



Petroleum Quality Institute of America

Sponsorship Program



The mission of the Petroleum Quality Institute of America is to assure the Integrity and Quality of motor oils, and other lubricants in the marketplace.



Petroleum Quality Institute of America

Petroleum Quality Institute of America (PQIA)

Get the
Facts...

The facts
speak for
themselves

PQIA is an independent resource for information and insights on the quality of lubricants in the marketplace.

Founded in 2009, the mission of the organization is to assure the Integrity and Quality of motor oils, and other lubricants.

Educational in nature, PQIA conducts independent, third-party testing of lubricants in the market and provides consumers and end users with the data they need to make informed decisions about the quality of lubricants they purchase and use. PQIA's Website, quality seminars, newsletter, and other distinguished programs provide access to the objective and pragmatic information consumer and end users need to assess lubricant quality.

PQIA's is able to realize its goal in part through the generous support of its sponsors. Our sponsors recognize the need for the service PQIA provides and support PQIA's mission to assure the quality of lubricants in the marketplace.

We invite you to participate as a sponsor. As a sponsor, you will receive recognition at PQIA's Website, and in its Newsletter. You will also receive complimentary invitations to our annual conferences. Most importantly, however, your sponsorship will play a meaningful role in assuring the quality of lubricants in the market.

Sponsorship DOES NOT IMPLY endorsement, approval, or recommendation by the Petroleum Quality Institute of America.



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Petroleum Quality Institute of America (PQIA)

Sponsorships

All sponsors will have the satisfaction and recognition that does with supporting quality lubricants in the marketplace..

Diamond Sponsor

Diamond Sponsors receive the following benefits:

- Eight complimentary registrations to our Annual Conference
- Recognition at the PQIA Annual Conference
- Free booth at Annual PQIA Trade show
- Free full-page ad in four issues a year of PQIA's newsletter
- Banner ad on the PQIA website and link to sponsor's website
- Access to PQIA's historical data

Platinum Sponsor

Platinum Sponsors receive the following benefits:

- Four complimentary registrations to our Annual Conference
- Recognition at the PQIA Annual Conference
- Free half-page ad in two issues a year of PQIA's newsletter
- Thumbnail ad on the PQIA website and link to sponsor's website

Gold Sponsor

Gold Sponsors receive the following benefits:

- Two complimentary registrations to our Annual Conference
- Free quarter-page ad in two issues a year of PQIA's newsletter
- Recognition at the PQIA Annual Conference
- Sponsor's name on PQIA's website and link to sponsor's website

Silver Sponsor

Silver Sponsors receive the following benefits:

- One complimentary registrations to our Annual Conference
- Sponsor's name on PQIA's website and link to sponsor's website



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Diamond, Platinum, and Gold sponsor ads in the PQIA Newsletter!

A Newsletter for buyers and sellers of lubricants, lubricant additives and base oils...

Reaching out to nearly 10,000 contacts in the industry.

Get the facts... The facts speak for themselves.



VOLUME 1, ISSUE 1 FEBRUARY 2010

The Numbers are in and the Majors Look Good

By TOM GLENN, PQIA, PETROLEUM ANALYST

In an effort to assess, where the bar is set for passenger car engine oil (PCEO), the Petroleum Quality Institute of America (PQIA) made the decision to test 10 brands of PCEO produced by major oil companies. The results are in and the major brands tested look good.

Ten brands of PCEO in quart bottles were purchased by PQIA at retail outlets in New Jersey. Blind samples were prepared by PQIA and sent to Intertek Automotive Research in San Antonio, Texas for chemical and physical analysis. The tests selected for the samples were based on a combination of considerations. Whereas PQIA is aware that (expensive) engine testing is required to determine if an oil meets a particular API Service Classification, it also understands there are specific chemical and physical tests required to determine if an engine oil meets and

API Service. The bars for these tests are set by the API. And if engine oil does not meet the requirements of these tests, it does not meet the requirements of the designated API Service Category, regardless of how it performs on the engine tests. Tests in PQIA looked at in this category include:

- Viscosity @ 100°C, cSt
- Viscosity @ 100°C, cSt
- Viscosity @ -30°C mPa s (cP)
- Volatility, mass % loss
- Phosphorus, ppm

The second group chemical and physical tests examined by PQIA include other where, although there are no specific API requirements for the tests, the test data can be used to determine if a product is typical of what one would see in a particular API service category. As an example, whereas the API does not specify a requirement for calcium, calcium is

of an engine oil's additive package. As such, an engine oil meeting an API SM Service Classification would typically contain calcium in the range of 1,600 to 2,400. This contrast sharply with a typical API SA engine oil containing virtually no calcium.

INSIDE

Why PQIA?
The PQIA Certification Program
Total Base Number (TBN)
What a Difference a "W" Makes



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**For more information, or to become a sponsor of PQIA,
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Or

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