

Brand strategy of the automotive FUCHS-products PENTOSIN products in future under TITAN brand

Dear Sirs,

Based on a corporate decision, we are currently adjusting the brand world of automotive products and are currently in the middle of integrating the PENTOSIN products into our FUCHS TITAN portfolio.

PENTOSIN



TITAN

Brand strategy

In 2016, Deutsche Pentosin Werke GmbH (DPW) was merged with FUCHS Schmierstoffe GmbH (FS). Until then both companies have had different core products, on which the development and the cooperation with the OEM had been focused. After comparing these two “specialists“, we established PENTOSIN as an automotive lead brand for dual clutch transmission fluids, central hydraulic and power steering fluids next to TITAN and MAINTAIN lead brands – all three under FUCHS umbrella brand. All Pentosin products which were not affected by this change (those with “globe” logo) are fading out since latest end of 2018.

In order to establish a clear brand strategy worldwide, all remaining products under PENTOSIN lead brand will now be integrated under the TITAN lead brand.

This results in the following core brands for automotive lubricants:

Lead brand	for:
	• Engine oils • (Manual transmission and Axle) Gear oils • Automatic transmission fluids • Dual clutch transmission fluids • Central hydraulic & power steering fluids
	• Antifreeze • Brake fluids and fuel additives

AGRIFARM, PLANTO and SILKOLENE remain unchanged.

Modifications to the product catalogue 2/2019

For the following products modifications of the nomenclature and the packaging layout will be implemented with the 2/2019 product catalogue. The formulation and composition of the products are not affected.

Dual clutch transmission fluids

Former Product Name	New Product Name	Design / Layout
PENTOSIN FFL-52529	TITAN FFL-52529	
PENTOSIN FFL-2	TITAN FFL-2	
PENTOSIN FFL-3	TITAN FFL-3	
PENTOSIN FFL-4	TITAN FFL-4	
PENTOSIN FFL-8	TITAN FFL-8	
PENTOSIN FFL-10	TITAN FFL-10	
PENTOSIN FFL-RACING	TITAN FFL-RACING	

Central hydraulic & power steering fluids

Former Product Name	New Product Name	Design / Layout
PENTOSIN CHF 11S	TITAN CHF 11S	
PENTOSIN CHF 202	TITAN CHF 202	
PENTOSIN CHF 5364 B	TITAN CHF 5364B	
PENTOSIN LHM+	TITAN LHM+	
PENTOSIN PSF	TITAN PSF	

The delivery of the products can partially be done in the old layout and under the old name in the following months of 2019.

Your FUCHS Team Product Management Automotive