that reflects our brand values.

These updates not only enhance the visual appeal of the facility but also contribute to the efficiency and safety of daily operations.

By investing in our facilities, such as the Rotherham blending plant makeover, we are not only enhancing our operational capabilities but also reinforcing our commitment to quality, safety and continuous investment and improvements.

'HIGHLY COMMENDED' FOR EXOL AT THE BLACK COUNTRY CHAMBER OF COMMERCE AWARDS

We were honoured with the prestigious 'Highly Commended' award in the Excellence in International Trade category at the Black Country Chamber of Commerce awards, in recognition of our exceptional global customer service, extensive international reach, and remarkable export growth.

The Black Country Chamber of Commerce Awards, dedicated to celebrating the resilience and achievements of regional businesses, embraced the theme of 'talent, tenacity, and transformation.' Among the distinguished winners, we stood out for our noteworthy accomplishments in export over the years.

The awards ceremony, hosted at Wolverhampton Racecourse on Thursday, 9th November 2023 and attended by over 500 guests, marked Exol's triumph as 'Highly Commended' in the Excellence in International Trade category.

Our consistent success in expanding our export business across continents such as Africa, Asia, Europe, and the Middle East stood as a testament to our industry leadership. Strategic partnerships established in countries like Algeria, Bulgaria, China, Thailand, Taiwan, and Myanmar further bolstered our global impact.



Receiving this prestigious 'Highly Commended' award is a testament to the Exol team's dedication and success. The recognition reaffirms our commitment to excelling in global expansion efforts and maintaining excellence in international trade.

EXOL TRIUMPHS AT CAT MAGAZINE AWARDS 2024

Exol was awarded the coveted 'Environmental Award' at the CAT magazine Awards 2024 for our commitment to corporate social responsibility and sustainability.

A prestigious award ceremony took place at The Lowry Hotel in Manchester on 15th February, where Exol's Steve Everitt and Steve Dunn collected the award, beating off competition from other leading brands in the industry.

We were awarded the prize thanks to our continuous investment in the business to create a more efficient, economical and environmentally friendly manufacturing facility, ensuring our customers receive exceptional customer service throughout all areas of business.

Projects have included solar panels installed at our headquarters in Wednesbury to help cut carbon emissions and save energy costs, and using the waterways to operate the Exol barge - one of our most environmentally friendly vehicle fleets.

Plus, last year we invested in a state-of-the-art automated liquid transfer system, called a 'pigging line', delivered to reduce waste product lost during the blending process.

It is all part of our strategy to ensure not only that we are delivering top quality products and excellent customer service, but that we are being the most efficient and environmentally friendly that we can be when it comes to running the business. It was a fantastic way to kick off our 40th anniversary year by winning this award!



INTRODUCING...

TAURUS EURO

XFE 5W-20:

FOR ULTIMATE FUEL EFFICIENCY

IN COMMERCIAL VEHICLES

To meet the ever-evolving needs of the commercial vehicle (CV) market, our new Taurus Euro XFE 5W-20 offers a fully synthetic engine oil designed to provide users with exceptional fuel saving benefits.

It achieves this by using a state-of-the-art synergistic combination of premium synthetic base stocks and performance additives blended to an SAE 5W-20 viscosity grade.

Taurus Euro XFE 5W-20 is compatible with after-treatment devices fitted in modern heavy duty diesel engines such as diesel particulate filters and selective catalytic reduction units and provides extended oil drain intervals even in severe on-highway operating conditions.

Suitable for Scania LDF-5, MAN M3977 – SAE 5W-20, this oil is dyed green to be consistent with MAN's requirement for M3977 service fill oils.

An advancement beyond HD 5W-30 engine oils, this improves fuel efficiency further and helps to reduce CO2 emissions.

Scania DC13 Euro 6 engines can take this technology now as well as MAN Euro 6 D26 and D38 engines.

Speak to your local rep for more information on this latest product for commercial vehicles.



EXOL NEWSLETTER NOVEMBER 1984

ISSUE 15

40 YEARS
ANNIVERSARY EDITION

FLUID

NEWS & INFORMATION FROM THE UK'S LARGEST INDEPENDENT LUBRICANTS BLENDER

**BACK TO THE 80'S
PULL OUT SPECIAL!**



**Exol celebrates
40 years
of 'EXCELLENCE' in the
lubricants industry!**

40TH ANNIVERSARY SPECIAL

Discover what the Exol team and our customers have been saying about us as we celebrate 40 years in the lubricants industry.





**PULL OUT
SPECIAL!**

**40 YEARS
ANNIVERSARY EDITION**

Exol celebrates 40 years of 'EXCELLENCE' in the lubricants industry!

Since its inception four decades ago, we have been at the forefront of the lubricants industry, consistently delivering excellence and innovation to our customers.

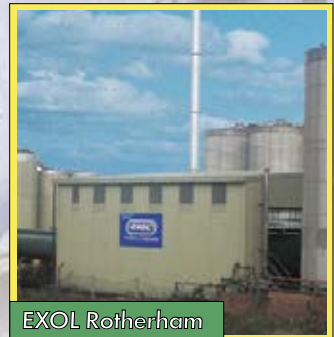
Established in 1984, Exol began its journey as a small-scale operation, founded on the principles of quality, reliability, and customer satisfaction. Over the years, we have grown exponentially, expanding our product range, enhancing manufacturing capabilities, and establishing ourselves as a trusted name in the industry.

From humble beginnings, Exol has evolved into a powerhouse in the lubricants market, with a reputation for delivering high-performance products tailored to meet the diverse needs of our customers.

As we celebrate hitting this exciting milestone, we are reflecting on our journey of growth and achievement. We continue to remain dedicated to upholding the values that have guided us since the beginning, including a relentless focus on quality, integrity, and customer satisfaction.



EXOL Wednesbury



EXOL Rotherham

To commemorate this special occasion, we've spoken to our fantastic customers for their thoughts on the company. You can read more on our social channels and follow us as we celebrate reaching this milestone throughout the year.

As Exol enters its fifth decade of operation, we remain committed to driving innovation, delivering exceptional products, and providing unparalleled service to our customers. With a legacy of excellence behind us and a vision for the future, Exol looks forward to the next 40 years of success in the lubricants industry.

Steve Dunn comments: "We are incredibly proud to mark this milestone in our company's history. Our 40th anniversary is a testament to the hard work and dedication of our team, as well as the unwavering support of our loyal customers and partners."

CELEBRATING 40 YEARS WITH A SWEET SURPRISE FROM OLYSLAGER!

**A huge thanks to our friends at Olyslager for
this sweet surprise!**

To celebrate our 40-year anniversary, Olyslager kindly sent us a delicious cake. We're incredibly grateful for their support and, of course, for this tasty treat.



Customer Testimonials

EXOL FAMILY

O'BRIEN OILS

At O'Brien Oil Products, we have been in the business for 38 years, and since I took over the reins in 1996, Exol has played an integral role in our growth and success.

When we first began offering Exol products alongside Texaco, it quickly became apparent that Exol wasn't just another supplier. The quality of its lubricants, combined with excellent customer service and support, sets the brand apart in the marketplace.

Over the years, Exol has established itself as the cornerstone of our product range, enabling us to deliver exceptional value and reliability to our customers across Ireland.

The relationship we've built with Exol goes beyond just business; it's a true partnership. The team's dedication to understanding and meeting the specific needs of our market has been instrumental in helping us expand our reach and reputation. Whether it's Exol's technical support, responsiveness to market changes, or the consistency of the products, Exol has always exceeded our expectations.

On behalf of O'Brien Oil Products, I want to extend our congratulations to Exol Lubricants on reaching this remarkable milestone. We look forward to continuing our partnership and achieving even greater success together in the years to come.



Over the years, Exol has established itself as the cornerstone of our product range, enabling us to deliver exceptional value and reliability to our customers across Ireland.

Customer Testimonials

EXOL FAMILY

LUBETECH

As a long standing Exol distributor, over many years we are pleased to be continuing our support of this excellent company. When choosing a supplier, we look for product quality, service and support, Exol are able to provide all these attributes!

Quality: Exol products are of the highest specification with many OEM approvals, ensuring our customers will receive the same first-class Lubricants time and time again.

Service: With their own delivery fleet, we are confident delivery times will be met, unlike some carriers, Exol drivers are always willing to help if needed. Exol also have knowledgeable staff who are helpful and will go out of their way to assist with urgent requirements, as we have experienced on many occasions.

Support: With expert field sales and office base technical experts, we know that any technical questions will be answered quickly which enables us to satisfy customer queries efficiently.

Congratulations Exol on 40 years of trading!



HARRISON OIL

As a trusted supplier in the Agricultural, Automotive, Industrial, and Commercial sectors, Harrison Oils has always prioritised offering our customers the best products available. Our longstanding partnership with Exol Lubricants has been key to delivering on that promise.

Exol's dedication to producing high-quality lubricants and greases, backed by their position as the UK's largest independent lubricant company, allows us to confidently provide a full range of products that consistently meet the latest industry standards and needs.

The company's commitment to excellence aligns perfectly with our values, and we are proud to celebrate their 40th anniversary with the team and are looking forward to many more years of continued success together!



Customer Testimonials

EXOL FAMILY

CARPENTER GOODWIN

We have sold Exol since we started our business back in 1996. The main reason we chose Exol is because they offer an extensive range of top quality products, with great service and technical support.

The team is always interested in our feedback and happy to join us in visiting customers - they have to be one of our easiest suppliers to deal with!



DONEGAL OIL

We've been working with Exol for over 10 years. The team has a super approach to doing business. They have a fantastic range and a real "can do" attitude.

What makes Exol stand out? The brand's ability to meet specific requests. We had a customer who wanted a few thousand litres of a highly specific grade. This grade wasn't in stock anywhere in Ireland. So Exol made and shipped the product to us within a few days and the customer was delighted! It allowed him to finish his project on time. That kind of response rate is excellent!

We use and recommend Exol to others because we only work with the best suppliers, and that is Exol.



EXOL Through the years

1984
2024

1984

Company founded
in August 1984

First delivery of
product was made
to Bomford Turner
in August 1984

1990

Area Sales Manager, Darren Arnold,
joins the business in October 1990.
He is currently the longest serving
employee, having worked at
Exol for 34 years!



Managing Director, Steve Everitt,
joins the company in November
1990 – he is the second longest
serving member of the team, just
one month behind Darren Arnold!

1994

First 1 million litres
sold to British Steel

1997

Sales and Marketing
Director, Steve Dunn,
joins the business
in 1997



2015

Express and Star
Awards 2015, Exol took
home both the Export
Award and Business of
the Year in June 2015

Wednesbury site
received major
investment for site
update in October 2015
– the development
includes a new
warehouse, new
laboratory and fleet
wash facility

1988

First major supply
partner was British
Steel & British Rail



1992

Exol's Wednesbury
factory and head office
was built in April

Our office and blender
plant was built in
Rotherham



1996

The company purchased its
first Scania truck from Keltruck
in 1996 – today Exol
has 16 Scania vehicles
in the fleet.

2014

Awarded CAT Magazine
'Supplier of the Year' in Feb 2014

African Quality Achievement Award –
Most Trusted Lubricant 2014

Won Express and Star Award
2014 for Manufacturing Champion
in September 2014





Worcester Warriors - 2019

2020

Ex-Box packaging introduced to offer customers an environmentally friendly, recyclable packaging option in May 2020

As a thank you to all NHS and emergency workers during the Covid pandemic, every Exol branded Scania delivery truck featured the NHS Rainbowl logo in May 2020

Darren Frogson becomes new UKLA president in October 2020



2023

Black Country Chamber of Commerce 2023 Excellence in International Trade

Won IAAF's CV Supplier of the Year again in December 2023

2017

Exol given Award of Excellence from the Commercial Boat Operators Association (CBOA) in April 2017

The Exol Pride Maiden Voyage (Exol barge) launched in September 2017, providing the most environmentally friendly fleet in the UK

2019

Signed Worcester Warriors sponsorship deal in 2019

2021

Exol begun work on the redevelopment of its Rotherham site in May 2021



2016

Launch of Exol's Distributor of Year and Export Distributor of the Year awards in 2016, with Clarke Oils being the first winners

Exol's Fluid Magazine was launched in 2016

2018

Won AAUK Supplier of the Year in October 2018

Awarded IAAF's CV Supplier of the Year in December 2018

2020

Exol Taurus GEO G240 approved by prestigious car marque Rolls Royce for its B35:40, C26:33 and K-gas engines in October 2020

2022

Exol sponsors National League North side Kidderminster Harriers football club in Feb

New MCS approved solar panels were installed at Exol's Wednesbury site to help cut emissions and save money in October 2022

2024

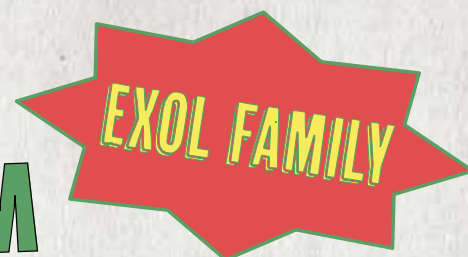
New Site acquired in January 2024, when Exol purchased the land next to its Wednesbury site

Awarded CAT Magazine's Environmental Award in February 2024



In 2024 Exol celebrates 40 years of 'Excellence in Lubricants'

WORDS FROM OUR TEAM



Darren Arnold

My name's Darren Arnold and I'm an area sales manager at Exol.

How long have you been at the company?

I've been with the company now for 34 years!

Share a memorable moment of your time at Exol.

It's a completely different business now to when I first started as a young 20-year-old! At the start we had a fleet of vehicles, unbranded, and now I feel so much pride going up and down the motorway when I see fully liveried Exol trucks and tankers.

How has the business changed over the years?

We're a dynamic business, changing all the time, such as specifications, product development. When I first started, we had a handful of engine oils, and now we have a huge portfolio of engine oils – of which the quality and products speak for themselves! We have around 30 different products for just one grade – that's how much we've evolved and developed over the years.

What one word would you use to sum up Exol

Developing!



Cheryl Canadine

I'm Cheryl, Sales Office Manager at Exol. And I've been at the company for 27 years.

How has Exol evolved over the past 40 years, and what significant milestones or changes stand out to you?

Our product range has grown so much - I have a product catalogue I was given on my first day, and we only had around 87 oils in the range. We are now up to over 500 products, that's something to be proud of!

In my 27 years I have watched as the company has gone from humble beginnings delivering lubricants to local customers, to dealing with some of the bigger distributors across the globe!

Share a memorable moment of your time at Exol

I have lots of memorable moments during my time at Exol, but one that stands out is receiving a beautiful watch for my 25 years' service! The company really does care about its staff and creating a great culture to work in.

I've also enjoyed watching the investment and development in the business over the years. The purchase of the new site opposite our Wednesbury office is a massive project, and I look forward to seeing the development come to life! Watch this space!

Can you sum up Exol in one word?

Expanding
Growing
Flexible

(Sorry I couldn't choose just one!)



Luke Abley

How has Exol evolved over the last 40 years?

When I look back at the business when I first started vs now, it's very different, in a good way! I think the main difference is the variety of products we're able to produce and also the volume. We now produce volumes that previously we thought were impossible. I think the most significant milestone I can think of would be the installation of a small pack for the lines. These have become a core asset of the business, and I have no doubt it'll be the asset which we look to in the future.

Share a memorable moment of your time at Exol

I think for me, it'd be something very personal – during my time at Exol I have achieved my master's in business administration. I was lucky that the company put me through my studies and supported me whilst I took on a new operations manager job role. Exol are always looking to progress and support employees.

What key factors have contributed to Exol's success over the last 40 years?

I think it's been our ability to react to market demands and consumer needs. Over the years, the demand has varied considerably, and the business has been able to adapt to ensure that consumers are still getting what they want, when they want it. Another key part of the business has been the ability to maintain core staff, to be able to keep the family feel of the business, whilst also growing at a fast pace.

How has the market changed since you started at Exol and how has the company adapted?

The biggest change I have seen in my time at Exol is the demand for smaller pack sizes, particularly from the automotive segment. When I first started in the business, the small pack department probably contributed to around five percent of our production, whereas now it contributes to around 50 percent of our production. And to cope with this demand, the company installed four small pack filling lines which are able to fill over 500, 000 boxes per year. This constant investment and meeting customer needs is what will further Exol's success in the future.



Paul Eastwood

How long have you been at Exol?

29 years.

How has Exol evolved over the last 40 years?

For the 29 years I've been with the business I've seen constant investment.

I know before that time, you know, the company was obviously investing to grow bigger year on year. But I'd say the real milestone is when we developed our blending plant in Rotherham to allow us to buy full ships of raw materials from anywhere in the world, which sets us apart from our main competition in the UK.

Share a memorable moment of your time at Exol.

I think for me, it was probably the first time I went to an awards evening, and we won not one, but two awards. It's not very often you take a step back and look at the way you're running the company and how great it's doing. We won the export award that night and it really highlighted the good work I was doing on export.

What key factors have contributed to Exol's success over the last 40 years?

The year on year investment means we're always been making improvements to the business and also the relationship the Exol team has with customers. The majority of the Exol staff have been here a long time and have been promoted from within. We have a great relationship with customers and over the last 40 years we've seen many challenges, COVID, Brexit and other things, but our relationships have got us through those challenges.

What do you envision for the future of Exol and how can the company adapt?

I am always pushing and want to see more growth in the export market. We're very lucky to have some loyal customers, and we're extremely loyal in return. So it would be great to just grow and increase that loyalty to see the Exol brand continue to develop around the world.



Scott Donaldson

How has Exol evolved over the past 40 years, and what significant milestones or changes stand out to you?

Although there have been many changes in the 16 years I have been at Exol, I think the one change that stands out to me most has been the installation of the pigging system at Rotherham in 2023.

Sustainability is an absolute priority for all businesses now and to be able to make such a positive impact in meeting our environmental responsibilities and still generating benefits for the company gave us all great pleasure!

Share a memorable moment of your time at Exol.

In the spring of 2020, everything suddenly changed with the outbreak of the COVID pandemic. However, as Exol was listed as an 'essential service' it meant that life carried on for us. And even though you were often the only car on the road, just being able to spend time with your colleagues and enduring such difficult circumstances together was a great comfort for all involved.

In your opinion, what key factors have contributed to Exol's success and growth over the past four decades?

As cliché as it may sound, Exol's success is all about its people. Like any other 'family' we squabble from time to time, but our exceptionally low staff turnover is a testament to the relationships at all levels in the business. Exol is only the fourth business I have ever worked for and whilst I still have friends in all of them, nowhere comes close to this place!

Looking ahead, what do you envision for the future of Exol?

Although we currently face political uncertainties, I strongly believe the exceptional young people we have at Exol at both our sites will help the business to prosper for many years to come.

How has the market changed since you joined Exol, and how has the company responded to these changes to remain competitive and relevant?

In 2008 we had three versions of our 5W-30 oil and our small pack products were filled by a third party provider, with the majority of our customer base taking drums and barrels. Skip forward to 2024 and small packed products now form a major part of our operation across a vast multitude of grades.

Can you sum up Exol in one word?

Opportunity



Alison Morris

Introduce yourself, name, job title and how long have you been at Exol?

I'm Alison Morris, Export Co-ordinator and Sales Analyst at Exol. I started as a temp in September 2003 and transitioned to a full time role in March 2004, so have been here for 21 years now!

Share a memorable moment of your time at Exol.

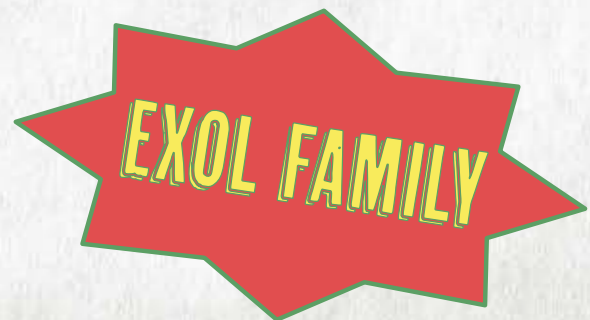
Having the opportunity to travel and meet some of our export customers on their home turf to gain valuable insights into their operations and seeing first-hand how our businesses successfully complement each other.

In your opinion, what key factors have contributed to Exol's success and growth over the past four decades?

No company can stand still and thrive, continuous progress is essential. Exol has embraced a forward-thinking approach, proactively adapting to market changes and technological advancements, ensuring that the company continues to evolve and succeed.

Can you sum up Exol in one word?

Exporting!





Simon Matthews

I'm Simon Matthews and I am the Product Development Manager at Exol

How long have you been at the company?
Five years

Share a memorable moment of your time at Exol.
Exol has been putting an implementation of internal investment, which I've been personally involved with, over the last two years. I have had a significant budget for development which is, and always has been, instrumental to our success.

What has contributed to Exol's success over the last 40 years?
One of the key factors is flexibility, we will accommodate just about any customer request, whether its five litres, one litre or smaller, right through to our larger customer requests, taking 32,000 litres and above.

What do you envision for the future of Exol?
One of the biggest changes which is going to come into place is the reduction in use of fossil fuels. We're obviously heavily involved in the motor industry, so our future direction will be towards, for example, battery coolants, greases for electric motors. But of course, you still have to lubricate some gearboxes in industry. They will be moving towards synthetic lubricants, all of which we have the technology now and are developing for the future.

How has Exol adapted to the change over the last 40 years in the lubricant industry?
One of the largest changes came about a few years ago when Exol purchased the bulk manufacturing plant in Rotherham. This changed the actual ability of Exol to produce lubricants on a large scale. Going from the manufacturing plant in Wednesbury to the bulk production in Rotherham changed everything overnight, going from tens of thousands of litres to 1,000,000 litres. And that has opened up a lot of prospects, not only within the UK, but across the world. And this growth will only continue in the future.



Anthony Eddowes

My name's Anthony Eddowes, I'm the Financial Controller at Exol.

Share a memorable moment of your time at Exol.
Strangely I would say, you know, the team pulling together through the COVID pandemic. The camaraderie we've got I think really helped us pull together and look after one another to ensure that we all remained safe, whilst continuing to service our customers both at home and abroad.

What key factors have contributed to Exol's success over the last 40 years?
I think the main factor is, our investment in our people. The low staff turnover here is something I've never seen in my career. Most people have been here for a very long time and I think that is due to Exol's investment in people, the opportunities and benefits provided and company culture.

What do you envision for the future of Exol?
I think we will continue to grow in the future as we always have done, we'll continue to invest as ever. We've recently purchased the site adjacent to us and that will really give us the opportunity to increase our capacity and efficiency operationally to then in turn service our customers even better

**GO ALL OUT
INSIST ON**



OPTIGUARD 20W-50

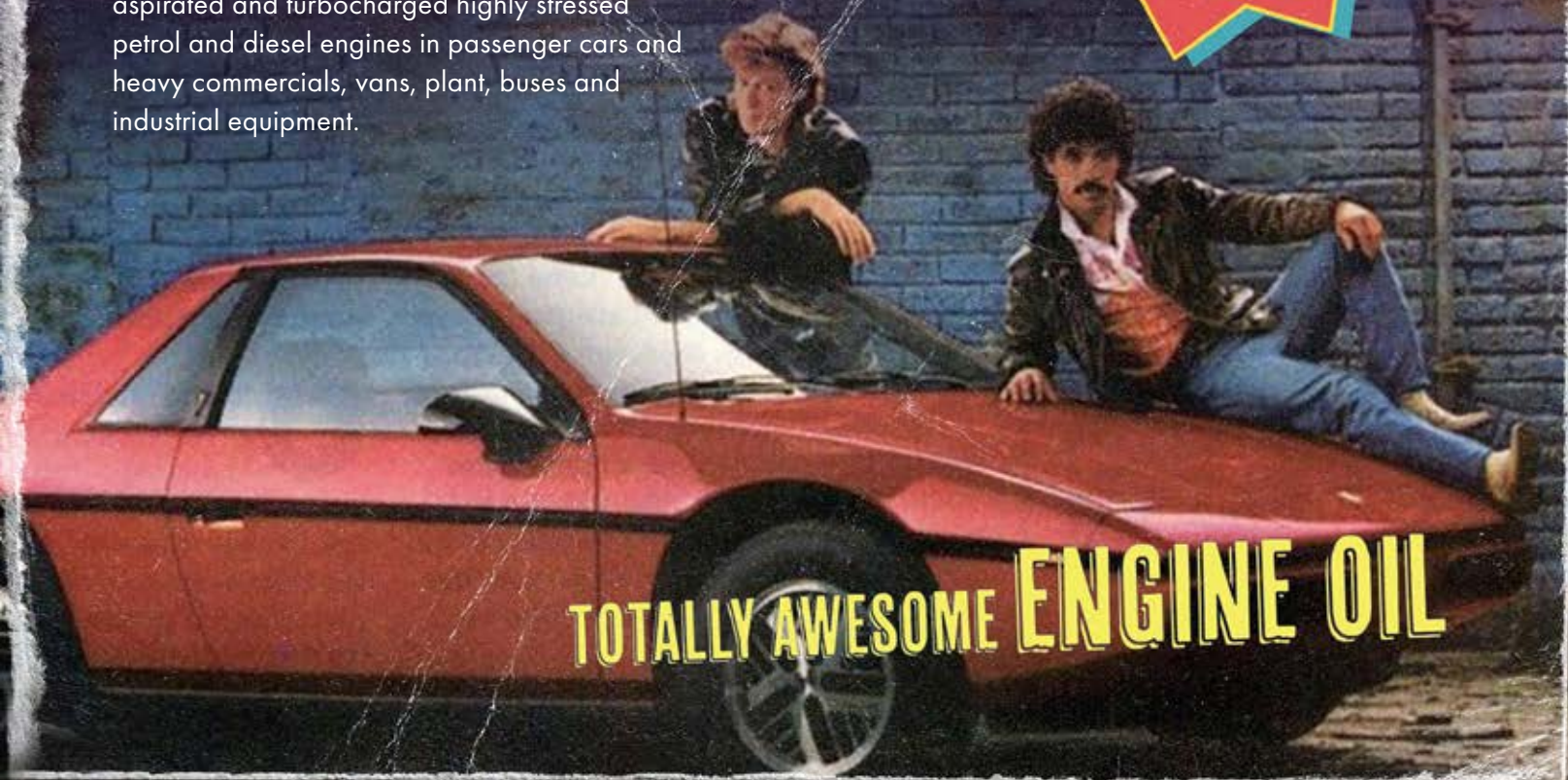
SUPER TURBOCHARGED OIL FOR THE FUTURE

A super high performance engine oil manufactured from carefully selected base oils and advanced additive technology. It meets the latest engine builder requirements and specifications to power your car for today and beyond.

Superior additives help maintain engine cleanliness in the latest petrol engines and help reduce unwanted deposits in turbochargers and on pistons. It is the premium choice for normally aspirated and turbocharged highly stressed petrol and diesel engines in passenger cars and heavy commercials, vans, plant, buses and industrial equipment.

**You've
tried the
rest...now
try the
BEST**

TOTALLY AWESOME ENGINE OIL



SAY HELLO TO OPTIMA'S NEW PACK SIZES



We're pleased to introduce new five litre and one litre bottles for seven of our leading Optima grades, offering customers more choice.

The new pack sizes are available for Optima LSBM 0W-30, Optima C5 LSRN 5W-30, Optima C5 LSPC 0W-30, Optima C5 LSOV 0W-20, Optima C5 LSJ 0W-20, Optima C5 C6 LSFE 0W-20 and Optima C3 LS 0W-30.

Each grade is known for its advanced formulation, offering exceptional fuel economy benefits and are designed to meet the latest technical demands of modern engines.

Our goal is to provide customers with products that not only meet but exceed their expectations in terms of performance and convenience.

These new pack sizes are a direct response to our customers' needs and reflect our commitment to delivering flexible and customer-focused solutions.

TAURUS OIL GAINS APPROVAL FOR ROLLS ROYCE

Taurus GEO CH G240 (M518) MTU is approved for use in mtu gas engines Series 4000 L61 / L62 / L63, 4000 L64 / L64FNER / T24N and 4000 Mx5xN using natural gas.

The approval signifies our adherence to Rolls Royce's rigorous standards. EXOL Taurus GEO CH G240 is recommended to be used as a lubricant for B36:45, B35:40, C26:33 and K-gas.

Taurus GEO CH G240 (M518) is formulated from ultra-high purity, Group II base oils and the latest in additive technology to provide excellent control of deposits, wear, oxidation, nitration under the most severe operating conditions. It offers outstanding performance using natural gas and has excelled in Jenbacher 6 F/G field trials.



EXOL & CHEMODEX SUPPORT DESERT RALLY CANCER CHARITY FUNDRAISER

Last year we partnered with our distributor Chemodex to support an off-road charity rally effort to raise money for cancer research charities, and support communities affected by the Moroccan earthquake.



A crew made up of drivers Helen Tait Wright and Marcella Kirk, known as Team 110, took their 2003 Land Rover Discovery, named Lulu, through inhospitable terrain in the northern Sahara Desert, with Exol's high-end engine and transfer box oils onboard, plus support for the charity fundraising.

Team 110 began their second Rallye des Aventurières Solidaires event on September 30th 2023 for an arduous test of their navigation and off-road driving ability, combined with their Land Rover's ability to endure the terrain.

The team crossed over 1,500 kilometres of sand dunes, rugged roads and desert before finishing on October 7th. In the inaugural rally held in 2022, Tait Wright and Kirk finished fourth overall, and set their sights on a podium finish in 2023. The duo enjoyed a second place win in the ladies division for the event.

Helen Tait Wright, driver of the Team 110 Land Rover, said: "We're delighted to have Exol Lubricants' and Chemodex's support for our charity rally raid. All profits go to cancer research, and as a team we personally support a rural learning centre in the Atlas Mountains.

"With the devastating earthquake in 2023, the support for the people in Morocco is more pressing than ever and we took some basic medical and hygiene supplies with us too."

Tait Wright adds: "The 2023 event donated 17,534 euros to cancer research charities, and our team cause, the Rural Learning Centre in the Atlas Mountains in Morocco received 10,000 Dirhams (approx £790) towards their school supplies for the 2023/24 school year. We're delighted with such a fantastic achievement and cannot thank Exol and Chemodex enough for their support."

Exol was pleased to support Team 110's rally through Morocco by providing both engine and transfer box oils. Our product range helps vehicles stay the course in demanding settings and we're looking forward to seeing how they get on, all while raising money for important causes.



ELMOBTAKER ENJOYS ROTHERHAM VISIT

We were delighted to welcome Elmobtaker, our sole distributor for Libya, to our Rotherham site.

Elmobtaker is the largest lubricant and filtration solution supplier in Libya. The company deals in a wide variety of lubricating and filtration products and holds a large range of Exol products for the commercial, automotive and industrial sectors.

Mr Abdulgader Ali's visit to our Rotherham site is part of our commitment to our export customers globally to provide technical support and detailing future innovations.

We were delighted to welcome Elmobtaker to Rotherham and give them the opportunity to meet the whole Exol team, enjoy a tour of our blending plant and find out more about our products and the future of the brand.



STRENGTHENING PARTNERSHIPS: EXOL'S VISIT TO AZERBAIJAN

As part of our export strategy, we aim to visit our customers across the globe regularly to continue to offer excellent customer service and technical support, whilst identifying new opportunities and strengthening relationships.

Exol's Simon Matthews and Paul Eastwood had the pleasure of meeting with Exol Azerbaijan's, Sanan Abdullayev and Elcin Abdullayev earlier this year.

Over two days, they teamed up with AzerEnerji to support their vital engine oil supply, which powers Azerbaijan's energy sector. The visit, covering over 1000km across Baku and beyond, included tours of AzerEnerji's central laboratory and several power plants.

Sanan Abdullayev emphasised the significance of the trip, he said: "Our visit to AzerEnerji helps to support our business going forward by providing valuable insights and fostering stronger relationships with the team."

From these trips, Exol can benefit from enhanced recommendations gained from eyes on the job. The visit also identified new opportunities, such as supplying turbine oil and lubricants for AzerEnerji's fleet.

Regular visits between Exol UK and Exol Azerbaijan are essential for discovering new opportunities and strengthening our partnerships.



'EXOL PRIDE' GETS A REFRESH

This year, the canal route used by the Exol barge underwent maintenance, we used this downtime for a crucial drydocking program for the 'Exol Pride'.

Docked at MMS Shipbuilding, Alexander Dock, Hull for three weeks, the 'Exol Pride' underwent a comprehensive refurbishment. The schedule of work included a high-pressure water wash and a repaint using marine-grade paints, ensuring adherence to the highest standards of durability and environmental compliance.

The Exol Pride is part of our strategy in reducing our environmental footprint and being as sustainable as we can be.

The investment we made in updating the Exol barge aims to not only enhance operational efficiency but also contribute to cleaner waterways and a healthier planet.

The vessel returned into service in March when the canal system reopened to commercial traffic.

Where road travel is essential, Exol maintains one of the most economical fleets on UK roads, comprising a mix of dual-purpose vehicles and large tanker trucks to transport both bulk and packaged Exol products to customers.



INVALUABLE INSIGHT FROM EXXONMOBIL

Paul Timmis, Group Technical Director and Peter Knox, Technical & Quality Manager at Exol had the chance to visit ExxonMobil's renowned refinery in Rotterdam for an insightful tour of the building, processes and latest innovations.

ExxonMobil showcased their exceptional hospitality with detailed presentations and an extensive bus tour of their base oil unit. The tour included exclusive access to the control centre and an in-depth look at the refinery's state-of-the-art laboratory facilities.

The insights gained from ExxonMobil's team are invaluable for our ongoing innovations in lubricant technology. This visit not only strengthens our partnership but also enriches our technical expertise.

We'd like to thank Chris Braggs, Basestocks Sales Manager, EAME; Fernanda Tanneau, Basestocks Account Manager; and Willem Smets, Basestocks Technical Support, for orchestrating a highly informative and enjoyable experience.

This collaboration underlines our strategy to staying at the forefront of technological advancements in the lubricants industry and fostering strong industry relationships.



OPTIGUARD 20W-50 (M166)'S QUALITY SHINES IN HRCR CLASSIC RALLY CHAMPIONSHIPS



As the official lubricants partner to the Historic Rally Car Register (HRCR) for the 2023 / 2024 MINI Sport Cup and Stage Masters Challenge, we provided all competing cars with our high-quality Optiguard oil.

Driver, Craig King, hailed Optiguard 20W-50 (M166) as the key to keeping his engine in optimal condition throughout the season.

The HRCR's two championships offer competitors in classic rally machinery a calendar of high-octane events on a mixture of surfaces across the UK, with the MINI Sport Cup open to all Mini and Mini derivatives built up to the end of 1990, and the Stage Masters Challenge open to any vehicle registered before the end of 1990; resulting in an eclectic mix of cars competing on some of the country's finest rally stages.

The partnership saw our Optiguard 20W-50 (M166) delivered to each of the competing crews, with Exol branding on their vehicles too.

After experiencing clutch issues in the Tour of Epynt Rally at the end of July, Craig stripped down the engine of his car and was pleasantly surprised by what he found - thanks to the power of Exol oil.

Craig comments: "In short, the engine looks almost brand new! The crankshaft, cam belt, bores and bearings are all in mint condition. Likewise, the gearbox looks immaculate. And this after more than a season of hard use on the rallies. This (Exol) oil we are using is incredible stuff!"

The HRCR Stage Masters Championship is back for 2024 and we're pleased to be back once again supporting this great event with our premium products.

EXOL BACKS MOTO X RIDER KEALAN HARVEY

We're pleased to be continuing our support for sixteen-year-old Enduro rider Kealan Harvey, with his KTM 150 Enduro bike running on our Optima Racing Two Stroke (M124) oil and the Exol logo on his motocross bike and racing kit.

Harvey has been riding since he was six when he received his first bike, and his love of competing in the sport began in 2020 where he rode in his first enduro event in Wales.

He kicked off 2024 with determination, competing on January 21st in the ACU Southern Centre Winter Enduro Series (Round 4), followed by the CORE Off-Road Event in Thorncombe on February 11th. Here Harvey competed alongside teammate Stanley Earle, in a grueling 4-hour, 2-man team race. Their hard work paid off as they secured 3rd place in the Expert Team Race, showcasing their endurance and teamwork.

Despite a rocky start on March 10th at the Rogershill Raceway Winter Series (Final Round), Harvey made a remarkable comeback to clinch 3rd place, ultimately becoming the joint winner of the Clubman A Group series.

During the season break Harvey geared up for the Welsh Open Sprint Championship with some intense practice sessions at the Pre-Championship Practice at Newquay Motocross Track.



In June, Harvey raced at the ACU British Sprint Enduro Championships at Rogershill Raceway in Dorset, competing fiercely and showcasing his skills on the demanding track.

Following his performance in Dorset, Harvey competed at Saintswell for the Welsh Open Sprint Championship (Round 2) continuing his pursuit of excellence in the championship series.

Throughout these events, Harvey's dedication and passion for racing have been evident. Each race has been an opportunity for him to demonstrate his skill and determination, consistently fuelled by Exol's high-performance lubricants. We are incredibly proud of Harvey's achievements and look forward to supporting him in future races.

EXOL'S PARTICIPATES IN STANDING WITH GIANTS MEMORIAL RIDE

Exol's Area Sales Manager, Wayne Baker, proudly joined over 250 Harley Davidson owners for the Standing with Giants memorial ride.

The event, organised by the Standing with Giants foundation, involved escorting trucks carrying 1,475 soldier silhouettes from Blenheim Palace to Portsmouth, then to their new home in Normandy.

Wayne comments: "It was a privilege to be invited to this memorial ride to honour and remember the brave soldiers who gave their lives."

The soldier silhouettes were installed at the British Normandy Memorial from April to mid-August 2024, commemorating servicemen who died on D-Day.



OLIVER HARRINGTON'S RACING HIGHLIGHTS



Exol Lubricants is thrilled to support young moto x racer Oliver Harrington, who has demonstrated outstanding talent and determination on the racing circuit this year.

In February Oliver competed in the EXGB British Indoor Championship (Round 1), Auto E3 class for 4-6-year-olds at Wheeldon Off Road Centre, Devon. His impressive performance saw him finish 5th overall, with only seconds separating the top four riders. Oliver's talent and competitive spirit shone through in this tight race, making it a memorable start to the year.

Oliver continued his streak of excellence, racing in Devon for the British Indoor EX Championships (Round 2) and finishing 3rd overall. The competition was fierce, with just a few points and seconds between the riders, but Oliver's skill and determination secured him a spot on the podium.

Throughout these competitions, Oliver has shown remarkable progress and skill, consistently performing at a high level with Exol's premium lubricants powering his moto x bike.

EXOL-SPONSORED SHINSIRI RACING TEAM DRIVES TO VICTORY...AGAIN!



Our sole distributor in Thailand, Kobchai Chinthamraks, and the Shinsiri Racing Team performances has led to the team securing multiple podiums this year.

In the Super Turbo Round 2 races in Thailand, the team dominated by taking 1st place in four races. Car No. 8 clinched 1st in both Race 3 and Race 4, while Car No. 70 finished 4th and 3rd. In Division D3, they placed 4th in Race 3 and 2nd in Race 4, positioning them confidently for the upcoming Super NZ Championship.

Their success continued at the 2023 Idemitsu Super Endurance 600, where Car No. 8 took 1st place and Car No. 70 secured 3rd place. All their victories were powered by Exol's Optima Sport 10W-60, a high-performance oil that has proven its resilience on the track, enhancing engine efficiency and ensuring optimal performance.

Looking ahead, Exol Thailand's Toyota Pattaya 1998 race car is gearing up for the 2024 Idemitsu 1500 Super Endurance 25-hour

race event at the end of this year, building on their impressive performance in 2022 where they completed 609 laps.

We are committed to supporting our racing partners with top-tier lubricants that deliver excellence on the track. Congratulations to the entire Shinsiri Racing Team for their outstanding achievements.



DID YOU KNOW?...

This year we celebrate our **40th anniversary**, so we're looking back at how the world was when Exol first launched...



DID YOU KNOW?...

In the same year Exol was founded, Richard Branson formed Virgin Atlantic Airways.



DID YOU KNOW?...

In London, construction of the Thames Barrier was officially completed



DID YOU KNOW?...

Over the pond in the States, the Chicago White Sox and Milwaukee Brewers played the longest game in Major League Baseball history. Lasting eight hours and six minutes



DID YOU KNOW?...

The Honda Accord was voted one of the top ten cars in 1984, but as an import



DID YOU KNOW?...

During an eight-day mission on the space shuttle Challenger The first untethered spacewalk is made by Astronauts Bruce McCandless II and Robert L. Stewart



DID YOU KNOW?...

UK miners went on strike for one year

FOLLOW EXOL ON:



EXCELLENCE IN LUBRICANTS

CONTACT EXOL LUBRICANTS LTD

Head Office: All Saints Road, Wednesbury, West Midlands, W510 9LL.
Bulk Blending Plant: Stevenson Wharf, Northfield Road, Rotherham, S60 1RR.
Tel: +44 (0) 121 568 6800 Fax: +44 (0) 121 568 6720
Website: www.exol-lubricants.com
Twitter: @ExolLubricants Facebook: facebook.com/exol.oils

