



## Total Oil India Private Limited

### Press Release

#### Total launches 'Hi-Perf' for the Motor Cycle Oil segment

*The automotive lubricant will cater to the growing two-wheeler industry*

**Mumbai, December 12, 2017** - Total, a leading international Oil and Gas Company has launched in India a new range of automotive lubricant called 'Total Hi-Perf' for the motor cycle oil segment.

Total's widespread expertise in moto racing has resulted in a range of lubricants designed for complete protection and ultimate performance for all types of two-wheeled engines as well as a smoother ride, which is comfortable and cooler. Franco Morbidelli was crowned World Champion using TOTAL HI-PERF in the Moto2 category in 2017.

Total Hi-Perf protects the engine against events like sudden application of brake, frequent changes in gears, heavy usage of clutch and many other such occasions that a biker comes across while riding thereby helping the engine to operate smoothly at optimum performance

**Mr. Dilip Vaswani, Chairman & Managing Director, Total Oil India Pvt. Ltd** said, *"With an increasing demand for greater mobility along with rising disposable income, there is significant growth opportunity for two wheeler segment in India, which has recently surpassed even that of China. At Total, we believe that innovation and sustainability are the pivotal drivers of growth in this segment and our products and offerings stand true to this. We see tremendous potential in India and are here to make a lasting impression, through our array of product offerings and solutions."*

The lubricants division has pan India network of over 31 depots, 297 distributors and over 40000 dealers. Total has always ensured that the offerings include technologically advanced high performing products and services.

**Karoly Repas, Senior Vice President – Sales, Marketing and Technical of Total Oil India Pvt Ltd's lubricant division** commented, *"We have witnessed a trend recently that customers who previously owned a car are also buying two-wheelers to escape traffic and commute short distances. However, prevailing traffic and road conditions, take away from a comfortable ride experience. Riders have no control over sudden and unavoidable jerks and brakes that a bike goes through, which in turn, compromises the bike's engine quality and life. Total Hi-Perf, our newest range of high performing motorcycle engine oil is fully equipped to meet these everyday challenges and provide a joyful riding experience by shielding the*

*bike's engine from daily wear and tear thereby increasing engine life, amplifying fuel efficiency and keeping the engine clean."*

Total has also initiated an extensive marketing campaign around the launch of Hi-Perf to engage multiple target groups. The campaign successfully targeted 40k+ garages, 80k+ mechanics and 13k+ retailers through a nationwide campaign, using new-age technology tools like Virtual Reality (VR). The TV campaign consists of a fully gamified TVC, conceptualized with an objective to highlight the grievances of an everyday biker and how 'Total Hi-Perf' addresses his problems, delivers optimum performance and provides ease and comfort to enhance his ride experience. On the digital front, Total has collaborated with Power Drift and some popular moto-vloggers in the country to create a video series called Hi-Perf Ride for Legends, which will be amplified extensively on one of India's leading OTT platform – 'Voot'.

### **About Total Oil India Pvt Ltd**

Total Oil India Private Limited (TOIPL) is a part of TOTAL S.A. – started its operations in India from 1993. In India, the company has growing presence in businesses namely lubricants for automotive and industrial applications, LPG for domestic and commercial applications, modified bitumen products and special fluids managed through a team of over 600 employees. Total is committed to better energy that is safer, cleaner, more efficient, more innovative and accessible to as many people as possible.

### **About Total Lubrifiants**

Total Lubrifiants is a leading global manufacturer and marketer of engine oils and lubricants. It has 41 production plants worldwide and more than 5,800 employees in 150 countries. Total Lubrifiants offers innovative, efficient and environmentally responsible products and services developed by more than 130 researchers at its R&D center. Total Lubrifiants is a partner of choice for the automotive, industrial and marine markets.

[www.lubricants.total.com](http://www.lubricants.total.com)  
[www.elf.com](http://www.elf.com)



### **About the Marketing & Services division of Total**

Total Marketing Services develops and markets products primarily derived from crude oil, along with all of the associated services. Its 31,000 employees are present in 110 countries and its products and services offers are sold in 150 countries. Every day, Total Marketing Services serves more than 8 million customers in its network of over 16,000 service stations in 65 countries. As the world's fourth largest distributor of lubricants and the leading distributor of petroleum products in Africa, Total Marketing Services operates 50 production sites worldwide where it manufactures the lubricants, bitumen, additives, special fuels and fluids that sustain its growth.

## **About Total**

Total is a global integrated energy producer and provider, a leading international oil and gas company, and a major player in solar energy with SunPower and Total Solar. Our 98,000 employees are committed to better energy that is safer, cleaner, more efficient, more innovative and accessible to as many people as possible. As a responsible corporate citizen, we focus on ensuring that our operations in more than 130 countries worldwide consistently deliver economic, social and environmental benefits.

## **Total affiliate contacts**

Media Relations: Shantanu Watane | +91 9930635890 [swatane@perfectrelations.com](mailto:swatane@perfectrelations.com)

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