



## Product Knowledge goes a long way

In the complex world of vehicle lubrication, it pays to understand the way ahead

### OVERVIEW

Gone are the days when garages could rely on a single barrel of 10w40 oil to service every car that required oil. Driven by emissions regulations and a need for sustainability, carmakers are developing more complex engines. These often require specific additives, working conditions and thinner viscosities. Lubricants are expected to work harder, often in smaller quantities, so different vehicle marques have their own specifications – no more ‘one-for-all’ solution. Now more than ever, recommending or using the wrong oil could lead to catastrophic consequences for the engine.



### INTRODUCING... Product Knowledge Training

Morris Lubricants not only understands these complexities, but shares its knowledge through training. While this was done physically prior to COVID-19, the pandemic has allowed the company to refine its approach, offering one-hour online courses covering a range of subjects related to oils and lubricants. By imparting this information, the company hopes garages can see that rather than the inconvenience of requiring a service pack for every vehicle, they can save themselves time, and their customers money, on any future repair bills. The lubricant specialist will offer both forms of training once restrictions lift and it is safe and practical to do so.

### FEATURES

1. Detailed knowledge from a family-run lubricant specialist who sells to over 90 countries worldwide
2. Over 150-years of market experience
3. Online one hour courses provided by oil & lubricant industry expert of 40 years Adrian Hill
4. Multiple product types and markets covered



### ABOUT MORRIS LUBRICANTS



Morris Lubricants is a family-owned business with over 150-years of market experience. The company develops OEM approved oils for a vast range of vehicles, including passenger car & LCV, HGV trucks and agricultural machinery, plus many more. All at its base in Shrewsbury, where it ships these products to over 90 countries worldwide. It is well placed to offer training in the complex world of lubrication.

## BENEFITS

1. Protecting your customer's interests and livelihood
2. Saving customers money
3. Improving trust between business and consumer
4. Gaining greater understanding of the industry
5. Increased revenue through explainable oil sales
6. Training in your own time without the need for travel



Putting the wrong oil in a car could cause damage within 2,000 miles of driving. This would lead to expensive repair bills, and if the customer relies on their vehicle, or fleet of vehicles, for work, costs could rise even further with the associated downtime. Knowledge also breeds trust, while being able to confidently explain the need for a specific lubricant rather than a generic option will help improve the buying decision of the customer, increasing garage revenue as a result.

“This move differentiates us as an oil & lubricants company and reinforces our philosophy that we don't just sell a litre of oil, we support it by providing education and understanding,” says Adrian, who will be hosting the sessions.



## SUMMARY

By offering online training in a complex field, Morris Lubricants can cover a range of topics and explain the detail of the market to you without the need for travel or interruption to your working day. Online sessions can boost your knowledge and impart information that can make you feel more confident in selling products to your customers, while also helping them understand the complexities of their engines. With a vast amount of experience in the field, Morris Lubricants understands what both garages and customers need to know, and are happy to share that information freely.



You can find out more about Morris Lubricants and its Product Knowledge Training by visiting [www.morrislubricants.co.uk](http://www.morrislubricants.co.uk), or email [marketing@morris-lubricants.co.uk](mailto:marketing@morris-lubricants.co.uk)

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