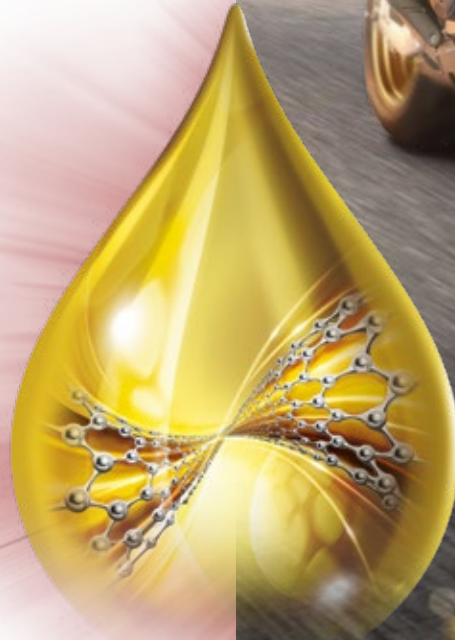


Global Brand Communication Toolkit

PETRONAS *Sprinta*

Instant Response



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Ready?

Brand story

Brand story

Insight

When you live life on two wheels, you're fully connected to the world around you. The elements, your bike, the bustling city streets, the wide-open roads... You're as one with it all – alert, alive and ready to respond to everything that comes your way.

The same is true of your bike.

Product insight

The oil is engineered to **come alive**, delivering an **instant response** to the multiple demands of the bike's critical areas for exceptional performance.

Human insight

Riders **come alive** on their bikes, **instantly responding** to and embracing the challenges and opportunities of an ever-changing environment, to make the most of every moment.

Brand story

Proposition

The new insight has been used to update our brand proposition, creating a new yet equally meaningful emotional role for PETRONAS Sprinta, to support its rational performance benefits.

Core proposition

PETRONAS Sprinta helps you come alive, delivering the instant response you need to make the most of every moment.

Core benefit

PETRONAS Sprinta with **UltraFlex™** technology is engineered to come alive – reacting immediately to flex to the different demands of all your bike’s critical areas, providing instant response for exceptional defence and performance so you can make the most of every moment.

Reason to believe (RTB)

PETRONAS Sprinta with **UltraFlex™** technology delivers an instant response, flexing to the multitude of demands in the bike’s critical areas – the engine, clutch and gears – all at once.

Brand story

Narrative

Our narrative has been recrafted to reflect the new insight and proposition.

The story

As the world transforms itself at breathtaking pace, one thing remains the same – the unique feeling you get when you're as one with your bike.

And now that feeling is more important than ever. Wider global factors combined with increasing congestion and competition on the ground mean that opportunities can feel fewer and farther between. Roads are crowded and getting busier. Life is moving faster and faster, responsibilities weigh heavy – so the moments when you are fully connected to your bike and immersed in your surroundings, are the moments that matter most.

The moments where you forget everything, and feel fully yourself. Truly alive.

Whether it's the sights and sounds of bustling city streets or the heart-pounding joy of one more Alpine corner, PETRONAS Sprinta with **UltraFlex™** technology is engineered to come alive so you can make the most of every moment. By reacting immediately to flex to the different demands of all your bike's critical areas, it provides instant response, for exceptional defence and performance.

Condensed

As the world transforms itself at breathtaking pace, one thing remains the same – the unique feeling you get when you're as one with your bike. When you are fully connected to your bike and immersed in your surroundings, you feel truly alive. And whether it's the sights and sounds of bustling city streets or the heart-pounding joy of one more Alpine corner, PETRONAS Sprinta with **UltraFlex™** technology is engineered to come alive so you can make the most of every moment. By reacting immediately to flex to the different demands of all your bike's critical areas, it provides instant response, for exceptional defence and performance.

In a sentence

PETRONAS Sprinta with **UltraFlex™** technology is engineered to come alive so you can make the most of every moment. By reacting immediately to flex to the different demands of all your bike's critical areas, it provides instant response, for exceptional defence and performance.



Come alive

You and your bike. There's nothing quite like the feeling.

It's when you come alive. Connected to the world around you, every sense heightened, you feel every heartbeat as you fly together, rider and machine.

You could be exploring the sights and smells of the urban jungle.

Escaping the everyday on your way home from work.

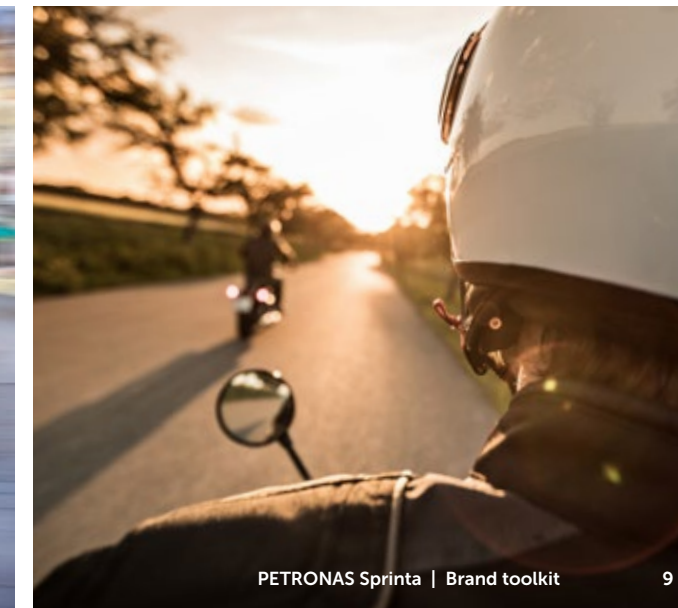
Or taking on every corner and winning, with the biggest smile on your face.

Wherever you are going, whatever you're doing, you feel it more deeply on your bike. You're immersed in the moment, your environment, your world, your ride.

Nothing else matters.

And as you open up the engine, new horizons await.

You wouldn't have it any other way.



Brand story

On a page

Global insight

The world is transforming itself at breathtaking pace. Wider global factors combined with increasing congestion and competition on the ground mean that opportunities can feel fewer and farther between. Roads are crowded and getting busier, life is moving faster and faster, and responsibilities weigh heavy.

Audience insight

When bikers are riding, they're immersed in the moment and fully themselves. The moments when they are fully connected to their bike and immersed in their surroundings, are the moments that matter most. The moments where they forget everything, and feel truly alive. On the daily commute, bikers are fully immersed in the sights and sounds of bustling city streets, arriving at work energised and celebrating freedom at the end of the day. Out on the Alpine roads, big bikers chase the same freedom, and the sunset, and the heart-pounding joy of one more corner...

Product insight

Motorcycle oil needs to deliver an instant response to the rider's demands in every moment and the rapidly-changing road and riding conditions, reaching all of the bike's critical parts and enabling them to perform responsively from a cold start, in traffic and out on the open road.

The challenge

The demands are unpredictable. Every moment is different and there's nothing routine about navigating life on two wheels. The ever-changing conditions create a dynamic chain reaction from rider to bike to oil, that needs constantly managing to avoid any harmful consequences.

The solution

PETRONAS Sprinta with UltraFlex™ technology is engineered to come alive – reacting immediately to flex to the different demands of all your bike's critical areas, providing instant response for exceptional defence and performance so you can make the most of every moment.

Product truth

The unique oil formulation reacts instantly and flexibly, responding to the multitude of demands in all of the bike's critical areas – the engine, clutch and gears – all at once.

Benefits

Functional: Delivers an instant response to the different demands of your bike's critical areas, providing exceptional defence and performance.

Emotional: The exhilarating feeling of being able to fully immerse yourself in the ride and make the most of every moment.

Brand proposition

Brand content framework

Brand proposition

PETRONAS Sprinta with UltraFlex™ technology is engineered to come alive – reacting immediately to flex to the different demands of all your bike’s critical areas, providing instant response for exceptional defence and performance so you can make the most of every moment.

Brand themes

Instant performance

UltraFlex™ technology activates instantly, flowing smoothly and consistently through the narrow oilways to lubricate the engine, surging to the clutch to create grip that prevents slipping and maintains power, and reaching the gears to deliver responsive shifting. It all comes together to deliver agility on the streets and full power on the open road.

- Enhances engine performance at high RPM by maintaining film strength, shear stability and viscosity
- Delivers the precise amount of grip in the clutch to avoid slipping and maintain power
- Responds to pressure and stress in the gears, enabling rapid, smooth flowing gear changes.

Instant defence

UltraFlex™ technology instantly delivers outstanding deposit and viscosity control to resist stress and heat, protecting moving parts against wear to keep maintenance bills down and your bike out on the road, where it belongs.

- Defends the engine against intense heat and thermal pressures, preventing harmful deposits and power loss
- Resists gear scuffing and grinding by preventing metal-to-metal contact
- Prevents clutch wear – whatever the riding style or conditions.

Instant care – now and always

PETRONAS Sprinta’s new formulation meets the latest and most stringent global environmental standards. In PLI we are committed to sustainable mobility, continuously pushing our limits and investing in innovative R&T projects to improve air quality for riders all over the world.

- The oil’s stable viscosity helps the bike run more efficiently, keeping optimal fuel economy performance
- Increases the engine life by minimising wear and delivering protection to the vital parts of the bike
- Meets the latest environmental compliance standards and enhances the catalyst durability.

Target audiences

For 2022, we have drilled deeper into our prospect audiences, conducting research to identify four key target segments among consumer and trade audiences that provide us with the greatest opportunity for market penetration.



**Passionate
bikers**



**Expert
riders**



**Motorbike
masters**



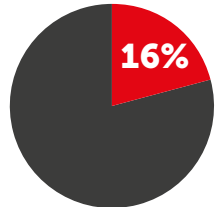
**Pragmatic
tinkerers**

Deep dive into MCO
Consumer segments...



Primary target audience

Consumer passionate bikers



“I want to use the best products for my bike, and will invest in them”

How I feel about my bike

I feel fully responsible for the well-being of my bike, and I want to ensure the best for it. I am happy to invest more in it for a better riding experience, and ensure that I do not delay my service.

How I feel about mechanics

I tend to go back to the same workshop for servicing and maintenance; the service there is good and they already know everything about my bike, so I trust that they know what they are doing. I like to watch during the service to ensure it is done well, and I like to learn from the mechanic as I am watching.

Bike servicing and oil choice

I don't need the servicing process to be simple and quick – I need to know that the mechanic is taking the time to do a good job. I always use the same brand and grade of engine oil that I know works well for my bike; I am interested in the engine oil that works best.

| | Motor-cycle | Scooter | 2-Stroke | 4-Stroke | Auto-matic |
|-------------------|-------------|---------|----------|----------|------------|
| Passionate Bikers | 78% | 22% | 18% | 63% | 16% |

| | | | | | |
|----------------------|-----|-----|-----|-----|-----|
| Total Global Profile | 75% | 25% | 18% | 62% | 18% |
|----------------------|-----|-----|-----|-----|-----|

| | DIY | DIFM | CIY | CIFM |
|-------------------|-----|------|-----|------|
| Passionate Bikers | 14% | 86% | 51% | 49% |

| | | | | |
|----------------------|-----|-----|-----|-----|
| Total Global Profile | 15% | 85% | 54% | 46% |
|----------------------|-----|-----|-----|-----|

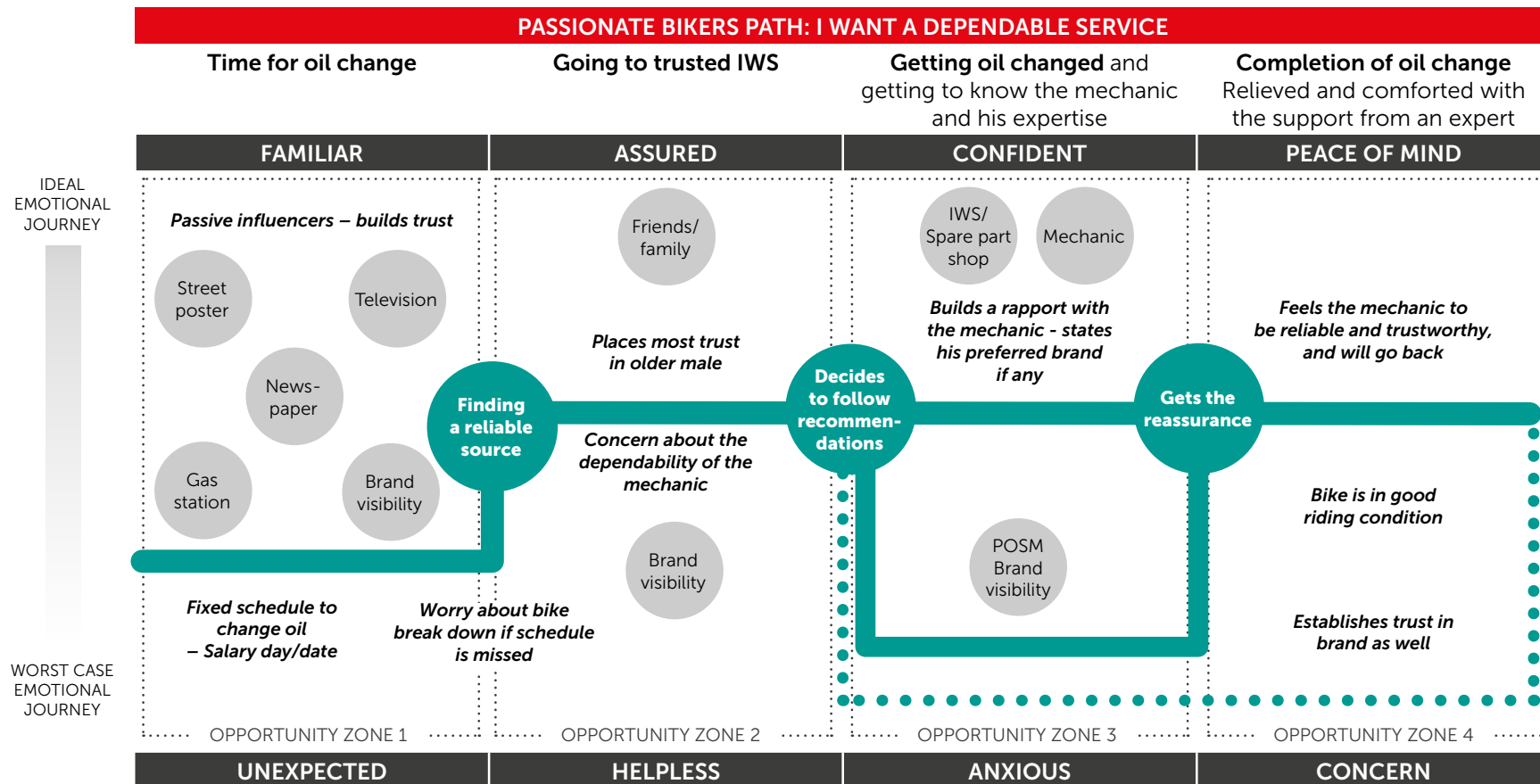
Geographical spread:

| | |
|-----------|-----|
| Brazil | 18% |
| Italy | 14% |
| India | 23% |
| Malaysia | 9% |
| Thailand | 10% |
| Indonesia | 11% |
| Vietnam | 15% |

● Significantly higher than average (95%) ● Significantly lower than average (95%)

Primary target audience

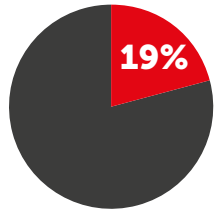
Consumer passionate bikers



Primary target audience

Consumer

expert riders



“I want to make informed and efficient choices about my bike servicing”



How I feel about my bike

My bike is a reflection of myself, therefore it is important that it is well maintained. I depend on my bike to get around, therefore everything needs to keep running reliably. I already understand quite a bit about motorcycle maintenance, and I like to learn more from the experts.

How I feel about mechanics

In an ideal world I would not rely on mechanics as much as I do, but I understand that I need them to help look after my bike properly. I am happy to spend money to get the servicing done, but I always negotiate with my mechanic for a cheaper price, and need them to give me all the details of what has been done. I prefer my service to be simple and quick.

Bike servicing and oil choice

I am happy to carry out simple servicing tasks myself (such as changing the oil) in order to save money. Even if the mechanic does the oil change, I prefer to choose the oil myself because I want to get the best oil at the best price. I get recommendations from mechanics, but also verify with trusted friends and family; I tend to have a few regular brands that I will choose between each time.

| | Motor-cycle | Scooter | 2-Stroke | 4-Stroke | Auto-matic |
|--|-------------|---------|----------|----------|------------|
|--|-------------|---------|----------|----------|------------|

| | | | | | |
|---------------|-----|-----|-----|-----|-----|
| Expert Bikers | 78% | 22% | 18% | 63% | 16% |
|---------------|-----|-----|-----|-----|-----|

| | | | | | |
|----------------------|-----|-----|-----|-----|-----|
| Total Global Profile | 75% | 25% | 18% | 62% | 18% |
|----------------------|-----|-----|-----|-----|-----|

| | DIY | DIFM | CIY | CIFM |
|--|-----|------|-----|------|
|--|-----|------|-----|------|

| | | | | |
|---------------|-----|-----|-----|-----|
| Expert Bikers | 21% | 79% | 63% | 37% |
|---------------|-----|-----|-----|-----|

| | | | | |
|----------------------|-----|-----|-----|-----|
| Total Global Profile | 15% | 85% | 54% | 46% |
|----------------------|-----|-----|-----|-----|

Geographical spread:

Brazil 16%

Italy 12%

India 27%

Malaysia 13%

Thailand 11%

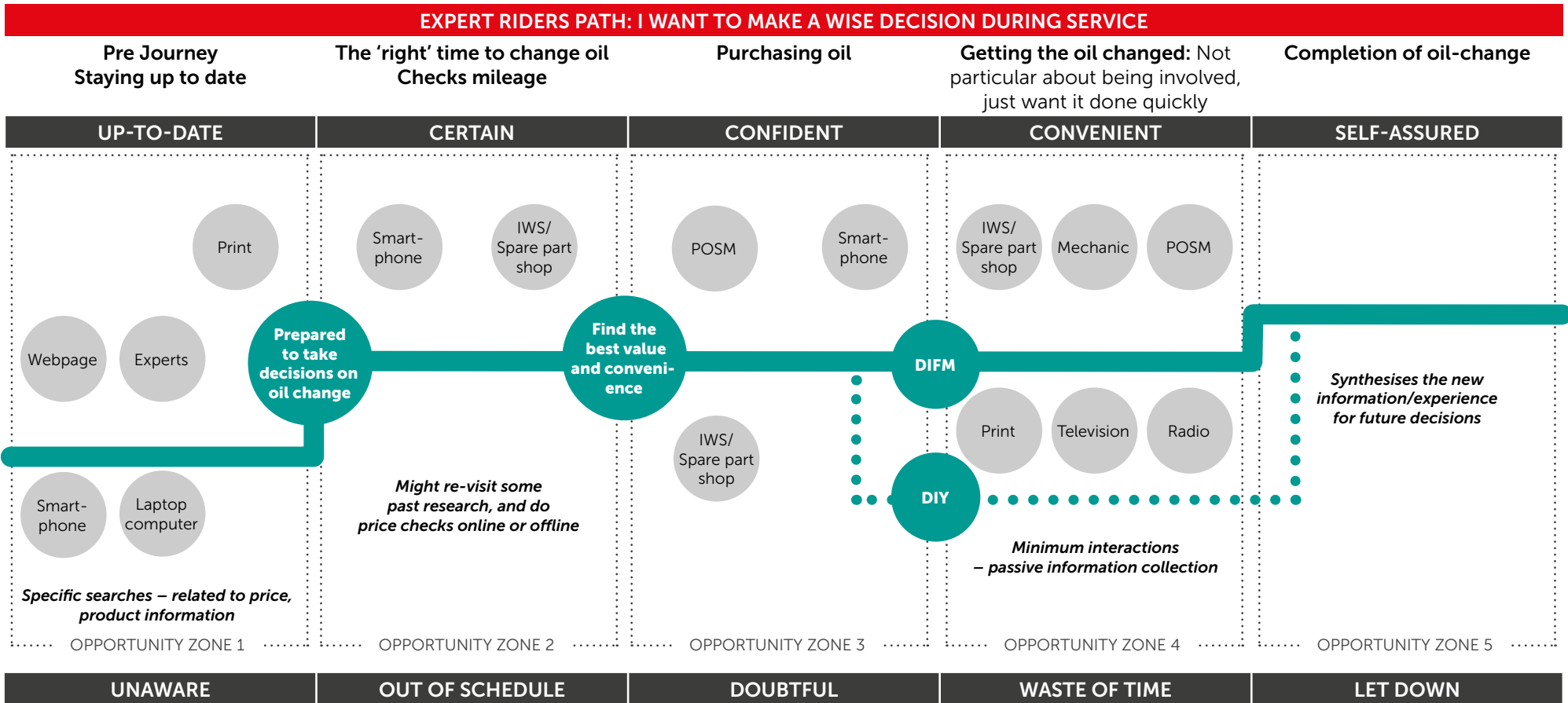
Indonesia 12%

Vietnam 9%

● Significantly higher than average (95%) ● Significantly lower than average (95%)

Primary target audience

Consumer
expert
bikers

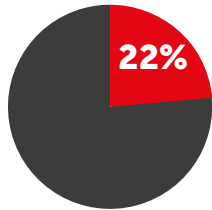


**Deep dive
into MCO
trade
segments...**



Primary target audience

Trade motorbike masters



“My customers are at the heart of my business; I need my suppliers to partner with me to ensure customer loyalty ”



My general approach to my business

I am in this business because I love motorcycles, and I am very proud of my business. I have good technical skills which my customers will travel to me for; I want to be known as a motorcycle expert and be recognised in the industry. Customer satisfaction is more important to me than getting the highest profits.

My relationship with oil suppliers

I stock only oil brands with proven high quality, so most of the time I only have 2-3 brands in stock. The quality is by far the most important aspect for any supplier to deliver; ideally suppliers should provide certification of authenticity. It is important that they understand me and my business. They also need to be responsive and not keep me waiting for stock. Overall I need my suppliers to work in close partnership with me and support my business.

Where I get information on lubricants

I rely on my lubricant suppliers to keep me up to date on any developments. I also always exchange knowledge with my customers and other friends who are motorcycle lovers.

| | Workshop | Quickfix | Retail |
|--|----------|----------|--------|
|--|----------|----------|--------|

| | | | |
|-------------------|-----|-----|-----|
| Motorbike Masters | 71% | 11% | 19% |
|-------------------|-----|-----|-----|

| | | | |
|----------------------|-----|-----|-----|
| Total Global Profile | 64% | 11% | 25% |
|----------------------|-----|-----|-----|

| | Workshop | | Demeanour | |
|--|----------|-------|-----------|-------------|
| | Clean | Dirty | Proud | Indifferent |

| | | | | |
|-------------------|-----|-----|-----|----|
| Motorbike Masters | 43% | 11% | 65% | 3% |
|-------------------|-----|-----|-----|----|

| | | | | |
|----------------------|-----|-----|-----|----|
| Total Global Profile | 41% | 10% | 54% | 5% |
|----------------------|-----|-----|-----|----|

| | Very friendly | Not friendly | Happy to talk | No time to talk |
|--|---------------|--------------|---------------|-----------------|
|--|---------------|--------------|---------------|-----------------|

| | | | | |
|-------------------|-----|----|-----|----|
| Motorbike Masters | 70% | 3% | 52% | 8% |
|-------------------|-----|----|-----|----|

| | | | | |
|----------------------|-----|----|-----|----|
| Total Global Profile | 65% | 3% | 51% | 7% |
|----------------------|-----|----|-----|----|

Geographical spread:

| | |
|--------|-----|
| Brazil | 12% |
|--------|-----|

| | |
|-------|-----|
| Italy | 20% |
|-------|-----|

| | |
|-------|-----|
| India | 23% |
|-------|-----|

| | |
|----------|-----|
| Malaysia | 11% |
|----------|-----|

| | |
|----------|-----|
| Thailand | 11% |
|----------|-----|

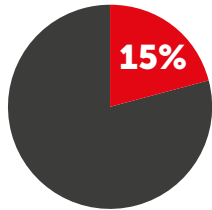
| | |
|-----------|-----|
| Indonesia | 10% |
|-----------|-----|

| | |
|---------|-----|
| Vietnam | 13% |
|---------|-----|

● Significantly higher than average (95%) ● Significantly lower than average (95%)

Primary target audience

Trade pragmatic tinkerers



“I need my suppliers to partner with me, offering me quality products that will help maximise my profits”



My general approach to my business

I am in this business because I love motorbikes. Customer satisfaction is important, but ultimately I need to make a profit. I know a lot about bikes and engine oil, and my customers come back to me because of my technical skills.

My relationship with oil suppliers

I stock a wide range of products to meet my customers’ needs. I strongly believe that my relationships with suppliers should be real partnerships. They need to ensure that they take time to understand me and my business, and ideally they should provide certification of authenticity so I am assured of the product quality. I am happy to display manufacturers’ material if it will help me sell their brand.

Where I get information on lubricants

I am like a sponge – I absorb information from multiple sources, both above- and below-the-line. Having said that, my primary resource is my suppliers - I expect them to keep me up to date. In the unlikely event that a customer asks me about something I have not heard of, I will go out of my way to find out more about it.

| | Workshop | Quickfix | Retail |
|--|----------|----------|--------|
|--|----------|----------|--------|

| | | | |
|---------------------|-----|----|-----|
| Pragmatic Tinkerers | 64% | 8% | 28% |
|---------------------|-----|----|-----|

| | | | |
|----------------------|-----|-----|-----|
| Total Global Profile | 64% | 11% | 25% |
|----------------------|-----|-----|-----|

| | Workshop | | Demeanour | |
|--|----------|-------|-----------|-------------|
| | Clean | Dirty | Proud | Indifferent |

| | | | | |
|---------------------|-----|----|-----|----|
| Pragmatic Tinkerers | 40% | 9% | 57% | 4% |
|---------------------|-----|----|-----|----|

| | | | | |
|----------------------|-----|-----|-----|----|
| Total Global Profile | 41% | 10% | 54% | 5% |
|----------------------|-----|-----|-----|----|

| | Very friendly | Not friendly | Happy to talk | No time to talk |
|--|---------------|--------------|---------------|-----------------|
|--|---------------|--------------|---------------|-----------------|

| | | | | |
|---------------------|-----|----|-----|----|
| Pragmatic Tinkerers | 68% | 3% | 55% | 6% |
|---------------------|-----|----|-----|----|

| | | | | |
|----------------------|-----|----|-----|----|
| Total Global Profile | 65% | 3% | 51% | 7% |
|----------------------|-----|----|-----|----|

Geographical spread:

| | |
|--------|----|
| Brazil | 9% |
|--------|----|

| | |
|-------|----|
| Italy | 9% |
|-------|----|

| | |
|-------|-----|
| India | 30% |
|-------|-----|

| | |
|----------|-----|
| Malaysia | 12% |
|----------|-----|

| | |
|----------|-----|
| Thailand | 19% |
|----------|-----|

| | |
|-----------|-----|
| Indonesia | 11% |
|-----------|-----|

| | |
|---------|-----|
| Vietnam | 11% |
|---------|-----|

● Significantly higher than average (95%) ● Significantly lower than average (95%)

Technical story

Please use the agreed form of language in this section in your communications to deliver the technical RTBs (Reasons To Believe) for PETRONAS Sprinta.

Core product story

Why motorbike engines must respond instantly

As the world transforms itself at breathtaking pace, one thing remains the same– the unique feeling you get when you're as one with your bike.

And now that feeling is more important than ever. Wider global factors combined with increasing congestion and competition on the ground mean that opportunities can feel fewer and farther between. Roads are crowded and getting busier. Life is moving faster and faster, responsibilities weigh heavy – and the moments when you are fully connected to your bike and immersed in your surroundings, are the moments that matter most. The moments where you forget everything, and feel fully yourself. Truly alive.

On the daily commute, bikers are fully immersed in the sights and sounds of bustling city streets, arriving at work energised and celebrating freedom at the end of the day. Out on the Alpine roads, big bikers chase the same freedom, and the sunset, and the heart-pounding joy of one more corner...

When you live life on two wheels, you need to be as one with it all – alert, alive and ready to respond to everything that comes your way. The same is true of your bike.

Expected to perform instinctively and responsively from cold starts, pushed to new limits and ridden hard every day, motorcycles must reliably respond to their riders' demands. However, increasing reliance on motorcycles leads to extra usage and places immense pressure on their engines and critical areas. Therefore, they need to be carefully maintained to maximise performance, for longer.



Core product story

What happens when a biker responds rapidly?

When a biker responds as rapidly as their modern environment requires, it places a number of demands on the bike's critical areas – the engine, clutch and gears – all at once.

It makes gear changes less responsive and increases the risk of clutch slips and power loss, which can be incredibly dangerous in situations where instant reactions are critical.

The daily stresses within your engine wear out moving parts quickly, which can be dangerous and costly in terms of maintenance and safety. It can also impact engine performance and power output, and affect the riding experience.

Consequently, these factors also have a detrimental effect on engine efficiency and fuel efficiency, increasing running costs and even environmental impact.

And that's where PETRONAS Sprinta with UltraFlex™ technology comes in.



Modern driving conditions lead to increased stresses on engines as motorcycles now have to work harder and react instantly in increasingly demanding driving conditions. These stresses therefore need to be managed in order to prevent engine damage and maintain performance.



Core product story

How PETRONAS Sprinta with **UltraFlex™** technology delivers the instant response you need

When you live life on two wheels, you're fully connected to the world around you. The elements, your bike, the bustling city streets, the wide-open roads... You need to be as one with it all – alert, alive and ready to respond to everything that comes your way.

The same is true of your bike...

Within a motorcycle's engine, oil is used to reduce the damage caused by gear scuffing, grinding and metal-to-metal contact – but conventional oil doesn't necessarily manage all of these areas all at once, or as efficiently and instantly as it should.

PETRONAS Sprinta's unique oil formulation reacts instantly and flexibly – responding to the multitude of demands in the bike's engine, clutch and gears, all at once.

PETRONAS Sprinta with **UltraFlex™** technology delivers an instant response, flexing to the multitude of demands in the bike's critical areas – the engine, clutch and gears – all at once.

- Engineered to come alive, delivering an instant response to rapidly changing road conditions
- Enables motorcycles to perform responsively from a cold start, in traffic and out on the open road
- Has a unique oil formulation that reacts instantly and flexibly – providing exceptional defence and performance.

It maintains power, prevents clutch slippage and delivers responsive shifting...

UltraFlex™
Instant response

...delivering control to deposits, viscosity and wear, plus resists stress and heat.

...and enhances oil stability to flex and flow, responding instantly to the bike's multiple demands.

The oil's unique formulation activates immediately...

Key features and benefits

Overview

UltraFlex™ technology activates instantly, lubricating the clutch to create grip that prevents slipping and maintains power – reaching all the gears to deliver responsive shifting.

The same technology delivers outstanding deposit and viscosity control to resist stress and heat, protecting moving parts against wear.

In addition, its unique formulation is designed to meet the latest and most stringent global environmental standards too. In summary, PETRONAS Sprinta is developed to deliver:



Instant performance

PETRONAS Sprinta with **UltraFlex™** technology activates instantly, flowing smoothly and consistently to lubricate the engine, surging to the clutch to create grip that prevents slippage and maintains power, and reaching the gears to deliver responsive shifting.



Instant defence

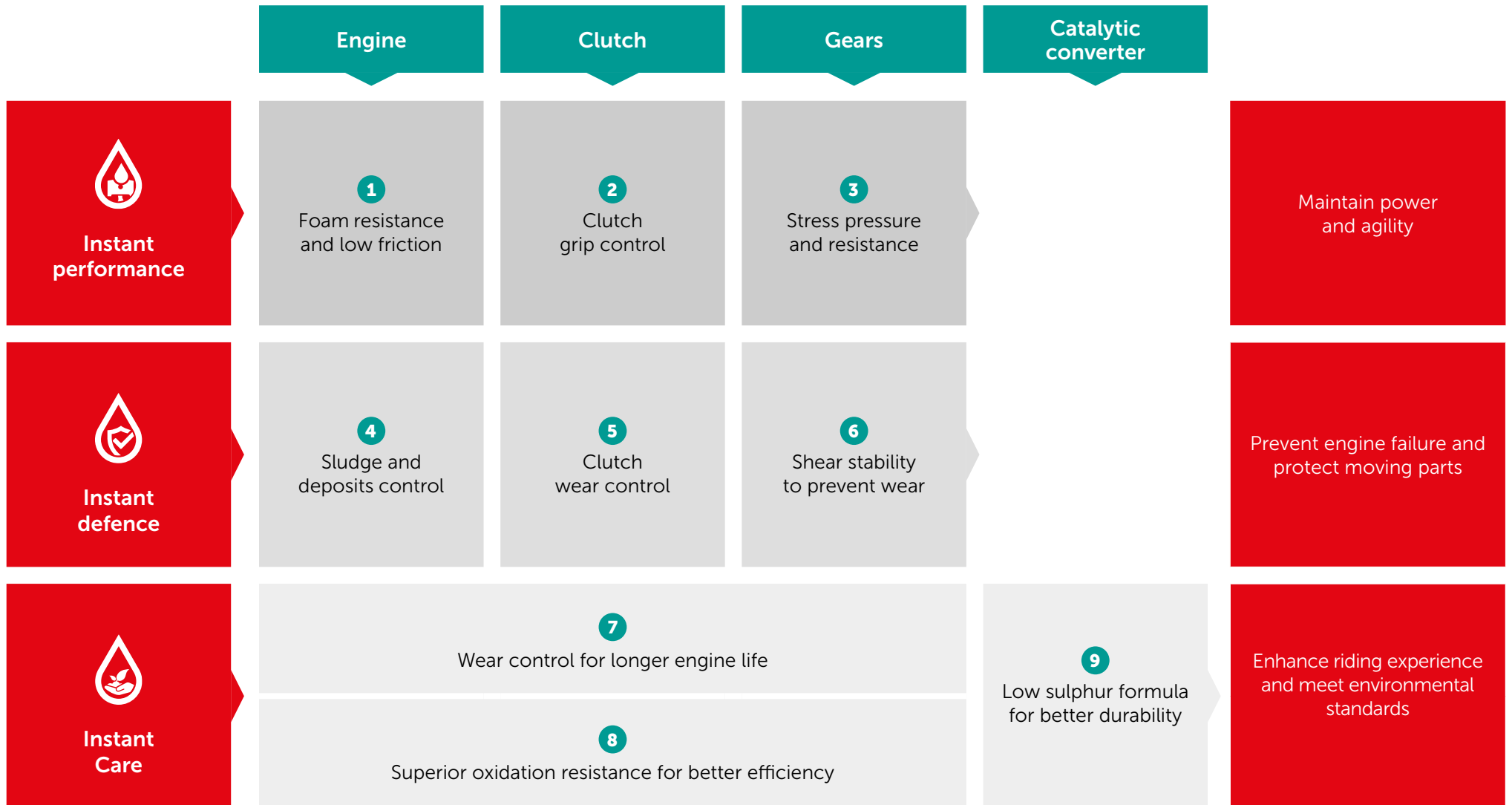
PETRONAS Sprinta with **UltraFlex™** technology instantly delivers outstanding deposit and viscosity control to resist stress and heat, protecting moving parts against wear to keep maintenance bills down and your bike out on the road, where it belongs.



Instant care

PETRONAS Sprinta with **UltraFlex™** technology has a formulation that meets the latest global environmental standards. We're committed to sustainable mobility, investing in innovative R&T projects to improve air quality for riders all over the world.

How we deliver our benefits



Key product benefits

1 Foam resistance and low friction

Challenge

Engine oil has the tendency to generate foam, especially when exposed to high RPM and intense use, which are typical conditions in a bike's engine.

The subsequent rapid and vigorous shaking that a lubricating oil is exposed to in these conditions creates the undesired foam, which can strongly impact on lubricant performance.

Foam creation leads to power loss due to an increase of friction, with weak film strength and poor heat dissipation.

Foaming limitation is therefore an important attribute for your oil to have...

Solution

PETRONAS Sprinta demonstrates excellent performance in foam containment, far below the recommended API limits.

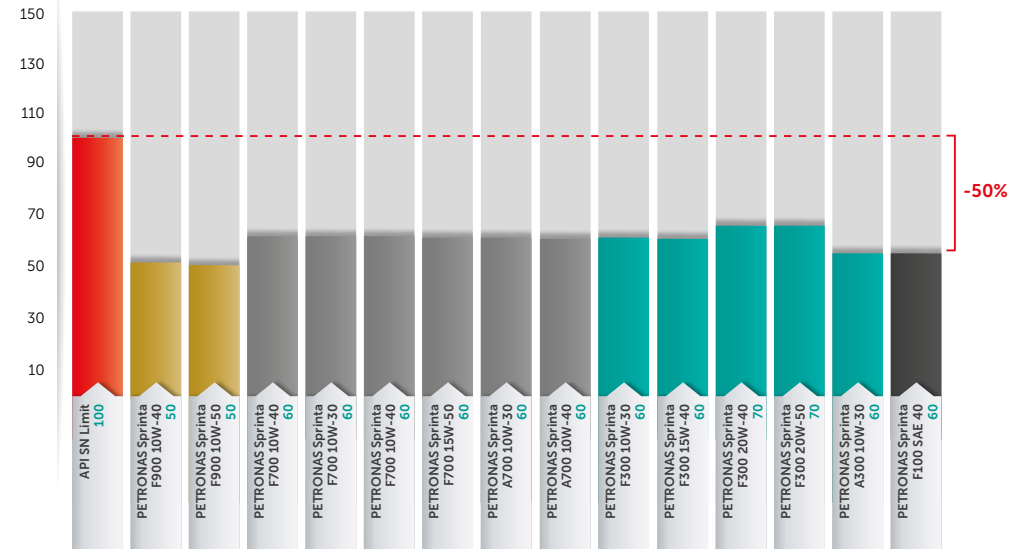
Benefit

PETRONAS Sprinta with UltraFlex™ technology enhances engine performance at high RPM by maintaining film strength, low friction and proper heat dissipation.

Prevents power loss through maintaining film strength, low friction and effective heat dissipation.

PETRONAS Sprinta has up to **50% lower Foam Creation** than the API SN limit.

Foaming Sequences
ml of foam formed
Foam, Seq, IV Tendency
Performed at 150 °C



Testing carried out according to ASTM D4951.



Instant performance



Engine

Key product benefits

2 5 Clutch grip and wear control

Challenge

Among the different mechanical parts of your motorcycle, your clutch is a unique system. In order to deliver the precise level of grip required, the oil you use must deliver optimal friction values.

A friction coefficient rate below 1.5 means there's not enough grip and the clutch could slip.

A rate above 2.5 means there will be too much grip, therefore the rider won't enjoy a smooth journey – there will be a jump between gear shifts, and a progressive wear of the clutch plates.

Solution

PETRONAS Sprinta has been designed to provide optimal friction values, giving you the precise level of grip – whatever the riding style or conditions.

PETRONAS Sprinta's formula delivers results right in the centre of the optimal performance zone, enabling smoother, more comfortable gear shifts.

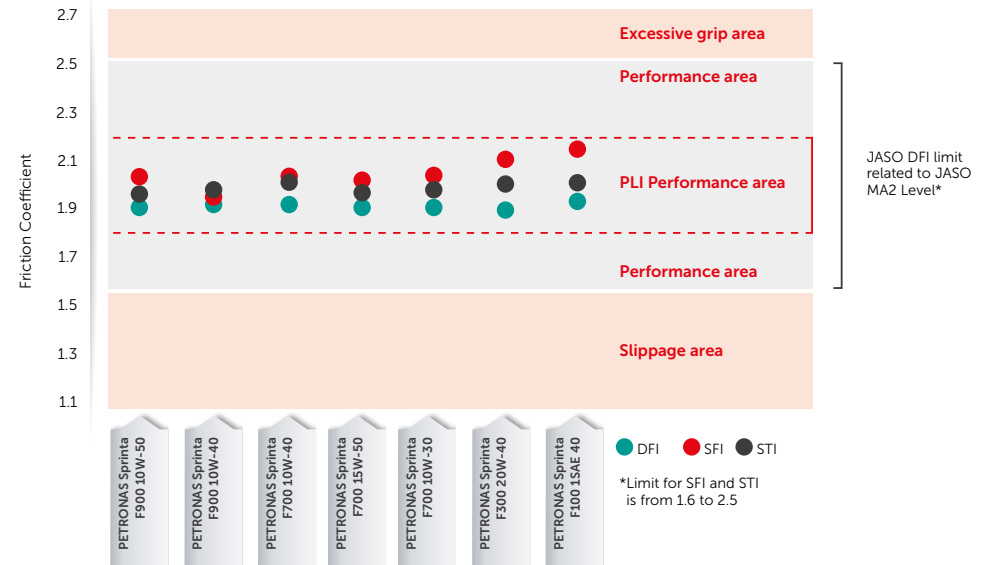
Benefit

PETRONAS Sprinta with **UltraFlex™** technology delivers the perfect amount of grip in the clutch to avoid slipping, maintain power and prevent wear.

Delivers the perfect amount of grip needed to offer a smooth ride, **avoiding loss of power** and clutch wear.

The PETRONAS Sprinta product range delivers a friction coefficient range between 1.8 and 2.1, which is **well within the optimal performance range**.

Key Benefit – Clutch Control
Clutch Performances (Friction)



Testing carried out by accredited independent testing laboratories.



Instant performance



Instant defence



Clutch

Key product benefits

3 Stress and pressure resistance

Challenge

Pitting is one of the main problems that could affect your gears. Defined as the surface fatigue, or failure, of your motorbike gear teeth, the formation of pitting generates higher friction on your gears.

This friction results in heat production, temperature increase, excessive noise, and loss of performance.

Excessive and uncontrolled pitting can lead to the breakage of gear teeth, making your bike unusable – as well as putting your safety at risk.

Solution

Because of the extreme damage that pitting can cause, PETRONAS Sprinta has been designed with the support of a third-party, in-house computer modelling system to allow us to predict performance.

Through this approach, we're able to prove that PETRONAS Sprinta is 83% better in pitting control tests compared to a standard API SL oil.

Benefit

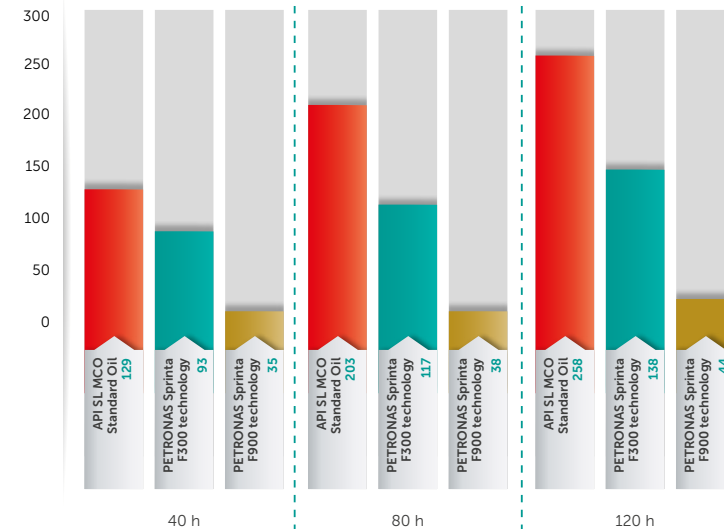
PETRONAS Sprinta with UltraFlex™ technology responds to pressure and stress in the gears, enabling rapid, smooth flowing gear changes.

Responds to pressure and stress in the gears, enabling rapid, smooth flowing gear changes.

PETRONAS Sprinta with UltraFlex™ technology is **83% better in pitting control** tests, compared to a standard API SL oil.

Key Benefit – Stress and pressure resistance

Predicted FZG (pitting Mm²)



Predicted test based on a third party statistical in-house method.

Our tests simulate pitting stress, which lasts up to 120 hours, or until the failure criteria has been met (a damage area of 4% on a single tooth, or 1% of the total active load-carrying flank surface of the pinion and wheel teeth).



Instant performance



Gears

Key product benefits

4 Sludge and varnish deposit control

Challenge

Heavy traffic and inner-city short runs can create a troublesome engine deposit known as sludge and varnish, which slows moving parts down, leading to excess friction.

This sludge generates heat and leads to deposits on critical engine parts.

Solution

The Sludge Control Sequence Test assesses how well an engine oil controls sludge and deposits, in accelerated operating conditions.

PETRONAS Sprinta is proven to defend your engine from sludge and harmful deposits – whether you're sat in traffic, or out pushing your bike to the limit.

Benefit

PETRONAS Sprinta with **UltraFlex™** technology defends the engine against intense heat and thermal pressures, preventing harmful deposits and power loss.



Instant
defence



Engine

Defends your engine from sludge and deposits that can affect the bike's performance and durability.

PETRONAS Sprinta F700 series oils are **over 80% better** than the API SN industry limit.

Key Benefit – Sludge Control

Sludge, %



Testing carried out by accredited independent testing laboratories on highest viscosity grades and worse conditions. Sequence VG.

Key product benefits

6 Shear stability to prevent wear

Challenge

A motorcycle's gears are prone to serious gear issues such as wear, grinding and scuffing.

If the viscosity of an oil drops too low, it may no longer be able to avoid metal-to-metal contact – and thus expose the gears to possible damage.

Solution

The motorbike OEM industry relies heavily on JASO specifications to provide the proper level of gear performance – along with the necessary crankcase and clutch friction performance.

JASO's ASTM D6278 method subjects each oil to varying levels of shear stress in order to test their shear stability with the aim to limit serious gear issues.

PETRONAS Sprinta has been designed to comply with – and exceed – the JASO Shear Stability Standard, to deliver the gear protection your motorbike deserves.

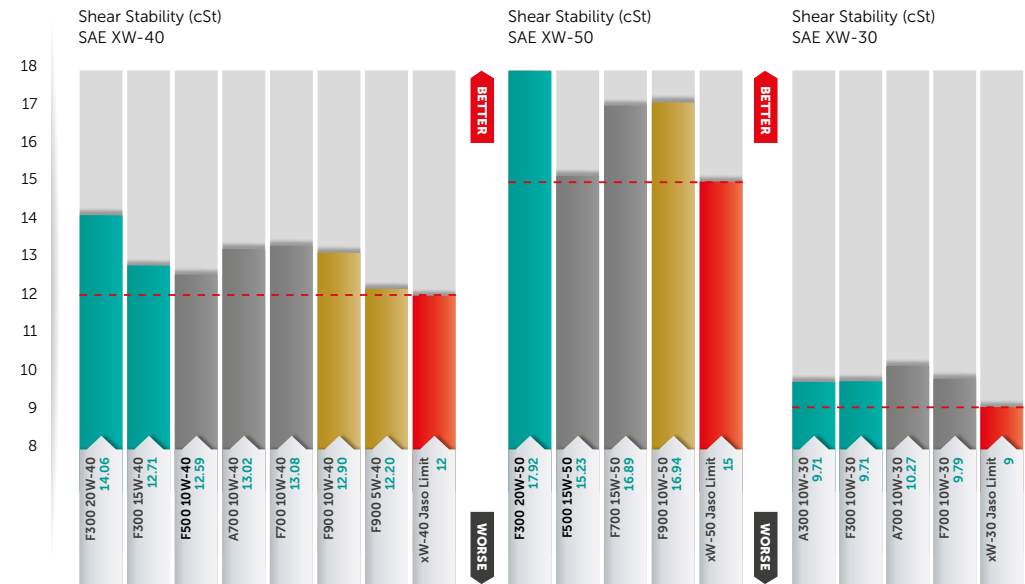
Benefit

PETRONAS Sprinta with **UltraFlex™** technology resists gear scuffing and grinding by preventing metal-to-metal contact.

Maintains the right oil stability to **protect your gears from possible damages such as wear, grinding and scuffing.**

PETRONAS Sprinta's high shear stability is proven to go **above and beyond the recommended JASO limits.**

Key Benefit – Shear stability to prevent wear



Key product benefits

7 Wear Control for longer engine life

Challenge

Heavy traffic and modern driving conditions take their toll on a motorcycle's engine.

Continuous start and arrest puts extra load throughout the engine, especially in the valve train and through the crankshaft that creates wear.

Solution

It's critical that your lubricant leaves a strong oil film protecting the engine parts while the engine is switched off and the normal oil flow stops. PETRONAS Sprinta has been developed, especially, to deliver high levels of wear protection – and to ultimately help increase the life of your engine.

This protection was proven by the Sequence IVA test – a severe industry wear test where the levels measured were thinner than a human hair.

The F300 series was proven to exceed both SL and SN limits of performance – even though it only has to pass the SL limit which means you can be assured of high quality, even at a lower price point.

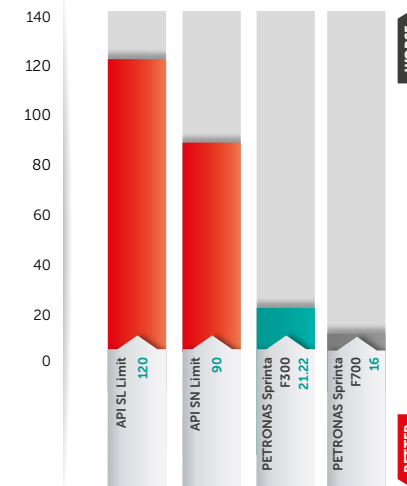
Benefit

PETRONAS Sprinta with **UltraFlex™** technology increases the engine life by minimising wear and delivering protection to the vital parts of the bike.

Increases the engine life by minimising wear and delivering protection to the vital part of the bike.

PETRONAS Sprinta F700 series oils provide **over 82% better wear control than the API SN industry limit.**

Key Benefit – Wear Control
Wear Performance (µm)



Testing carried out by accredited independent testing laboratories. Sequence IVA.



Instant care

Engine

Clutch

Gears

Key product benefits

8 Superior oxidation resistance for better efficiency

Challenge

High temperatures in an engine can cause oil to thicken through oxidation – chemical deterioration caused by ongoing exposure to oxygen and heat.

The viscosity increase caused by oxidation can lead to loss of performance, loss of fuel efficiency and wear.

Solution

PETRONAS Sprinta offers increased lubrication stability and excellent oxidation resistance to enhance engine performance and maintain engine efficiency for the entire drain interval.

It also protects critical engine parts for longer, which means less downtime due to damage caused by high levels of oxidation.

Benefit

PETRONAS Sprinta with **UltraFlex™** technology helps your motorbike run more efficiently, maintaining optimal fuel economy performance.



Instant care

Engine

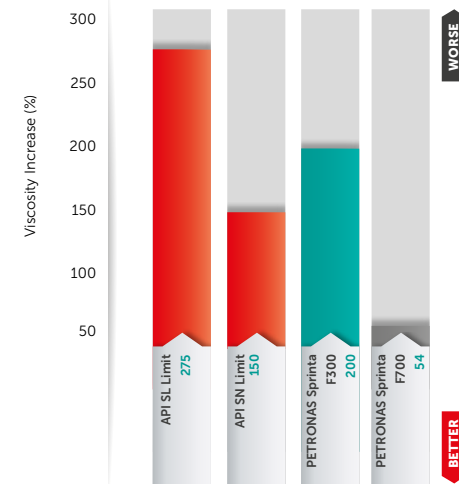
Clutch

Gears

The oil's stable viscosity helps the bike run more efficiently, maintaining **optimal fuel economy performance**.

PETRONAS Sprinta has an **80% lower viscosity increase than the API SL limit**.

Key Benefit - Superior Oxidation Resistance
Severe Oxidation Control Test



Testing carried out by accredited independent testing laboratories. Sequence IIIF.

In the Severe Oxidation Control Test, the bulk oil temperature is brought up to 155°C during a test lasting more than 80 hours to promote oxidation.

Key product benefits

9 Low sulphur formula for better catalyst durability

Challenge

Catalyst sulphur inhibition is caused by chemical absorption of sulphur compounds on a catalyst surface.

The presence of sulphur has an immediate effect on the catalyst performances.

Solution

Despite being designed to meet the requirements of high-performance engines, the PETRONAS Sprinta product range is formulated with environmentally-friendly lubricant technology.

The sulphur in each of our oils is 50% lower than the latest API limits, which contributes towards keeping the catalyst clean, enhancing its durability and helping to protect the environment.

PETRONAS really cares about delivering environmentally friendly products. We are committed to sustainable mobility, continuously pushing our limits, and investing in innovative R&T projects to improve air quality for riders all over the world.

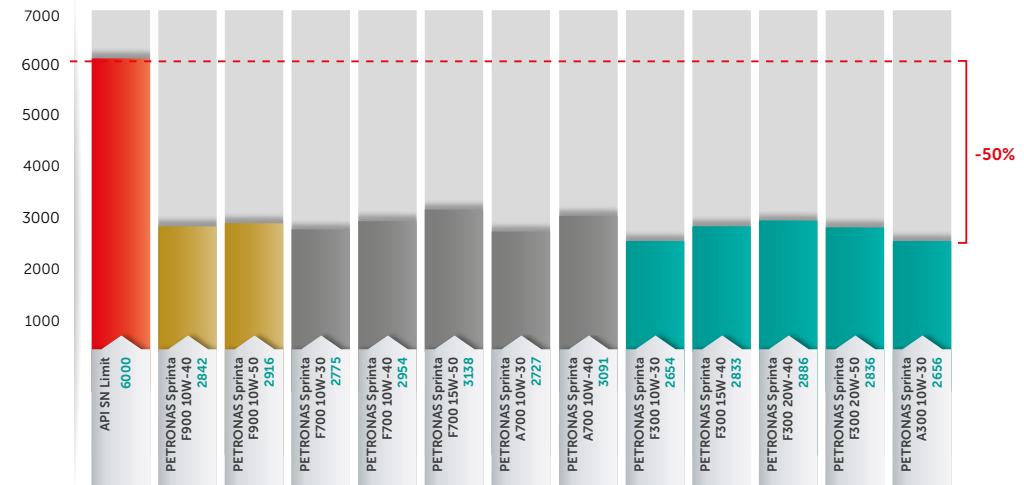
Benefit

PETRONAS Sprinta with **UltraFlex™** technology meets the latest environmental compliance standards and enhances catalyst durability.

Contains half the sulphur limit than the latest standards to help **keep the catalyst clean, enhance its durability, and protect the environment.**

PETRONAS Sprinta products are **50% lower in Sulphur** than the industry limit.

Key Benefit – Catalytic Converter Compatibility
Sulphur, ppm



Testing carried out according to ASTM D4951.



Instant care



Catalyst

In summary

The technical story on a page

Wider global factors combined with increasing congestion and competition on the ground mean that life can feel tough, and it's only in the moments when you are fully connected to your bike and immersed in your surroundings that you feel truly alive.

To make the most of these moments and achieve the agility and responsiveness you need, your oil needs to protect your bike's critical parts – the engine, clutch and gears – and it needs to do it instantly.

PETRONAS Sprinta with **UltraFlex™** technology is engineered to come alive – reacting immediately to flex to the different demands of all your bike's critical areas, enabling them to perform responsively from a cold start, in traffic and out on the open road, so you can make the most of every moment.

UltraFlex™ technology activates instantly, lubricating the clutch to create grip that prevents slipping and maintains power – reaching all the gears to deliver responsive shifting. The same technology delivers outstanding deposit and viscosity control to resist stress and heat, protecting moving parts against wear. In addition, its unique formulation is designed to meet the latest and most stringent global environmental standards too.



**Instant
performance**



**Instant
defence**



**Instant care
– now and always**

Instant performance, defence and care for your motorcycle

PETRONAS Sprinta with **UltraFlex™** technology activates instantly to overcome the challenges of modern driving conditions – flowing smoothly and consistently to lubricate the engine, create grip in the clutch, and deliver more responsive gear shifting.

Engine challenges

Intense use, heavy traffic, inner-city short runs and high RPM can:

- Generate foam in the oil, leading to **power loss and poor heat dissipation**
- Create harmful **engine deposits**, which slow moving parts down, leading to excess friction.

PETRONAS Sprinta solution

- **Offers up to 50% lower foam creation** than the API SN limit, **enhancing engine performance** and maintaining heat dissipation
- **Delivers up to 80% better deposit control** than the API SN limit for optimised bike **performance** and **durability**.

Clutch challenges

The clutch is a unique system that requires the correct level of grip and friction to:

- **Transfer the power** from the engine to the wheels effectively
- **Enable smooth gear changes** and resist aggressive downshifting and releasing.

PETRONAS Sprinta solution

- **Creates the perfect amount of grip** in the clutch to avoid slipping and **maintain power**
- **Delivers the right friction coefficient rate to maintain** optimal **performance** and **prevent clutch wear**.

Gear challenges

High pressure and stress in the gears can create pitting, scuffing and wear, which leads to:

- Higher friction with **loss of performance**, temperature increase and **excessive noise**
- **Possible damage and breakage of gear teeth**, making the bike unusable.

PETRONAS Sprinta solution

- **Performs up to 83% better in pitting control** tests, compared to API SL oil, for rapid, smooth gear changes
- **Offers high shear stability to prevent wear** above and beyond the recommended JASO limits.

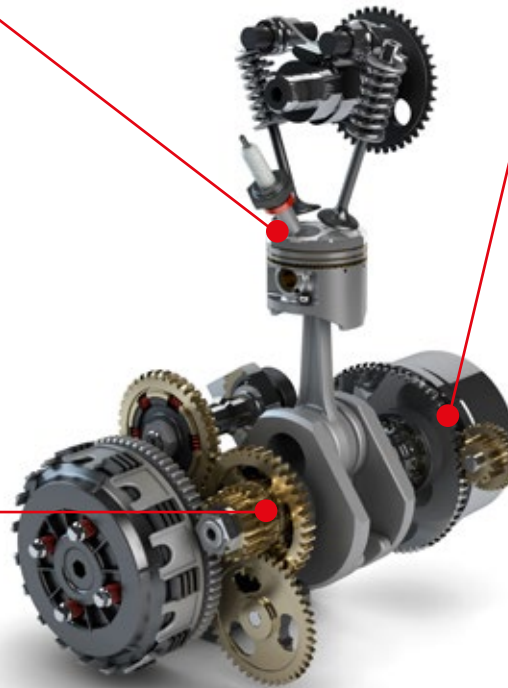
Overreaching challenges

Heavy traffic can put extra loads through the engine and create higher temperatures, which causes:

- Oil to thicken through oxidation, leading to a loss of performance and fuel efficiency, and increased wear.

PETRONAS Sprinta solution

- **Delivers up to 82% better wear control** than the API SN industry limit, for longer engine life
- **Offers up to 80% lower viscosity increase** than the API SL limit for better fuel efficiency
- **Contains up to 50% less Sulphur** than the industry limit for better catalyst durability.



Instant performance, defence and care for your motorcycle

PETRONAS Sprinta with **UltraFlex™** technology activates instantly to overcome the challenges of modern driving conditions – flowing smoothly and consistently to lubricate the engine, create grip in the clutch, and deliver more responsive gear shifting.



Overarching Benefits (All Components)

- Delivers up to **82% better wear control** than the API SN industry limit, for longer engine life
- Offers up to **80% lower viscosity increase** than the API SL limit for better fuel efficiency.

Catalyst

- Contains up to **50% less Sulphur** than the industry limit for **better catalyst durability**.

Clutch

- Creates the perfect amount of **grip** in the clutch to avoid slipping and **maintain power**
- Delivers the right friction coefficient rate to **maintain optimal performance** and **prevent clutch wear**.

Engine

- Offers up to **50% lower foam creation** than the API SN limit, **enhancing engine performance** and maintaining heat dissipation

Gears

- Performs up to **83% better in pitting control** tests, compared to API SL oil, for **rapid, smooth gear changes**
- Offers high shear stability to **prevent wear** above and beyond the recommended JASO limits.

Hero products for 2023



PETRONAS Sprinta F900 5W-40 10W-40 & 10W-50

Fully synthetic oils engineered to react instantly to the different demands of high performance motorcycles and severe riding conditions.

- **Exceptional control in deposit build ups** under high temperatures, maintaining bike power
- **Exceptional wear protection** at start-up and effective lubrication under high temperatures
- **Prevents clutch slippage** and enhances clutch performance for **high bike responsiveness**
- Excellent oxidation resistance and low volatility for **extended drain intervals**
- Meets the requirements of bikes fitted with catalytic converters with low sulphur and phosphorus formulation.

PETRONAS Sprinta F700 10W-40

A semi-synthetic oil designed to protect your bike's critical areas and deliver responsive performance

- High viscosity stability to **enhance engine performance** and maintain **optimal fuel economy**
- Excellent **engine, gear & clutch protection for extended bike life**
- **Prevents clutch slippage** and enhances clutch performance for **high bike responsiveness**
- Excellent oxidation resistance and low volatility for **extended drain intervals**
- Meets the latest environmental compliance standards.

'Come alive' story

A rider in a black helmet and jacket is riding a black motorcycle on a winding road. The scene is set at sunset or sunrise, with a warm orange glow in the sky. The road curves through a hilly, dry landscape. The motorcycle's headlights are on, and the wheels are blurred, suggesting motion. The text "Own every corner" is overlaid in large white letters across the center of the image.

Own every corner

Leisure rider

The freedom to ride

That instant pull of force on your arms as you grasp onto the handlebars, your legs clamped around the fuel tank, fighting to remain on-board as the wind batters your chest.

The feeling of adrenaline-fuelled excitement grips you like rubber to the road, while your heart pounds in your ears.

You lean into every bend and push yourself harder, really exploring your limits as you chase the serenity of the peaceful, constant horizon.

The sense of presence is overwhelming. You're fully immersed in the moment – and fully alive, every sense responding instantly to your surroundings.

“Every outing is pure enjoyment for me. I look forward to a weekend ride and I take the opportunity to push the boundaries.”



Example headline variants – note that headlines are emotive, focused on one feeling (escapism, discovery, mastery or opportunity) and restricted to 3 words in length, for brevity, impact and consistency:

Feel every heartbeat

Explore your limits


Own every corner

Leisure rider

Core asset examples

It's time to unwind, but no-one told the road. Our hero biker feels the thrill of each bend and climb on this journey of exhilaration.

This is why he rides; nothing else comes close. It's the wind, the roar, the freedom. And no matter what, he stays in full control, ready to react rapidly – just like his motorcycle oil.



Own every corner

PETRONAS Sprinta
Instant Response

PETRONAS
Sprinta with UltraFlex™ technology is engineered to come alive so you can make the most of every moment. By reacting immediately to flex to the different demands of all your bike's critical areas, it provides instant response, for exceptional defence and performance.

PETRONAS
Sprinta F900
Instant Response

Come alive. Visit: global.pii-petronas.com/brands/petronas-sprinta



Own every corner


PETRONAS Sprinta
Instant Response

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PETRONAS
Sprinta F900
Instant Response

Come alive. Visit: global.pii-petronas.com/brands/petronas-sprinta

| | | |
|-------------------------|---|-----------------|
| Own every corner | Come alive with PETRONAS Sprinta with UltraFlex™ technology | PETRONAS |
| Own every corner | Instant response | PETRONAS |
| Own every corner | Exceptional performance | PETRONAS |
| Own every corner | PETRONAS Sprinta Instant Response | PETRONAS |



Own every corner

PETRONAS
Sprinta with UltraFlex™ technology delivers an instant response and exceptional performance.

PETRONAS
Sprinta
Instant Response

Come alive. Visit: global.pii-petronas.com/brands/petronas-sprinta



Ride in style

Scooter rider

Heart, soul and a whole lot of character

The moments on your bike are the moments you feel most free and able to express yourself – the moments where the world sees the true you.

Because your scooter is an extension of you. It announces who you are – and lets the world know you've arrived.

And what an arrival it was... An inspiring, energising experience where your senses are both assaulted and brought to life by the lights and sights of the city at night.

You're not one of life's spectators, fading into the crowd. You're part of its rich tapestry. You're completely in contact with it all. Immersed in the scene.



"I love my scooter, I've put so much time and effort into making sure it reflects my unique style in front of my friends."

Example headline variants – note that headlines are emotive, focused on one feeling (escapism, discovery, mastery or opportunity) and restricted to 3 words in length, for brevity, impact and consistency:

Spread your wings

Make your mark

Ride in style

Scooter rider

Core asset examples

For our hero, it's not simply a scooter. It's part of her identity. On every ride, her true colours are on show for all to see. Navigating her neighbourhood with personality, she's empowered – the master of his machine. Her motorcycle oil is ready to respond. And so is she.



Ride in style

PETRONAS

PETRONAS Sprinta with UltraFlex™ technology is engineered to come alive so you can make the most of every moment. By reacting immediately to flex to the different demands of all your bike's critical areas, it provides instant response, for exceptional defence and performance.

PETRONAS Sprinta
Instant Response



Come alive. Visit: global.pli-petronas.com/brands/petronas-sprinta



Ride in style

PETRONAS


PETRONAS Sprinta
Instant Response

PETRONAS Sprinta with UltraFlex™ technology is engineered to come alive so you can make the most of every moment. By reacting immediately to flex to the different demands of all your bike's critical areas, it provides instant response, for exceptional defence and performance.



Come alive. Visit: global.pli-petronas.com/brands/petronas-sprinta

| | | |
|----------------------|--|-----------------|
| Ride in style | Come alive with PETRONAS Sprinta with UltraFlex™ technology | PETRONAS |
| Ride in style | Instant response | PETRONAS |
| Ride in style | Exceptional performance | PETRONAS |
| Ride in style | PETRONAS Sprinta Instant Response | PETRONAS |




Ride in style

PETRONAS

PETRONAS Sprinta
Instant Response

PETRONAS Sprinta with UltraFlex™ technology delivers an instant response and exceptional performance.



Come alive. Visit: global.pli-petronas.com/brands/petronas-sprinta

Brand communications

Easily localised

Examples

This concept is highly adaptable – perfect for tailoring to our key regions.

Not only can the background image of scenery in the right-hand part of the design change to depict a specific city or location, but so too can the photographed rider and bike in the left-hand section.

While we will provide a suite of images as brand assets for markets to use if they wish, they can also enjoy the flexibility of recreating the shot with their own model and motorbike in a different environment.

This will allow markets to ensure creative is as relevant and appealing to target audiences in their regions as possible, best reflecting the lives and personalities of their riders.



Scooter Rider

Brand communications

Press Ad Full Page
Portrait 225x319mm



A full-page portrait advertisement for Petronas Sprinta F900. The top half shows a rider on a sport motorcycle navigating a winding road through a desert landscape at sunset. The bottom half features a bottle of Petronas Sprinta F900 motor oil. The Petronas logo is in the top right corner.

Own every corner

PETRONAS Sprinta
Instant Response

PETRONAS Sprinta with UltraFlex™ technology is engineered to come alive so you can make the most of every moment. By reacting immediately to flex to the different demands of all your bike's critical areas, it provides instant response, for exceptional defence and performance.

Come alive. Visit: global.pil-petronas.com/brands/petronas-sprinta

Leisure Rider



A full-page portrait advertisement for Petronas Sprinta T900. The top half shows a rider on a scooter navigating a city street at night with blurred lights. The bottom half features a bottle of Petronas Sprinta T900 motor oil. The Petronas logo is in the top right corner.

Ride in style

PETRONAS Sprinta
Instant Response

PETRONAS Sprinta with UltraFlex™ technology is engineered to come alive so you can make the most of every moment. By reacting immediately to flex to the different demands of all your bike's critical areas, it provides instant response, for exceptional defence and performance.

Come alive. Visit: global.pil-petronas.com/brands/petronas-sprinta

Scooter Rider

Brand communications

Press Ad Half Page
Horizontal 210x148mm



The advertisement for Leisure Riders features a rider on a motorcycle on a winding road through a desert landscape at sunset. The headline 'Own every corner' is in large white font. The Petronas logo is in the top right. The text describes the UltraFlex technology. A bottle of Petronas Sprinta F900 is shown at the bottom right. A URL is provided at the very bottom.

Own every corner

PETRONAS

PETRONAS Sprinta with UltraFlex™ technology is engineered to come alive so you can make the most of every moment. By reacting immediately to flex to the different demands of all your bike's critical areas, it provides instant response, for exceptional defence and performance.

PETRONAS Sprinta
Instant Response

PETRONAS Sprinta F900

Come alive. Visit: global.pt-petronas.com/brands/petronas-sprinta

Leisure Rider



The advertisement for Scooter Riders features a rider on a scooter in a city at night with light trails. The headline 'Ride in style' is in large white font. The Petronas logo is in the top right. The text describes the UltraFlex technology. A bottle of Petronas Sprinta T900 is shown at the bottom right. A URL is provided at the very bottom.

Ride in style

PETRONAS

PETRONAS Sprinta with UltraFlex™ technology is engineered to come alive so you can make the most of every moment. By reacting immediately to flex to the different demands of all your bike's critical areas, it provides instant response, for exceptional defence and performance.

PETRONAS Sprinta
Instant Response

PETRONAS Sprinta T900

Come alive. Visit: global.pt-petronas.com/brands/petronas-sprinta

Scooter Rider

Brand communications

OOH
6 Sheet 1200x1800mm



A rider on a sport motorcycle navigating a winding road through a desert landscape at sunset. The Petronas logo is in the top right corner.

Own every corner

PETRONAS Sprinta with UltraFlex™ technology is engineered to come alive so you can make the most of every moment. By reacting immediately to flex to the different demands of all your bike's critical areas, it provides instant response, for exceptional defence and performance.

PETRONAS Sprinta
Instant Response



Come alive. Visit: global.pli-petronas.com/brands/petronas-sprinta

Leisure Rider



A rider on a scooter navigating a city street at night with blurred lights. The Petronas logo is in the top right corner.

Ride in style

PETRONAS Sprinta with UltraFlex™ technology is engineered to come alive so you can make the most of every moment. By reacting immediately to flex to the different demands of all your bike's critical areas, it provides instant response, for exceptional defence and performance.

PETRONAS Sprinta
Instant Response



Come alive. Visit: global.pli-petronas.com/brands/petronas-sprinta

Scooter Rider

Brand communications

OOH
48 Sheet 6175x3125mm

Own every corner

PETRONAS

PETRONAS Sprinta with UltraFlex™ technology delivers an instant response and exceptional performance.

PETRONAS Sprinta
Instant Response

Come alive. Visit: global.pli-petronas.com/brands/petronas-sprinta

Leisure Rider

Ride in style

PETRONAS

PETRONAS Sprinta with UltraFlex™ technology delivers an instant response and exceptional performance.

PETRONAS Sprinta
Instant Response

Come alive. Visit: global.pli-petronas.com/brands/petronas-sprinta

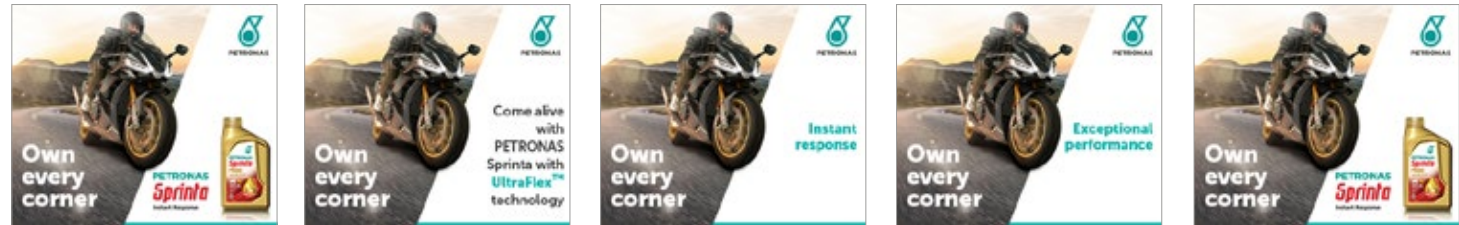
Scooter Rider

Digital communications

Digital communications

Digital Banner 300x250px

Leisure Rider

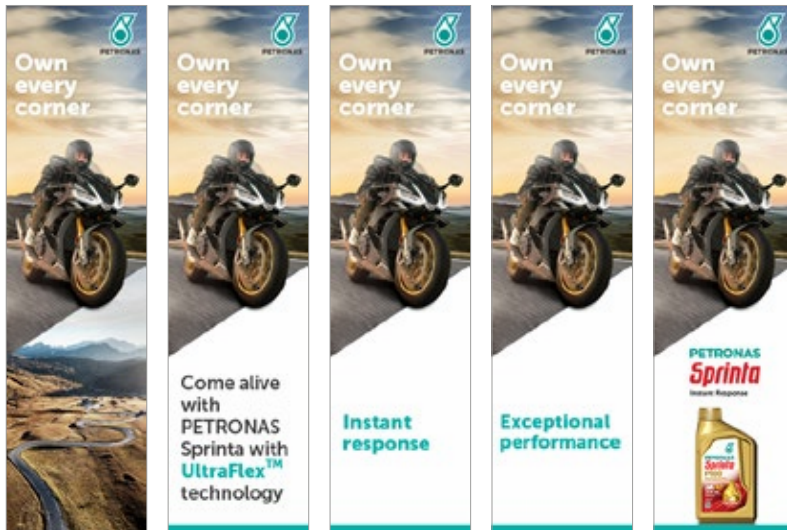


Scooter Rider

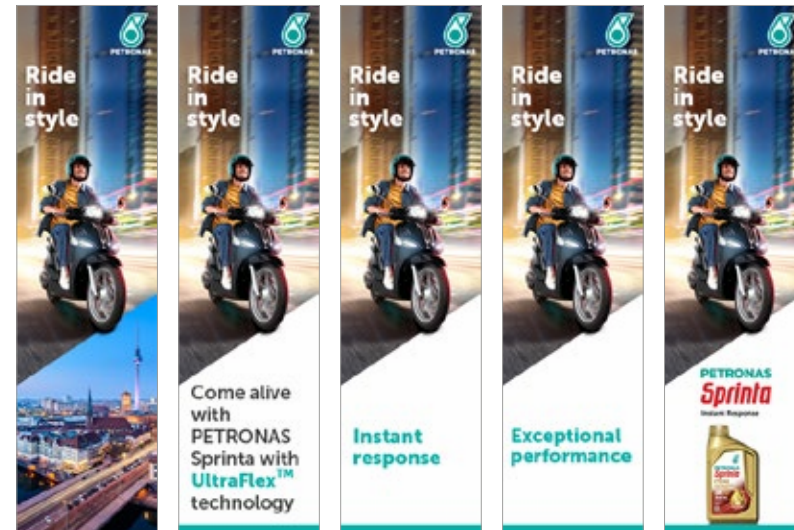


Digital communications

Digital Banner 160x600px



Leisure Rider



Scooter Rider

Digital communications

Digital Banner 728x90px



Leisure Rider



Scooter Rider

Storytelling stretch

Content ideas for social media

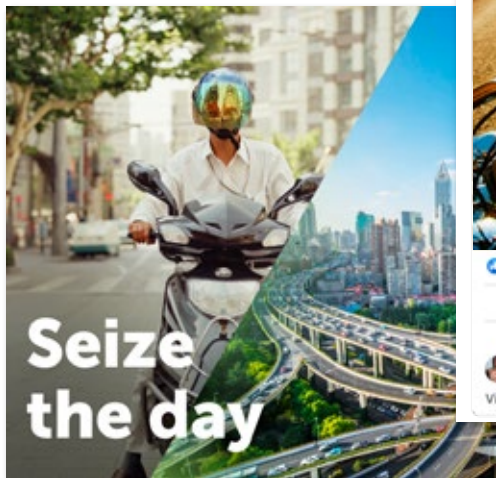


It's that Friday feeling after the loooongest week...

#ComeAlive
#PETRONASSprinta

Happiness is just one more corner...

#ComeAlive
#PETRONASSprinta



PETRONAS Sprinta

6 April · 🌐

Describe how this image makes you feel, using just one word...

#ComeAlive #PETRONASSprinta #SprintaFeels

One word
#SprintaFeels

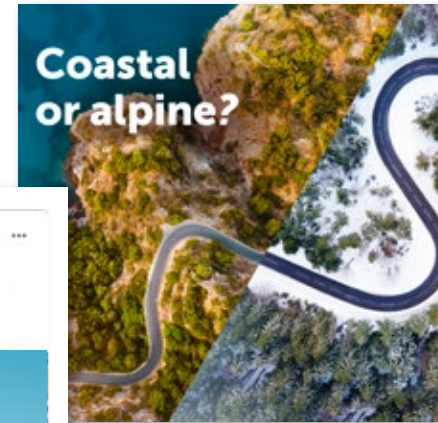
4.3K · 193 comments · 16 shares

Like · Comment · Share

Write a comment...

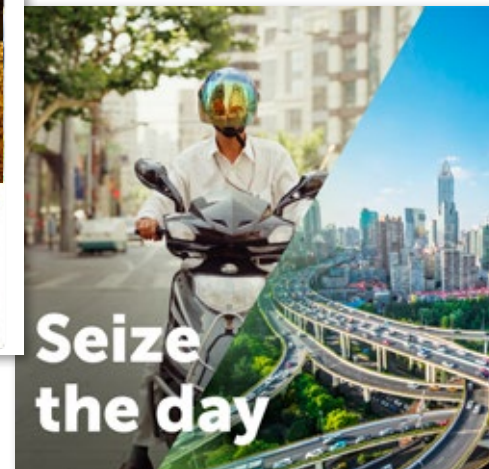
View more comments

1 of 161



Adventure is a road undiscovered...Where will you and your bike #ComeAlivethis weekend?

#PETRONASSprinta



Grab the new week by the handlebars - let's make it a good one...

#ComeAlive
#PETRONASSprinta

Social media posts

Leisure Rider

These examples are for guidance only, to provide ideas for copy and imagery under some key content themes. Please do not copy and paste this exact content to your social channels.

Instagram example:



That feeling when you open up the engine... how would you describe it? #ComeAlive #PETRONASSprinta #SprintaFeels

Facebook example:



And to think, some get their kicks stamp collecting. #ComeAlive #PETRONASSprinta

Twitter example:



There's nothing as fun than open road. What's been your best ride this year so far? #ComeAlive #PETRONASSprinta

Instagram example:



With your bike, you're free to explore. Where are your favourite spots to ride? #ComeAlive #PETRONASSprinta

Facebook example:



The city never sleeps. And with your bike, you #ComeAlive – any time you like. #PETRONASSprinta

Twitter example:



That rollercoaster feeling, every journey. #ComeAlive #PETRONASSprinta

Social media posts

Scooter Rider

These examples are for guidance only, to provide ideas for copy and imagery under some key content themes. Please do not copy and paste this exact content to your social channels.

Instagram example:



It's not a way from A to B. It's a way of life. What does riding mean to you?
#ComeAlive #PETRONASSprinta

Facebook example:



When you ride in style, you
#ComeAlive. #PETRONASSprinta

Instagram example:



Don't ride? You wouldn't understand.
What's your scooter story?
#ComeAlive #PETRONASSprinta

Facebook example:



Just you and your scooter. The engine hums. Your heart quickens. It's time to play.
#ComeAlive #PETRONASSprinta

Product leaflet

Product leaflet

6pp DL Leaflet

Leisure Rider



Cover



First reveal

Come alive and make the most of every moment

Catalyst

- Contains up to 50% less Sulphur than the industry limit for better catalyst durability.

Clutch

- Creates the perfect amount of grip in the clutch to avoid slipping and maintain power
- Delivers the right friction coefficient rate to maintain optimal performance and prevent clutch wear.

Engine

- Offers up to 50% lower foam creation than the API SN limit, enhancing engine performance and maintaining heat dissipation.



| 4T | | 4T | | 4T | | 4T | |
|---|----------------------------------|---|----------------------------------|--|----------------------------------|---|----------------------------------|
| | F900 5W-40 Cod. 73181 | | F900 10W-40 Cod. 73119 | | F900 10W-50 Cod. 73120 | | F700 10W-30 Cod. 73124 |
| Specifications • API SN Performance • JASO MA2 Available 1L / 4L / 60L / 200L | | Specifications • API SN Performance • JASO MA2 Available 1L / 4L / 60L / 200L | | Specifications • API SN Performance • JASO MA2 Available 1L / 60L / 200L | | Specifications • API SL Performance • JASO MA2 Available 1L / 60L | |
| | F500 10W-40 Cod. 73188 | | F500 15W-50 Cod. 73127 | | F300 15W-40 Cod. 73128 | | F300 20W-50 Cod. 73179 |
| Specifications • API SL Performance • JASO MA2 Available 1L / 4L / 60L / 200L | | Specifications • API SL Performance • JASO MA2 Available 1L / 200L | | Specifications • API SL Performance • JASO MA2 Available 60L | | Specifications • API SL Performance • JASO MA2 Available 60L | |
| 2T | | 2T | | 2T | | 2T | |
| | T900 Cod. 73136 | | T500 Cod. 73069 | | T100 Cod. 73122 | | |
| Specifications • API TC • JASO FD • ISO EGD Available 1L | | Specifications • API TC • JASO FC • ISO EGC • TB Available 1L | | Specifications • API TB • JASO FB • ISO EGB Available 1L / 5L | | | |

Instant performance

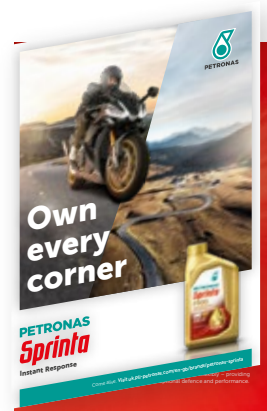
PETRONAS Sprinta with **UltraFlex™** technology activates instantly, flowing smoothly and consistently to lubricate the engine.

Instant defence

PETRONAS Sprinta with **UltraFlex™** technology instantly delivers outstanding deposit and viscosity control to resist stress and heat.

Instant care

PETRONAS Sprinta with **UltraFlex™** technology has a formulation that meets the latest global environmental standards.



Product leaflet

6pp DL Leaflet

Scooter Rider



Cover



First reveal

Come alive and make the most of every moment

Catalyst

- Contains up to 50% less Sulphur than the industry limit for better catalyst durability.

Gears

- Offers high shear stability to prevent wear above and beyond the recommended JASO limits.



| 4T | | 4T | | 4T | | 4T | |
|---|----------------------------------|---|----------------------------------|--|----------------------------------|---|----------------------------------|
| | F900 5W-40 Cod. 73181 | | F900 10W-40 Cod. 73119 | | F900 10W-50 Cod. 73120 | | F700 10W-30 Cod. 73124 |
| Specifications • API SN Performance • JASO MA2 Available 1L / 60L / 200L | | Specifications • API SN Performance • JASO MA2 Available 1L / 4L / 60L / 200L | | Specifications • API SN Performance • JASO MA2 Available 1L / 60L / 200L | | Specifications • API SL Performance • JASO MA2 Available 1L / 60L | |
| | F500 10W-40 Cod. 73188 | | F500 15W-50 Cod. 73127 | | F300 15W-40 Cod. 73128 | | F300 20W-50 Cod. 73179 |
| Specifications • API SL Performance • JASO MA2 Available 1L / 4L / 60L / 200L | | Specifications • API SL Performance • JASO MA2 Available 1L / 200L | | Specifications • API SL Performance • JASO MA2 Available 60L | | Specifications • API SL Performance • JASO MA2 Available 60L | |
| 2T | | 2T | | 2T | | 2T | |
| | T900 Cod. 73136 | | T500 Cod. 73069 | | T100 Cod. 73122 | | |
| Specifications • API TC • JASO FD • ISO EGD Available 1L | | Specifications • API TC • JASO FC • ISO EGC • TB Available 1L | | Specifications • API TB • JASO FB • ISO EGB Available 1L / 5L | | | |

Instant performance

PETRONAS Sprinta with UltraFlex™ technology activates instantly, flowing smoothly and consistently to lubricate the engine.

Instant defence

PETRONAS Sprinta with UltraFlex™ technology instantly delivers outstanding deposit and viscosity control to resist stress and heat.

Instant care

PETRONAS Sprinta with UltraFlex™ technology has a formulation that meets the latest global environmental standards.

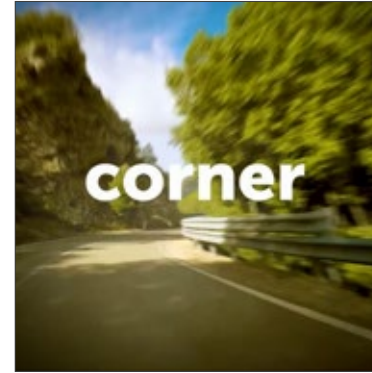
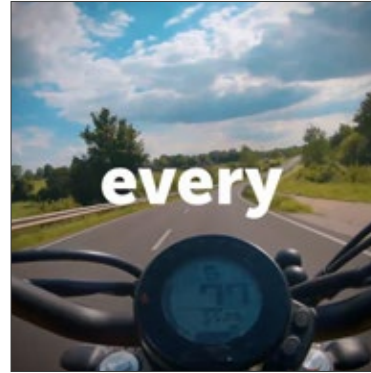
Inside spreads



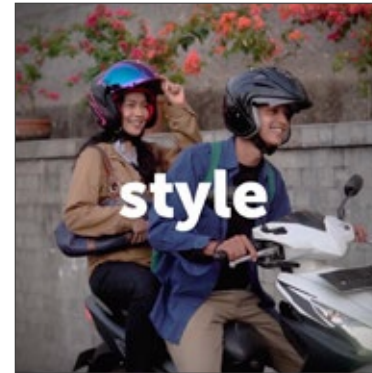
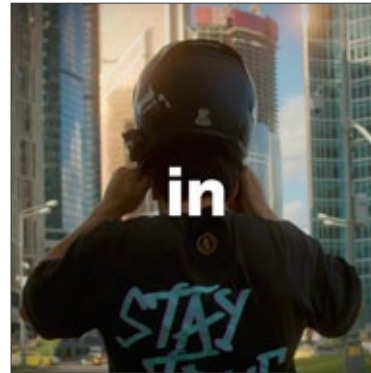
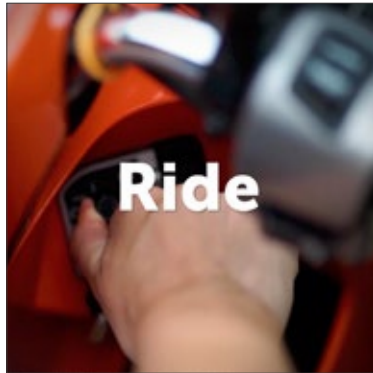
Bitesize videos

Bitesize videos

A selection of stills.



Leisure Rider



Scooter Rider

Dos & Don'ts

Dos & Don'ts

DO

- **DO** use the agreed forms of language in the Brand Story and Product sections of this document as the basis for all of your communications
- **DO** use the key visuals boldly, to create impact
- **DO** create emotional hooks. Have fun identifying and telling your own region/culture-specific, human stories of occasions where people come alive in order to get ahead
- **DO** use the 'Instant response' strapline on all of your communications
- **DO** create single-minded digital customer journeys leading to a single destination – please contact Peik Lean Yap peiklean.yap@pli-petronas.com to confirm your local address and best practice.

DO NOT

- **DO NOT** use any key imagery other than the key visuals provided
- **DO NOT** use the key visuals for anything other than PETRONAS Sprinta communications
- **DO NOT** deviate from the language provided in the Brand Story and Product sections – it has been signed off by our technical team for accuracy, both in terms of the problem and how PETRONAS Sprinta tackles it
- **DO NOT** interfere with the logo/call-to-action/packshot – please represent as shown.

Dos and Don'ts

PETRONAS Sprinta logo colours

Each product under PETRONAS Sprinta has their own personality and functionality. Their colours are distinct from each other and have particular characteristics that represent their brand.

PETRONAS
Sprinta

PETRONAS
Sprinta

PETRONAS
Sprinta

PETRONAS
Sprinta

PETRONAS
Sprinta
Instant Response

PETRONAS
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Instant Response

PETRONAS
Sprinta
Instant Response

PETRONAS
Sprinta
Instant Response

PETRONAS
Sprinta
with Ultraflex™ technology

PETRONAS
Sprinta
with Ultraflex™ technology

PETRONAS
Sprinta
with Ultraflex™ technology

PETRONAS
Sprinta
with Ultraflex™ technology

Always use the correct logo files available from the Brand Management team. Do not recreate or scan the artwork from this system.

Dos and Don'ts

PETRONAS Sprinta colour palette

The PETRONAS Sprinta primary colour is red with support of emerald green, white and dark grey.

These colours should be used across all PETRONAS Sprinta applications, and should be considered a very strong visual feature of the brand.

They are also used on main graphic elements in applications, including typography, text boxes and background colours.

Primary colour palette

Red

| | |
|---------|-----------------|
| PANTONE | 485C |
| PROCESS | C0 M100 Y100 K0 |
| RGB | 225 / 37 / 27 |
| HEX | #E1251B |

Secondary colour palette

Emerald green

| | |
|---------|----------------|
| PANTONE | 3272 C |
| PROCESS | C100 M0 Y50 K0 |
| RGB | 0 / 154 / 150 |
| HEX | #00A19B |

Flat white

| | |
|---------|----------------|
| PANTONE | 0000 |
| PROCESS | C0 M0 Y0 K0 |
| RGB | R000 G000 B000 |
| WEB | #000000 |

Deep grey

| | |
|---------|----------------|
| PANTONE | Black 7 C |
| PROCESS | C0 M0 Y0 K90 |
| RGB | R060 G056 B053 |
| WEB | #3D3935 |

Colours demonstrated on this page are not proofs and should only be used as a formula reference. Always refer to the PANTONE chips to achieve maximum consistency.

Dos and Don'ts

Reason-to-believe (RTB) icon

The **Ultraflex™** icon has been designed to effectively communicate the technical properties of PETRONAS Sprinta.

It is a main feature on the front label of all new packs, and additionally may be used in several communication touch points.



Dos and Don'ts (RTB) Icon

Two ways to use the RTB Icon

1. Full RTB icon
2. Ultraflex™ logotype

The full RTB Icon can be used:

- On packaging (front label)
- In consumer education pamphlets/brochures
- In sales and customer training materials.

The Ultraflex™ logotype can be used:

- For all communication touchpoints as a supporting element to the main visual
- It can only be used in either of the formats shown above.



UltraFlex™

UltraFlex™

THANK YOU

KEY CONTACTS

GROUP MARKETING

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PETRONAS
Sprinta