

# Q8Oils: Leading the field in quality

*At Q8Oils, we believe that producing high-performance engine oil is not simply a matter of fulfilling the manufacturing standards of today. It is about actively setting the new standards of tomorrow.*

The automotive landscape has shifted dramatically over the last decade. Today, “high-performance” in an engine no longer simply means speed and power; it means efficiency, resilience and cleanliness too.

At Q8Oils, we believe that this fundamentally changes the requirements for the lubricants industry: For the new breed of high-efficiency, high-performance engines to deliver on their promises, our industry must meet new premium standards too. As long as quality and continuous improvement are our guiding principles, these developments in automotive – restrictions on carbon emissions, demands for greater fuel economy and engine durability – all represent an opportunity for our own industry to grow. State-of-the-art lubricants will be part of helping to create cleaner cities, more efficient technologies, less waste and more energy. Together with engine manufacturers and consumers, we will be building the future.

As part of Kuwait Petroleum Corporation, one of the worlds’ largest oil producers, Q8Oils’ goal is to lead the industry on quality assurance. It’s why we promise never to compromise our lubricants by using base oils or additives that have. It’s why we run constant tests to ensure our lubricants continually fulfil the necessary requirements of all new engine types and classes. It’s why our Q8 Research & Development Center, with over 1,000 years of combined technical expertise, strives to exceed the specifications laid down by OEMs and interest groups like ACEA and API: We believe they are not guidelines; they are base requirements. We believe the expectation is that we will build on those protocols, to help automotive engineering reach even greater heights.

## **Raising standards across the industry**

We want this drive for excellence not just to be our mission at Q8Oils, but the mission of every lubricants producer, and we believe that that process begins with clearer quality differentiation: Consumers and manufacturers need to be able to distinguish the truly premium oils from the rest. Our own attendance to the highest

standards is why we have been one of the leading advocates in recent years for the introduction of clearer product labelling for lubricants.

That's why Q8Oils is proud to have become a signatory to the European Engine Lubricants Quality Management System (EELQMS), the series of development protocols, test methods, production standards and codes of practice that is now widely recognised as the gold standard of quality for automotive engine lubricants around the world. (See sidebox.) It's why our Head of Research at Q8 Research & Development, Adri van de Ven, who was unanimously appointed to the ATIEL Executive Committee in 2016, has been at the forefront of the launch of a new EELQMS training programme for lubricants suppliers, aiming to increase understanding of the issue in our community. And it's why Q8Oils applauds the recent introduction of regulations permitting only lubricant manufacturers with EELQMS status to print ACEA's European Oil Sequences compliance claims on their product labelling; Q8Oils is now proud to do so on the packaging of such lubricants as Q8 Formula Truck products for Heavy Duty and the wide range of Q8 Formula products for passenger cars products such as SAE 0W-16, 0W-20, 5W-20, 0W-30, 5W-30, 5W-40 and 10W-40 that always will exceed the requirements, not only for ACEA and API but it also offer coverage of the OEM requirements and approvals.

Now, Q8Oils is committed to working with the rest of the sector to promote a wider understanding of the importance of quality management through collective industry-wide endeavours – public outreach, consumer education, training, enhanced marketing and labelling, product research and development, as well as working with representative bodies like ATIEL, ACEA, API and ATC to continue refinement of the EELQMS measures.

It underlines our commitment to the idea that if our industry consistently produces automotive oils that go above and beyond required specifications, our sector will be not just a facilitator of change, but rather a leading player in setting the highest motoring standards – and living standards – of the future.

## **The EELQMS**

The EELQMS was established in 1996 to unify several pre-existing European standards into a single excellence measure for the lubricant industry. Four leading stakeholders pioneered its creation, with each contributing their own best-in-class standards to the quality measure:

- **The European Automobile Manufacturers Association (ACEA)** provides the keystone of the EELQMS with its European Oil Sequences, which measures lubricant quality across every different engine category.
- **The Technical Association of the European Lubricants Industry (ATIEL)** and **The Technical Committee of Petroleum Additive Manufacturers in Europe (ATC)** each bring their Code of Practice into the EELQMS as 'pillars of principle' – encouraging the adoption of common standards and best practices in lubricant development, and defining key measures in engine and laboratory testing.
- **The Coordinating European Council for the development of performance tests for fuels, lubricants and other fluids (CEC)**, and **ASTM International** contribute to EELQMS their own globally recognised, standardised lubricant test methods.

Since its introduction, the EELQMS has led to more clearly defined specifications for service-fill engine lubricants, test procedures with better repeatability, and consistently higher quality lubricants in the market.

Its popularity attests to this: There has been an exponential increase in signatories to the EELQMS year on year since its inception, and from an increasing global reach (from as far afield as Argentina, Israel and Thailand), highlighting the leading standards the EELQMS provides. To date, over 140 companies worldwide have signed a Letter of Conformance with EELQMS.