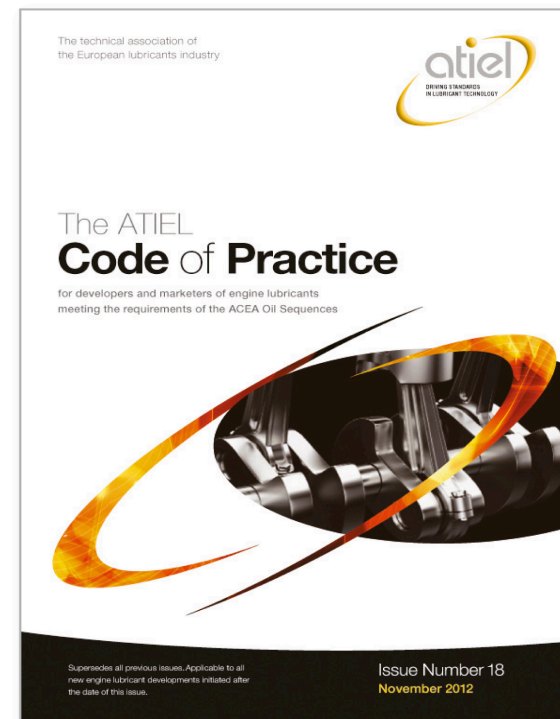


The ATIEL Code of Practice

for developers and marketers
of engine lubricants meeting
the requirements of European
ACEA performance specifications.



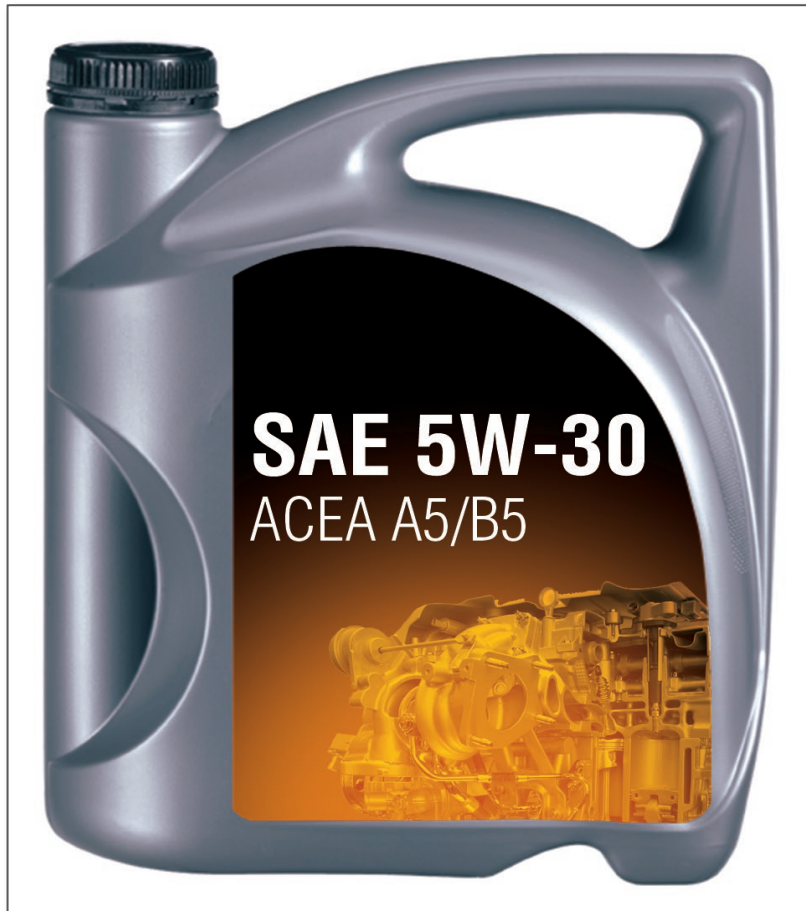
Lubricants Russia - Moscow, November 2013

Speaker introduction



- **Adri van de Ven**
 - Kuwait Petroleum - Product Development Manager
 - Member of the ATIEL Base Oil Interchange Committee
 - 28-year career in the oil industry

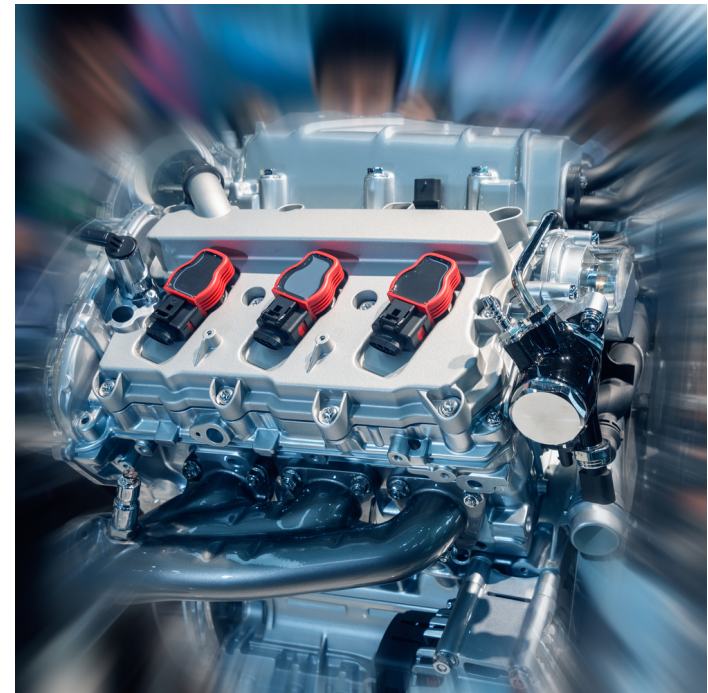
Engine lubricant performance claims



- Recognise this?
- Example of an engine lubricant with an ACEA (European Automobile Manufacturers' Association) performance claim (ACEA A5/B5).
- Could become more familiar...

ACEA European Oil Sequences

- ACEA European Oil Sequences are quality standards for engine lubricants used in light duty passenger cars & heavy duty trucks.
- The ACEA Oil Sequences are updated regularly to address:
 - Changes in legislation
 - Changes in engine design/technology
 - Changes in fuel composition (eg biofuels)



ACEA members

BMW Group

PSA PEUGEOT CITROËN 

DAF

DAIMLER

FIAT
DESIGN TO MOVE

Ford

GM


HYUNDAI

IVECO


JAGUAR

LAND-ROVER


RENAULT

TOYOTA

VOLKSWAGEN
AKTIENGESELLSCHAFT


VOLVO

Influence of ACEA Oil Sequences

- Market growth for vehicles and lubricants is mainly outside Western Europe.
- Russia is reportedly now the largest car market in Europe - and still growing.
- European manufacturers are increasing their presence in Russia.
- 12 out of 15 ACEA members already have vehicle assembly or engine production facilities in Russia.



Importance of quality standards

- ACEA members need to know that appropriate quality engine lubricants will be available in all their markets.
- Trade/workshops need assurance that inadequate lubricant performance will not lead to warranty claims.
- Consumers need confidence in quality of the products being used in their vehicles.
- ATIEL, through its Code of Practice, is there to help...



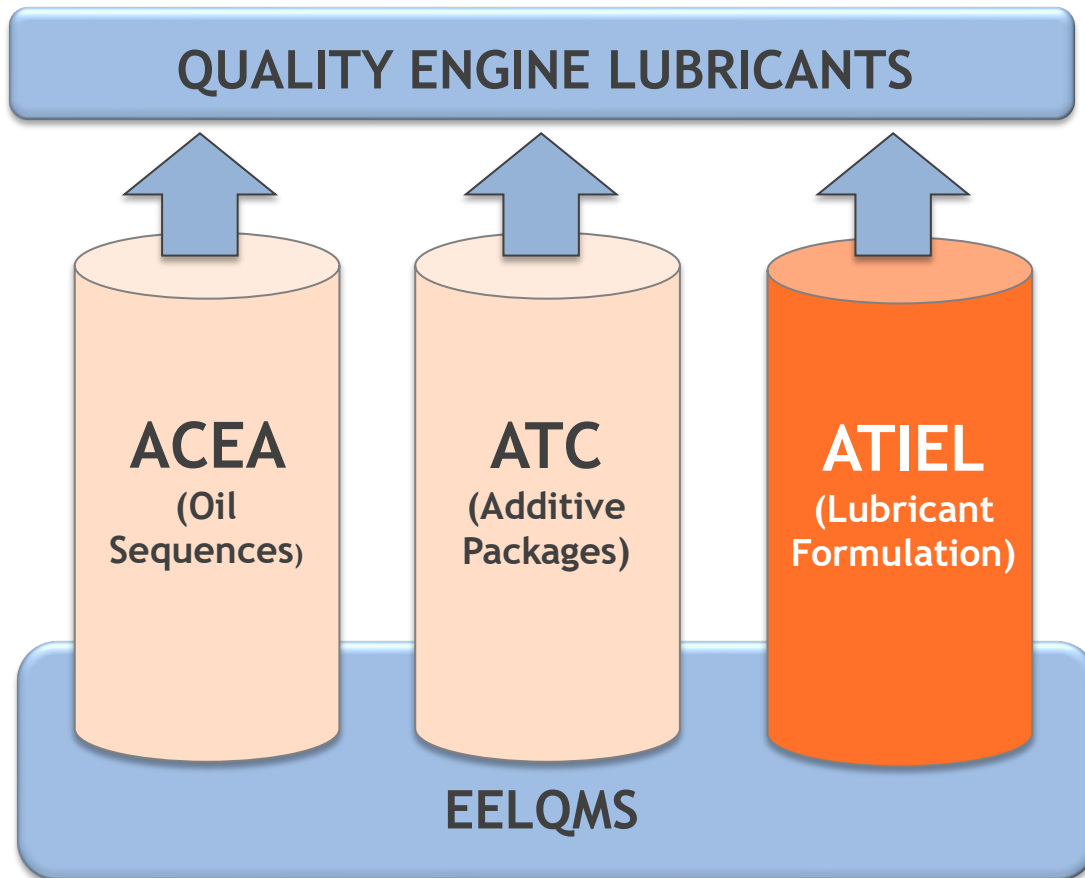
ACEA performance claims

- Lubricant marketers are responsible for all aspects of product liability!
- Companies claiming ACEA performance can include claims for specific engine categories on their product labelling.
- For claims to be valid ACEA requires engine lubricants to be developed in accordance with the European Engine Lubricant Quality Management System (EELQMS).
- The ATIEL Code of Practice is a core pillar of EELQMS.



EELQMS

European Engine Lubricants Quality Management System



- Developed through collaboration of key stakeholders - ACEA, ATC and ATIEL.



EELQMS - stakeholder benefits

OEMs

- Controlled and consistent quality of engine lubricants
- Wide availability of lubricants meeting ACEA requirements
- Protection against warranty claims



End user

- Trouble-free operation
- Confidence in lubricant performance claims
- Wide availability of lubricants of appropriate quality



Lubricant and additive industry

- Timely, cost-effective engine lubricant development
- Common approach & standards (level playing field)
- Formulation optimisation and controlled flexibility to ensure wide availability of appropriate quality lubricants



What is ATIEL?

- The technical association of the European lubricants industry.
- Represents the common interests of European lubricant manufacturing and marketing companies.
- Membership open to companies actively engaged in the marketing and/or manufacture of lubricants in Europe.
- Promotes dialogue between members and associated industries on technical issues, regulations, specifications and best practice.



ATIEL membership



- 20 member companies -
European and global, major and independent representation

ATIEL: key technical activities

QUALITY

- Developing guidelines and best practices for formulation of engine lubricants.
- Promoting quality and availability of appropriate lubricants.
- Supporting auditable quality management systems.



PRODUCT SAFETY

- Assisting lubricants companies to comply with European Union's REACH regulation.
- Developing common practices on health, safety and environmental issues.



ATIEL Code of Practice

- Document that assists lubricant companies in their compliance with the requirements of the ACEA Oil Sequences.
- Provides formulation guidelines that present accepted industry best practices - updated in line with evolution of the ACEA Oil Sequences.
- Provides a common approach and standards for the whole industry.
- In existence since 1996 - currently on Issue 19.



Code of Practice - contribution to quality

Since 1996 the existence of the ATIEL Code of Practice has contributed to:

- Higher quality lubricants in the market
- More precise engine & lab tests
- Clearer formulation guidelines
- Development of a lubricant quality management system



Code of Practice - how does it help?

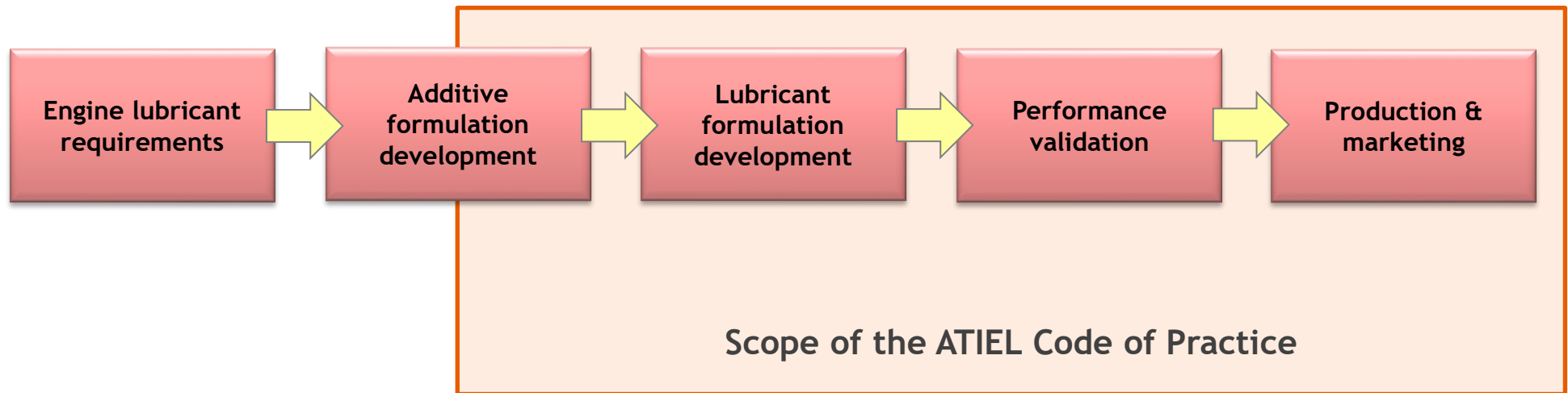
- **Facilitates efficient lubricant development by:**
 - providing a documented, structured approach
 - eliminating unnecessary or duplicate testing
 - reducing product development time
 - making more effective use of resources
- **Provides standard guidelines and auditable quality management systems to ensure consistent quality of lubricants.**
- **Ensures availability of appropriate lubricants worldwide (different base stocks, viscosity grades) through controlled formulation flexibility.**

ATIEL Code of Practice

- Lubricant marketers are responsible for all aspects of product liability!
- For engine lubricants to be accepted for use by ACEA, they must meet minimum quality & performance levels as set out in the Oil Sequences.
- Marketers of a lubricant claiming to meet ACEA performance requirements must ensure compliance with the ATIEL Code of Practice.
- Compliance with the Code of Practice includes signing a Marketers' Letter of Conformance and filing it with ATIEL.

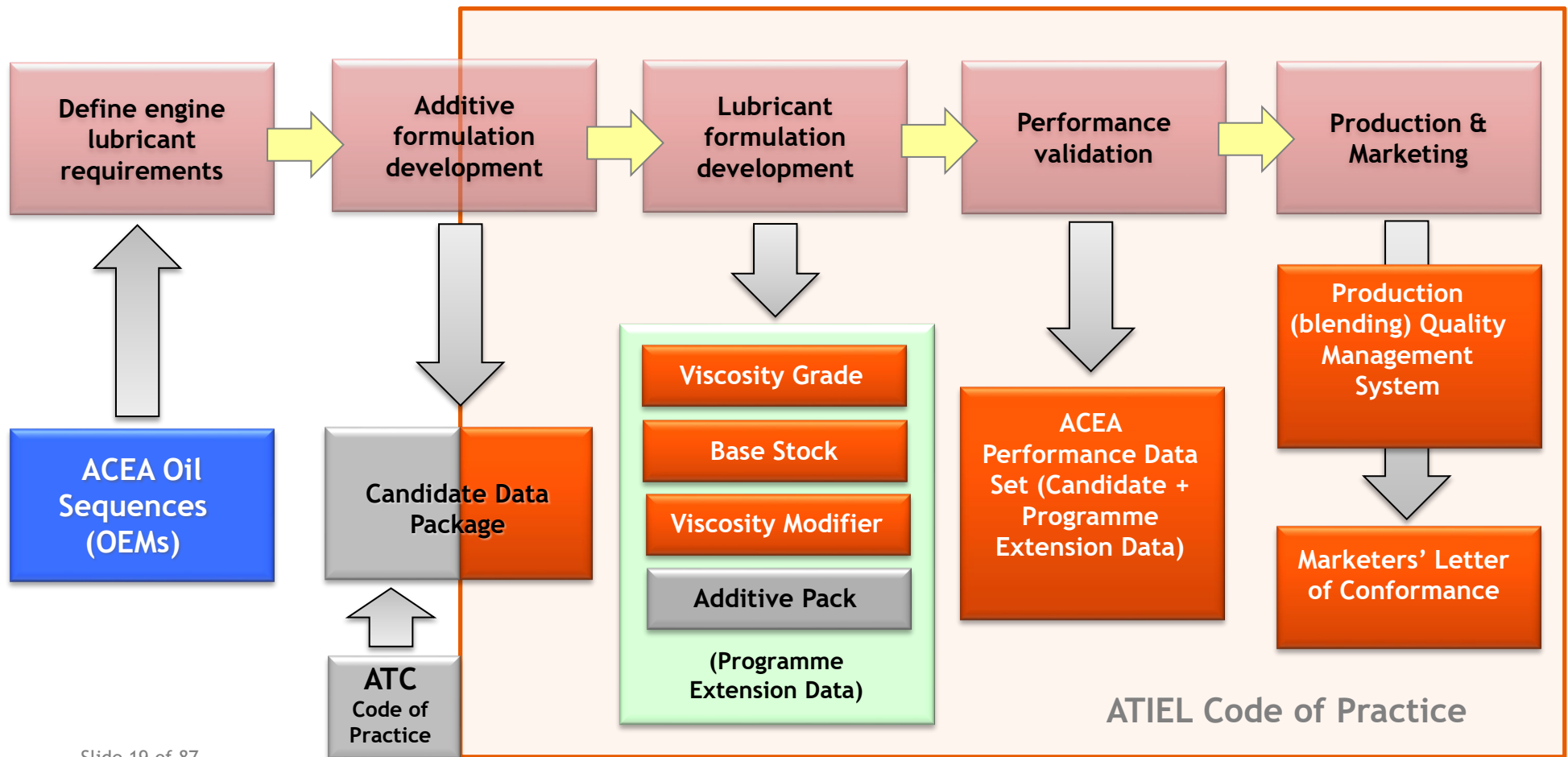


How does the ATIEL Code of Practice apply to the lubricant development process?

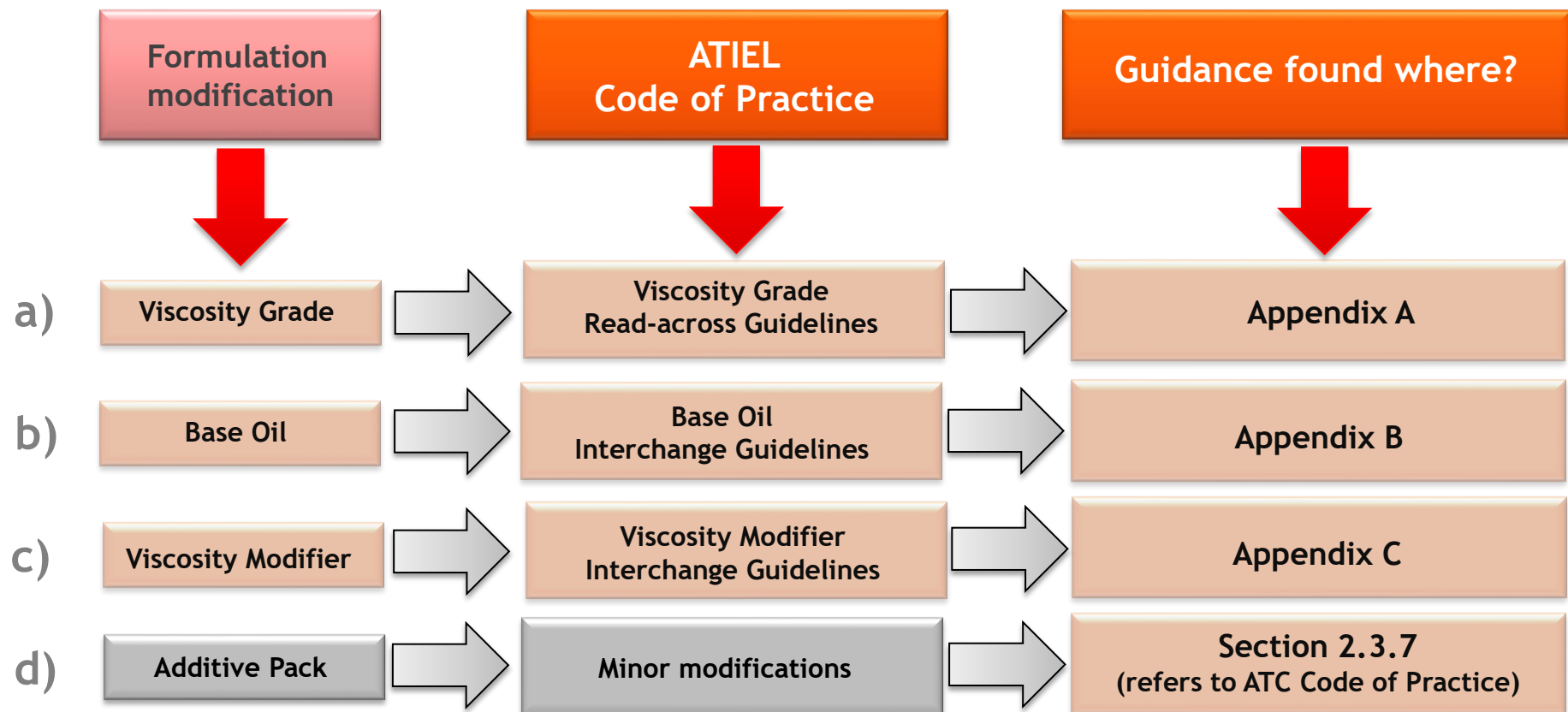


- The primary role of the Code of Practice is to generate an ACEA Performance Data Set to support the technical integrity of a lubricant relative to the ACEA performance requirements.

Engine lubricant development programme



How to use the Code of Practice



Lubricant formulation development

Viscosity Grade Read-Across (VGRA) guidelines allow development of tailored viscosity formulations for:

- different climate zones
- fuel economy
- different engine types

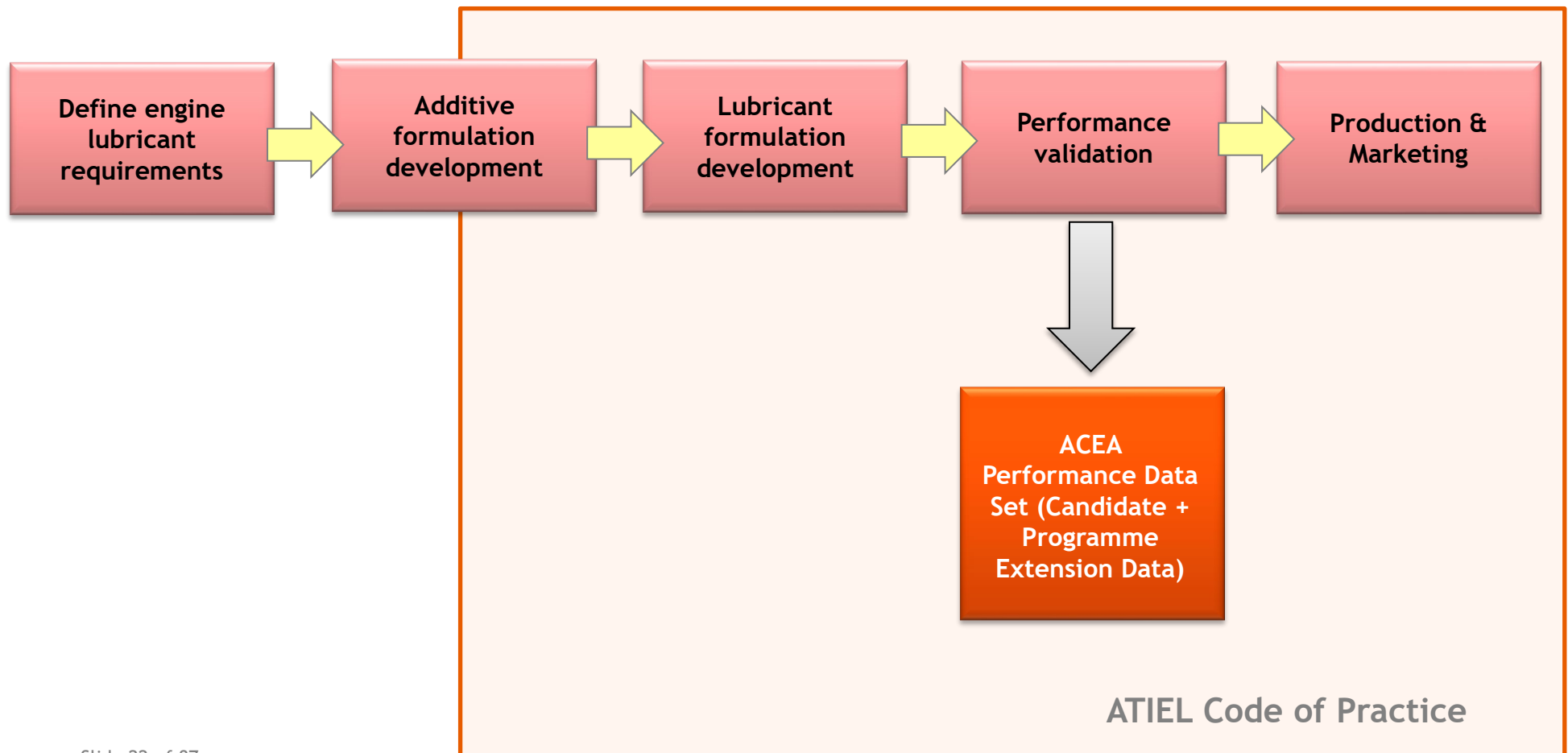
Base Oil Interchange (BOI) guidelines allow:

- Formulators to accommodate variations in availability of base stocks
- Optimisation of lubricant formulations

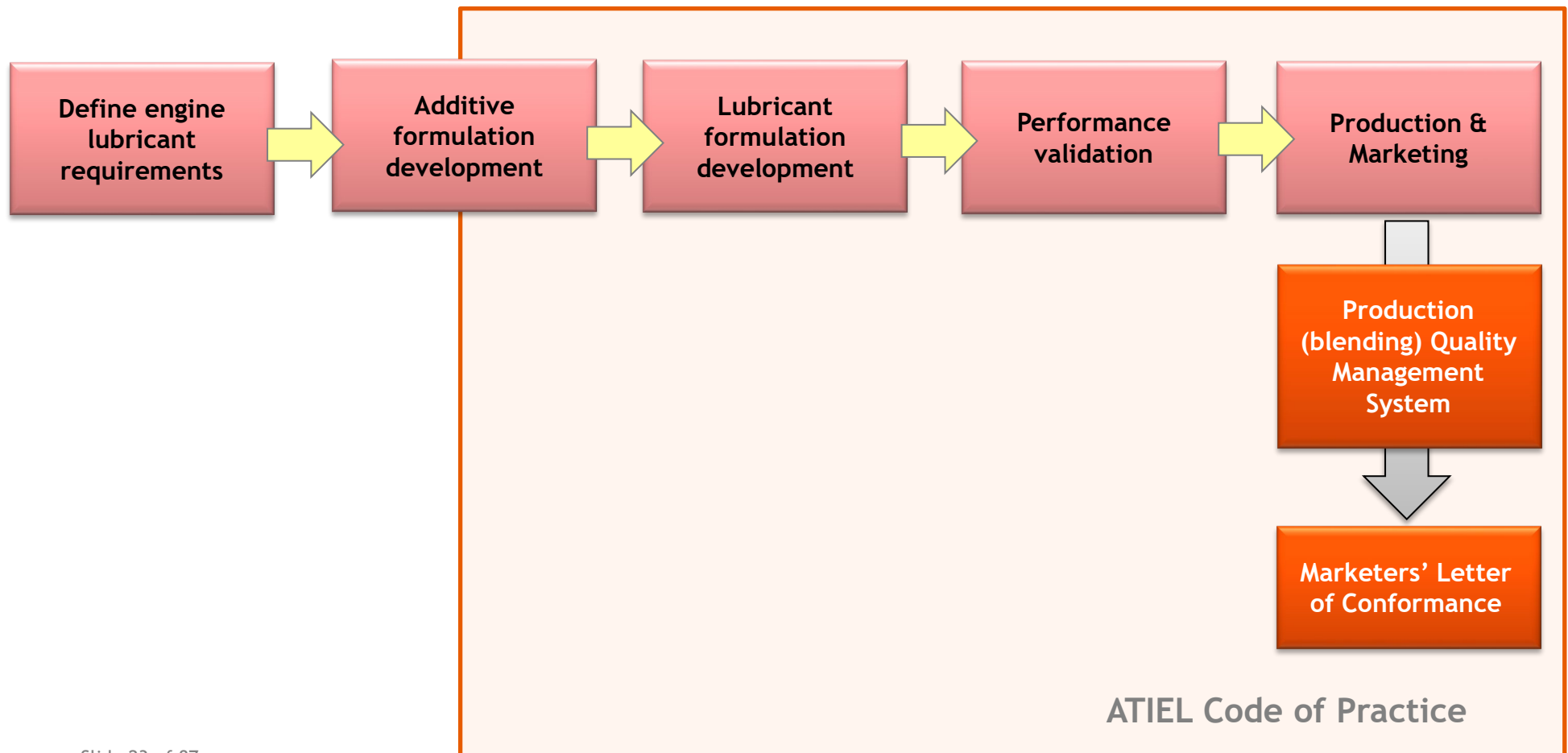
Viscosity Modifier Interchange (VMI) guidelines allow for:

- Variations in availability of different viscosity modifiers
- Formulation optimisation
- Product performance enhancement

Performance validation



Engine lubricant development programme








Marketing

Compliance with the Code of Practice includes signing a Lubricant Marketers' Letter of Conformance

- Required for ACEA performance claims
- Confirms compliance with EELQMS
- Signed Letters held by ATIEL
- List of signatories on ATIEL website
- Renewed every two years
- Membership of ATIEL is not required to be a signatory
- Letter of Conformance template available from ATIEL website: www.atiel.org



Benefits of compliance

- Compliance with the ATIEL Code of Practice benefits all stakeholders:
 - OEMs 
 - Lubricant companies 
 - Additive companies 
 - Workshops 
 - Consumers 
- ATIEL is committed to update the Code of Practice in line with the continuous evolution of the ACEA Oil Sequences.
- ATIEL actively promotes cross-industry adoption of the Code of Practice both in and outside Europe.

Conclusion

- Lubricant marketers are responsible for all aspects of product liability!
- ACEA quality lubricants are increasingly required outside Western Europe.
- For lubricants to be accepted for use by ACEA, they must meet minimum quality & performance levels set out in the Oil Sequences.
- Marketers of a lubricant claiming to meet ACEA performance requirements must ensure compliance with EELQMS and the ATIEL Code of Practice.
- Compliance with the Code of Practice includes signing a Marketers' Letter of Conformance.



Thank you!

**To download the current issue of the
ATIEL Code of Practice please visit:**

www.atiel.org