



Ashland Consumer Markets  
Global Head Office  
3499 Blazer Parkway  
Lexington, KY 40509  
USA

THOMAS R. SMITH  
Vice President, Branded Lubricant Technology

February 22, 2012

Tom Glenn

Tom,

Valvoline supports the work you have been doing in helping to educate the consumer and eliminate unsuitable lubricants from the market, however with respect to your evaluation of MaxLife ATF there are some key facts that need to be brought to the attention of the consumer.

- MaxLife meets and exceeds all the performance and protection requirements of Ford MERCON and many other specifications. It gives consumers a superior alternative to traditional ATFs meeting older specifications like MERCON and DEXRON III.
- When the 6.8 cSt minimum specification was originally established in the 1980s it had to take into account that ATFs were formulated with lower quality base oils and additives than are available today. A 6.8 cSt minimum was needed to assure the viscosity remained sufficiently high while in use. In service, as simulated by the 20 hr KRL test, these oils shear down to between 4.8 and 5.2 cSt. Typical MERCON oils today continue to use the older technology. Conversely, MaxLife is formulated with synthetic base oils and the highest quality additives available today. Though it starts out at a lower viscosity it only shears down to 5.7 cSt in KRL. The greater viscosity stability, higher after shear viscosity, and superior chemistry of MaxLife means superior performance in MERCON applications.
- Valvoline stands behind the use of MaxLife ATF in MERCON and all other applications for which it is recommended.

We appreciate your cooperation in this matter.

Sincerely,

Thom Smith  
Vice President, Branded Lubricant Technology  
Ashland Consumer Markets

Phone: +001 859.357.2766  
Mobile: +001 859.619.3673  
e-mail: trsmith@ashland.com

