



Ireland

Maxol Lubricants Limited

Local report



Ireland's Automotive Industry

One of the biggest challenges facing Ireland's lubricants industry today is the increasing number of engine oil specification requirements set by Original Equipment Manufacturers (OEMs). These stringent requirements often force suppliers to launch and market engine oils specifically designed for certain models within an OEM's range. With Ireland's relatively modest passenger vehicle population (approximately 1.9 million) the margin between the costs involved in introducing certain OEM engine oils versus the prospective return on investment can often be very fine.

The European Commission anticipate that Ireland will have the fastest growing economy in the European Union in 2015 (growth of 4.6%). We have already witnessed the benefit of Ireland's recovering economy with an increase of 30% in new car sales in 2014 compared to the previous year. Whilst this is a positive indication of the Irish automotive sector it also demands that Irish lubricants suppliers stock the very latest engine oils in their product offering. Maxol Lubricants recently launched their Advanced Engine Oil Range designed specifically for this growing section of the market.

Oil Made Easy

With this increased noise in the marketplace comes increased confusion. Consumers nowadays are faced with a wall of choice and a cloud of information when buying engine oil. Making the product available is only half the challenge, it is equally as important to educate and empower the consumer. In 2014 Maxol Lubricants launched Oil Made Easy. More than a campaign, this ethos was adopted across all communication channels with the sole aim of helping consumers make informed decisions. Packaging on all Maxol Lubricants products is simple, clear and concise with only the necessary technical information included, print and online media is to the point and free of industry jargon, the free online lubricant advisor eliminates any confusion with vehicle registration recognition and instant product recommendations.

AdBlue in Passenger Cars

Emissions has been the buzz word in the automotive industry over the past few years as consumers and governments are

becoming proactive in reducing their carbon footprint and environmental impact. This year sees the introduction of AdBlue into the passenger cars market as OEMs endeavour to deliver even greater emission reductions. In light of this Maxol Lubricants has been working with their long standing UK partners GreenChem to develop a 4 litre AdBlue package which will enter the Irish market through their network of service stations in early 2015.

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Maxol Lubricants is the dedicated lubricants division of the Maxol Group, Ireland's oldest independent oil company founded in 1920. The Maxol Group has over 250 service stations nationwide and lubricant distributors strategically placed across the country. Maxol Lubricants markets a comprehensive range of premium quality oils, greases, anti-freezes and AdBlue to a wide cross section of industries throughout Ireland. Their production and fulfilment facility in Dublin has storage for over 2 million litres of product. With a well-established progressive brand and domestic market knowledge Maxol Lubricants is firmly positioned as one of Ireland's largest lubricants suppliers.

The Future for Maxol Lubricants

The paradigm shift in the automotive industry is just one example of the challenges and potential rewards emerging in the Irish lubricants market. Owen O'Neill, General Manager and Director, Maxol Lubricants commented, "We supply dedicated oils and greases to a myriad of industries, each with their own individual trends, needs and idiosyncrasies. It is imperative to us that we understand all of our markets at a local level and that our product portfolio continues to evolve to suit the needs of Irish customers, now and in the future".

Owen O'Neill, General Manager
and Director, Maxol Lubricants



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