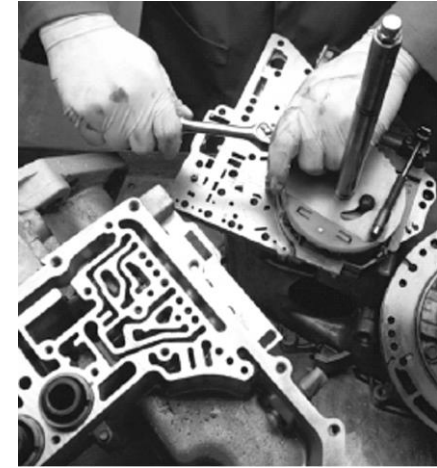


AUTOMOTIVE JOB SHOP (USA)

POWERTRAIN COMPONENTS

Castrol Rustilo® DWX 30

ANNUAL SAVINGS: \$86,000



THE SITUATION

A large automotive component manufacturer in the Detroit, Michigan area was experiencing rust issues with a main powertrain component. This rust issue affected the supply of sprocket gears in transfer cases to a major automotive company.

Castrol and our distributor were challenged with eliminating rusted sprocket gears shipped to the automotive company's facility in Mexico on a weekly basis.

BEFORE

- Customer tried three solvent-based and one water-based rust inhibitor with no success in preventing rust when shipping to Mexico.
- VCI bags also did not resolve the issue.

AFTER

- Castrol Rustilo DWX 30 solvent-based rust inhibitor was offered.
- A trial showed that the first shipment was received by the automotive company with no rust.
- Customer has implemented the new fluid for all Mexican shipments.

THE SOLUTION

- The Castrol team examined the parts, process, and packaging to determine that Rustilo DWX 30 was the right solution for the problem.
- The rust preventative was the only change made. The process and packaging were not changed.
- Rustilo DWX 30 was written into the specifications for use by parts manufacturer and the end customer.
- The customer previously incurred great expense to deal with the rust, due to the need to clean parts and send personnel to Mexico for sorting. (estimated at \$86,000 annually)
- After the introduction of Rustilo DWX 30, the fluid cost increased slightly, but the end result was a significant total cost savings for the customer.

RECOMMENDATIONS

Most job shops have a need to protect their product all the way to the end customer. Rust problems on the parts become a liability to the job shop, costing them large sums of money. Proper rust protection of their parts ensures cost avoidance with respect to double handling, hand sorting, rework, and customer charge backs.

Summer months offer the best time to check with customers to find out if they are experiencing problems.

CONCLUSION

This was a prospective customer that we were able to gain new sales and solid recognition from them on a job well done. They steadily buy the Rustilo DWX 30 and have given us the chance to solve other issues in their operations. The customer views Castrol, our distributor, and our products as a combination that they want to do business with.

The result in this case was a total savings of \$86,000!

