

Castrol DSR Driveline Training

March 20, 2026



Agenda

Safety Moment

Sales Spotlight – Mason Moore

Transmission “Fun Facts”

Transmission Types

Common Transmssion Problems

Castrol Transmission Warranty

Castrol PCO Transmission Fluids

Resources

Quiz!

Q&A



AUTOMATIC TRANSMISSION FLUIDS

MAXIMIZE TRANSMISSION LIFE. MAXIMIZE YOUR PROFITS.



Safety Moment

Distracted Driving Awareness Month



On average, nine people a day are killed in distracted driving crashes, but a few simple steps can reduce the risks for yourself and those around you

At 55mph, you'll travel more than 100 yards in five seconds, more than the length of a football field.

Distracted driving is dangerous for those inside and outside the car, including other drivers and passengers, bicyclists, and pedestrians.

Sales Spotlight

Business Development Manager - Automotive Aftermarket Groups
PCO Transmission Fluids Success Story



Winning with Castrol transmission fluids

- 1 Smart prospecting:** Focus on accounts with the greatest technical and commercial potential
- 2 Identify needs:** Understand equipment, duty cycles, pain points, and desired outcomes
- 3 Show the value:** Highlight Castrol's superior technology, OEM approvals, and lifecycle savings
- 4 Close strong:** Align on value, finalize terms, and secure the business

MORAN
FAMILY OF BRANDS®



Transmission Fun Facts

The first automatic transmission was invented in **1921**

The first automatic transmission fluid was made from whale oil. In the early part of the 20th century, whale oil was considered an essential ingredient because of its unique lubricating properties. But due to environmental concerns and the endangerment of whales, synthetic alternatives were developed.

The first car with an automatic transmission was sold in 1939.

In the 1960s, some cars had push-button transmissions, where drivers selected gears by pressing buttons on the dashboard

A 2018 study indicated that a mere 18% of American drivers know how to drive a stick shift.

Manual transmissions make up what percent of new car production?

Less than 2%



Transmission Types – Step-Type Automatic Transmissions

Fluid: Automatic Transmission Fluid (ATF)

Used in most vehicles on the road today

Major specs in USA car parc:

GM: Dexron VI

Ford: Mercon LV

Chrysler: ATF +4

JASO 1A

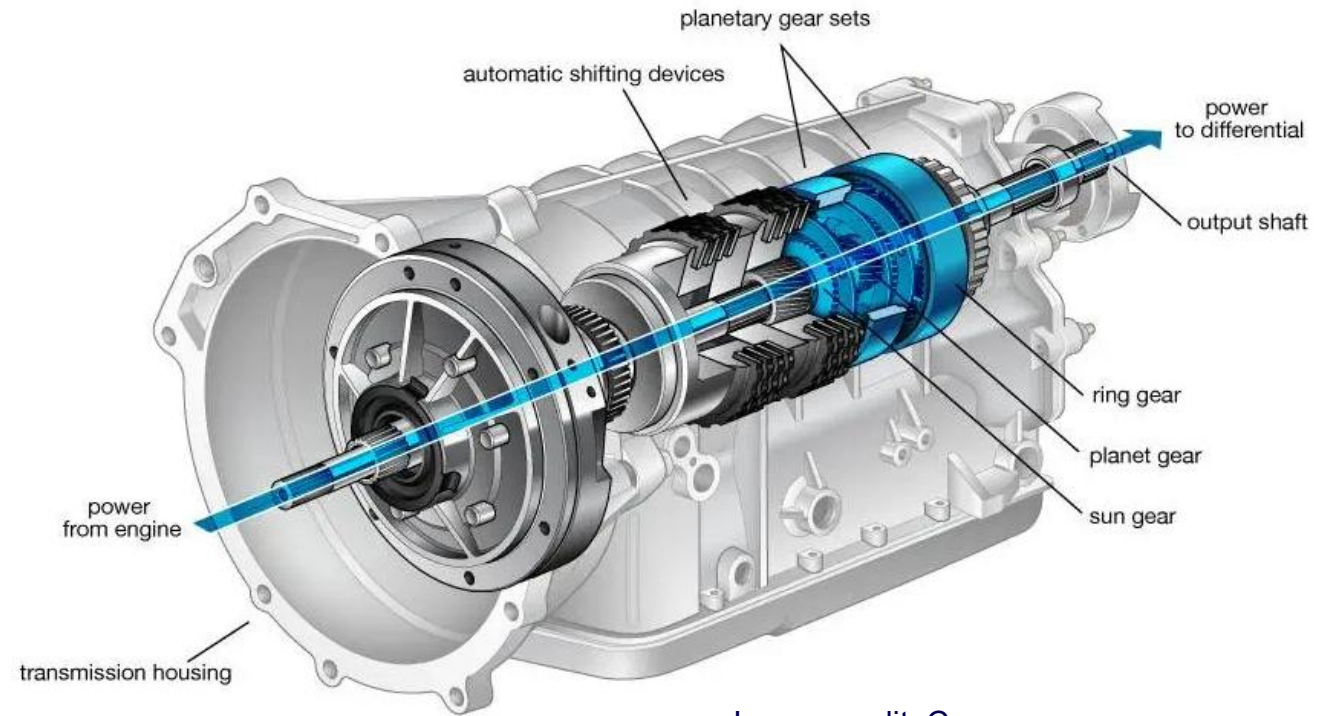
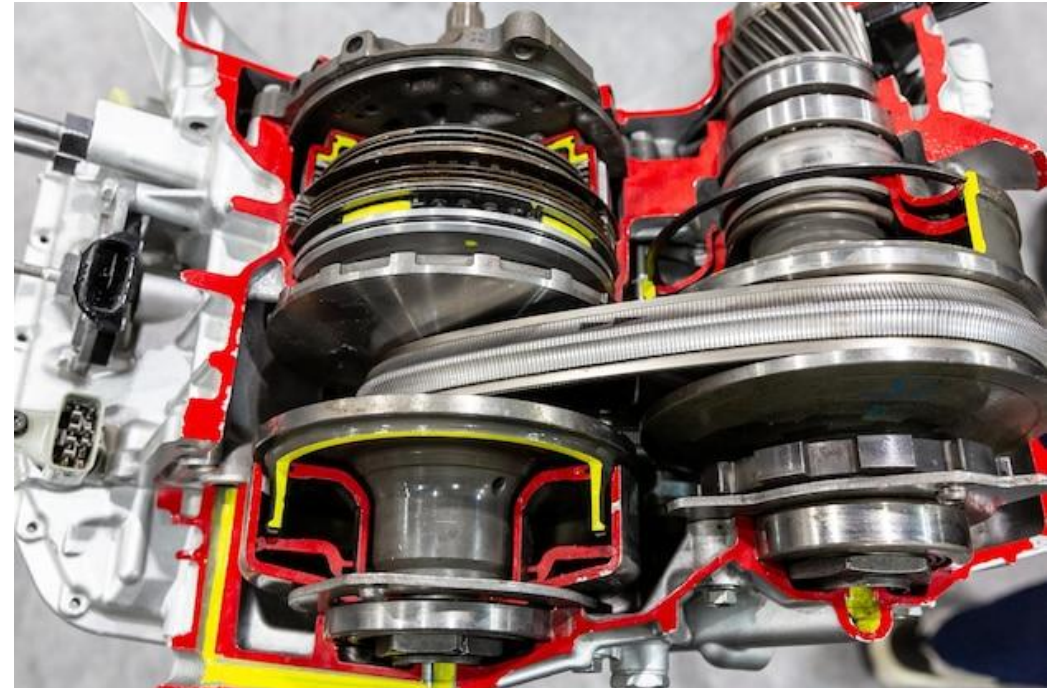


Image credit: Cars.com

Transmission Types – Continuously Variable Automatic Transmissions

Fluid: Continuously Variable Transmission Fluid (CVT fluid, CVTF, etc....)

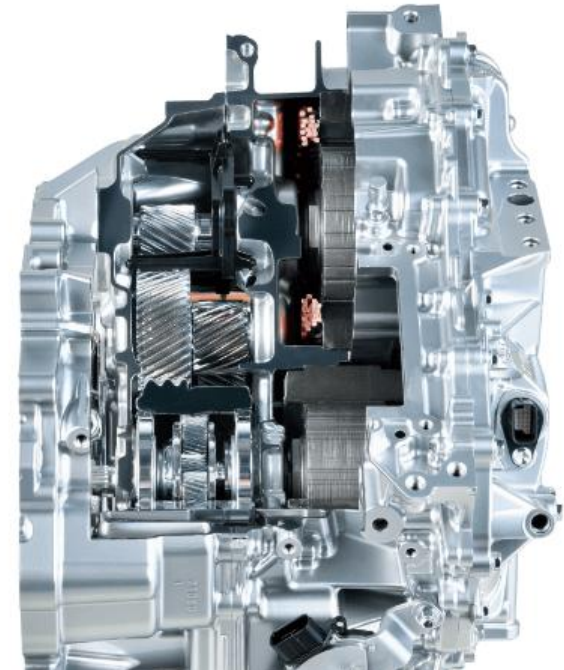
- **Relatively newer design**
- **Very popular among Japanese OEMs**
- **Significant, growing share of US carpark**
- **More diversity between OEM specs**



Transmission Types - Hybrid Transmissions

Fluid: Varies by OEM and Model

- **All transmission designs are represented**
- **Most modified designs, meant to accommodate electric drive**
- **EVT, Step-Type, and CVT are most common**
- **Growing number of OEM fitments and requirements**



Additional transmission types

Fluid: Depends on application

- **Manual: Low presence in US car parc**
- **Requires dedicated fluid due to use of unique friction modifiers, viscosity similar to gear oil**
- **DCT: Automatic control of manual technology**
- **Requires product similar to manual fluid, but low viscosity in line with ATF**
- **EV Transmissions: Many different designs, each with unique characteristics and fluid requirements**

Common Transmission Problems

Transmissions can experience various issues over time. Here are some common problems and their causes:

Slipping Gears: Slipping gears occur when the transmission unexpectedly changes gears. This can be caused by low transmission fluid, worn-out gears, or a faulty clutch.

Overheating: Overheating can damage the transmission and is often caused by low fluid levels, heavy towing, or a malfunctioning cooling system.

Leaking Fluid: Transmission fluid leaks can lead to low fluid levels and poor performance. Common causes include damaged seals, gaskets, or transmission pan.

Delayed Shifting: Delayed shifting happens when the transmission takes longer than usual to change gears. This can be due to worn-out components, low fluid levels, or a malfunctioning solenoid.

Castrol Transmission Warranty



A **free** transmission warranty for your customers, helping you stand out from competitors and build customer loyalty.

Key benefits:

Provides peace of mind to customers

Automatic reminder emails to encourage customer return

Customers sign up required

Covering vehicles using:

Transmax ATF/CVT Universal

Transmax Dexron VI/Mercon LV ATF

Transmax Dex/Merc ATF



CASTROL TRANSMAX TRANSMISSION WARRANTY PROGRAM

Under the Castrol Transmax Transmission Warranty (CTTW) Program, Castrol Lubricants will pay the reasonable expenses for repair or replacement of Covered Parts and associated labor to restore the Covered Parts to operation up to the applicable coverage amount specified set forth in this Castrol Transmax Transmission Warranty.

To know more visit:

[Transmax Lifetime Transmission Warranty | Castrol Sales Resource Center](#)



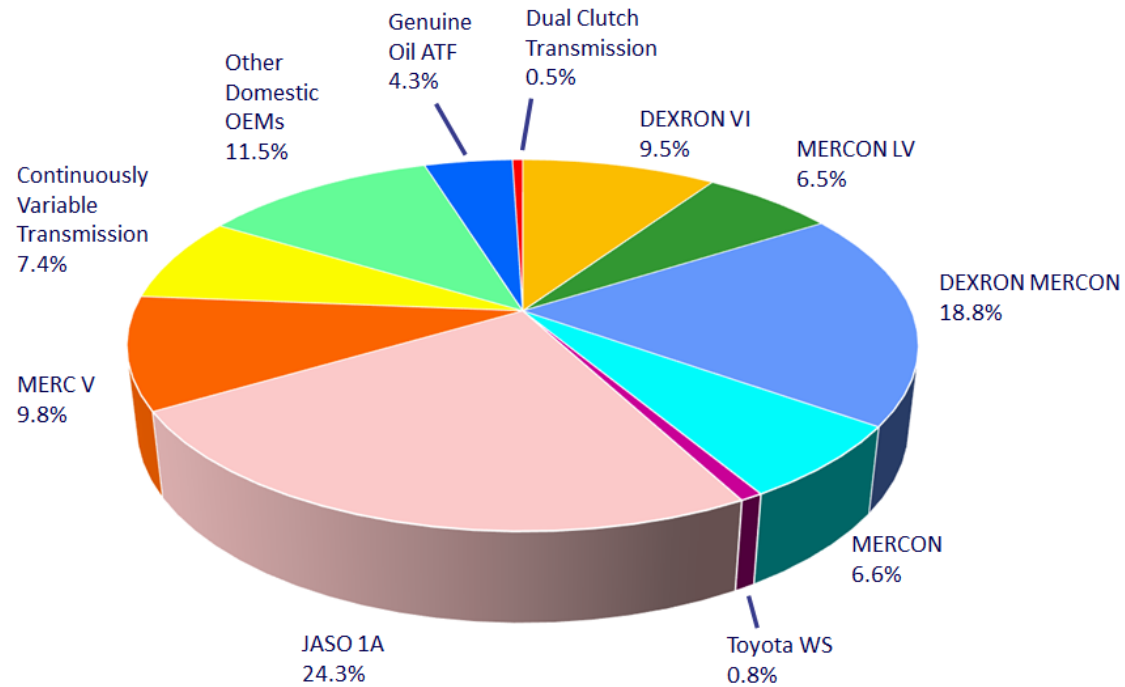
Transmax ATF/CVT Universal

- Full synthetic, multi-application fluid offering coverage for 95% of US car parc
- Suitable for use in a wide range of traditional automatic (step) and Continuously Variable Transmissions
- Also suitable for use in Hybrids

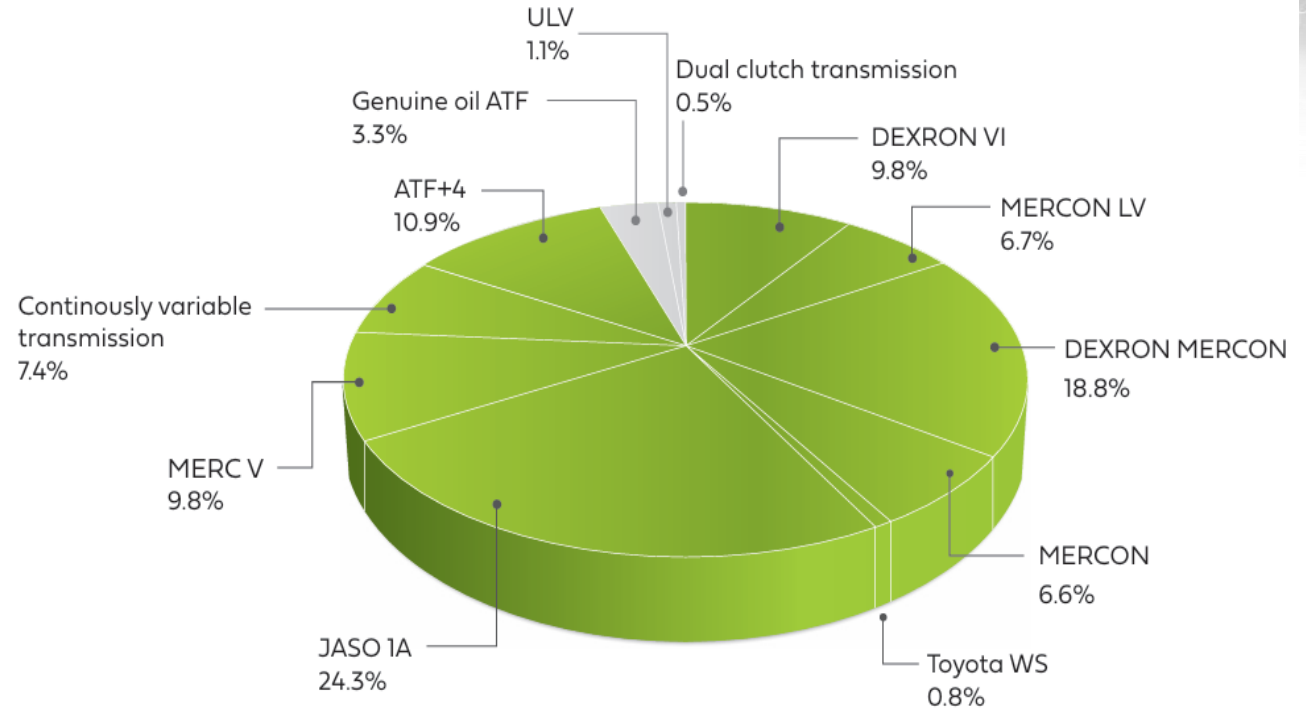


ATF Spec Mix & Transmax Universal Car Parc Coverage

US Car Parc – ATF Specs



TRANSMAX ATF/CVT Universal Coverage



Source: Afton Chemical, March 2020

Additional ATF Line Up

Included in CTTW Program



Castrol TRANSMAX Import Multi-Vehicle

Recommended for use in Honda, Toyota, Nissan and other imported vehicles.



Castrol TRANSMAX MERCON V

Certified and approved by Ford for all cars and trucks that require MERCON® or MERCON® V



Castrol TRANSMAX Dexron VI / Mercon LV

OEM approved and licensed by Ford (MERCON® LV) and GM (DEXRON®-VI)



Castrol TRANSMAX DEX/MERC

- Meets MERCON® and DEXRON®-III H requirements
- Also satisfies requirements of DEXRON®, DEXRON®-III, IIE, and II



Castrol TRANSMAX Dual

- Full synthetic dual clutch transmission fluid
- For use is VW, SEAT and Skoda (6 speed) DSG



Castrol TRANSMAX High Mileage

For use in transmissions with 75,000 miles and up.

Resources- Castrol Sales Resource Center

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AUTOMATIC TRANSMISSION FLUIDS

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FAVORITE ☆

TRANSMAX

AUTOMATIC TRANSMISSION FLUIDS

MAXIMIZE TRANSMISSION LIFE. MAXIMIZE YOUR PROFITS.

Building on a heritage of technological innovation, Castrol's ATFs are engineered to maximize transmission life and meet a broad range of performance requirements. Customers can feel confident that Castrol ATFs will help them get the most out of their vehicles.

CASTROL® TRANSMAX™ ATF/CVT UNIVERSAL

CASTROL® TRANSMAX™ DEXRON®VI MERCON LV

Recap Quiz

What percent of passenger cars are covered by Castrol Transmax ATF/CVT Universal?

Answer: 95%

What are the most common two transmissions in the US?

Answer: Step-type and CVT

True or False:
The Castrol Transmax Lifetime Warranty Program covers 3 of our top PCO Transmission Fluids.

Answer: True (Universal, Dex VI/Merc LV, and Dex/Merc)

Questions?

