



The World's Leading Synthetic Engine Oil



1UP Club

Newsletter 2nd Quarter 2009

Welcome

Welcome to the second edition of the 1UP Club News – the quarterly update designed to keep you informed on the latest Mobil 1 performance, development and sales initiatives from Asia Pacific and around the world.

What's The Buzz On Mobil 1?

Lewis Hamilton's Mobil 1 Supercircuit



We were all on the edge of our seats as Lewis Hamilton raced to win the 2008 FIA Formula One™ World Drivers' Championship in Brazil in November. To celebrate this achievement, Mobil 1 asked the World's Number 1 Grand Prix Racing driver to design his own dream circuit – the ultimate test for the driver, the car and the technology. And, here it is:

Mobil 1 Supercircuit
with Lewis Hamilton

Welcome to Lewis Hamilton's Mobil 1 Supercircuit – linking his favourite turns and straights from the world's most grueling Grand Prix tracks. For a real-time tour around Lewis' dream circuit, please visit www.mobil1.eu

Turn	Track	Flag	Gear	Speed (KM/H)
1	SILVERSTONE - COPSE	UK	7TH	200
2	MAGNY COURS - ESTORIL	FR	5TH	200
3	SUZUKA - 130R	JP	8TH	235
4	SPA-FRANCORCHAMPS - EAU ROUGE	BE	7TH	200
5	MONACO - TURN 12, TABAC	MC	4TH	172
6	SUZUKA - TURN 1	JP	5TH	200
7	SPA-FRANCORCHAMPS - POUHON	BE	8TH	200
8	MONACO - TURN 4, CASINO	MC	3RD	130
9	INTERLAGOS - MERGULHO	BR	4TH	173
10	SILVERSTONE - COPSE	UK	7TH	200

START/FINISH LINE

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Lewis Hamilton's Mobil 1 Supercircuit features ten of the world champion's favourite corners from race tracks based in Europe, Asia and the Americas. The still image of the Supercircuit was transformed into a Video News Release in which Hamilton talked the viewers around his 10 favourite corners, followed by a second lap which featured the integral role of Mobil 1 in Grand Prix racing and highlighted

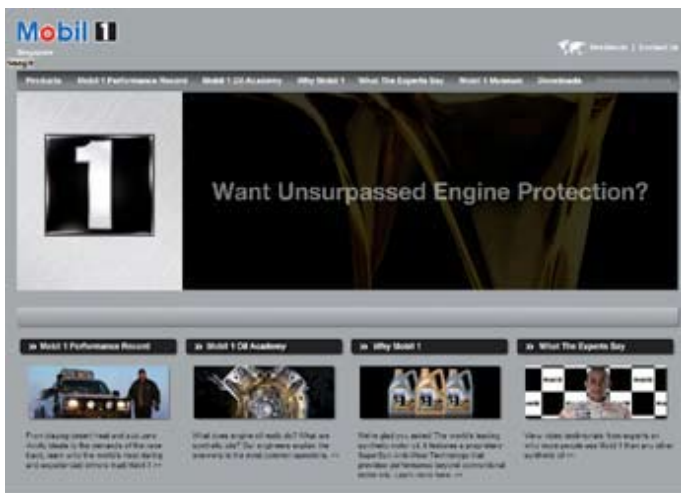
Mobil 1's position as the superior engine oil. To view the Supercircuit Video visit <http://www.youtube.com/user/Mobil1motorsports> or contact your local FMC for a copy.

Official Launch of New AP Mobil 1 Websites

Ever wondered what an engine oil really does? Why the world's most experienced drivers trust Mobil 1? Why Mobil 1 is the clear choice over other synthetics? Well, now you and your customers can hear the answers to these and other common questions from our engineers and experts on our new AP Mobil 1 websites.

January saw the official launch of the new Mobil 1 website for seven AP countries: Australia, India, Indonesia, Malaysia, New Zealand, Philippines and Singapore. It was recently launched in China and Thailand in April and May respectively. Website launches for Japan, Korea, and Taiwan will follow in the coming months.

Initial tracking data for the sites is very promising. In February and March, we experienced approximately 7,000 visitors to the site. The average amount of time spent on the site was about four minutes and visitors viewed 4.58 pages on average. Most of the visitors - 77% - were unique or first time to the site. The most reviewed sections were **Products**, **Why Mobil 1** and **Mobil 1 Performance Record**.



Spend Some Time On The Site

Visit the global landing page at www.mobil1.com and select your country to:

- View our latest and past TV commercials before taking a stroll through our video library.
- Download the latest wallpapers, ringtone and screensavers.
- Experience a ride through a Mercedes-Benz AMG V8 engine – one of the most sophisticated and powerful road car engines available. Take a seat, fasten your seat belt and prepare for an incredible journey.
- Read more about the 10 reasons to rely on Mobil 1 Technology.
- Take a step back in time and visit the evolution of Mobil 1 in the Museum.
- Listen to Lewis Hamilton talking about why his relationship with Mobil 1 is the recipe to success.
- View the Interactive Race Car Module and discover how the Vodafone McLaren Mercedes F1 car performs at a temperature of more than 300°C – a temperature which can melt tin and lead.
- Watch the video of how, in 1990, Mobil conducted an extraordinary experiment driving a car for 'One Million Miles' with Mobil 1.

Did you know?

Mobil 1 is on Facebook! Make sure you join the Mobil 1 official fan site on Facebook. Search for 'Mobil 1 fan page' and select 'join group' to become a member.

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Mobil 1 The Grid TV Series Takes Fans Behind the Scenes of World's Top Racing Circuits and Teams



Mobil 1 The Grid is a new, weekly, 30-minute TV program, devoted to motorsports and sponsored by Mobil 1. *Mobil 1 The Grid* gives fans around the world behind-the-scenes access to many of today's popular, international

professional racing circuits and successful race teams.

Developed in partnership with Sunset & Vine, a leading global sports television distribution and production company, *Mobil 1 The Grid* offers exclusive, in-depth features, personality profiles and the latest news from leading motorsports circuits around the globe, including American LeMans Series (ALMS), Mobil 1 Porsche SuperCup, Indy Racing League (IRL), NASCAR, V8 and Formula One (F1).

As the world's leading synthetic engine oil, the Mobil 1 brand has long enjoyed a major presence in motorsport and has been the lubricant of choice for many successful racing teams around the globe.

The program will be aired extensively across AP, on channels including CCTV5, ESPN Star Sports, ATV, J Sports 1 and 2, NDTV and SCV.

To see episode highlights and learn more about *Mobil 1 The Grid*, visit <http://www.grid1.tv/>

Buy Mobil 1 and Meet Lewis Hamilton? That's exactly what one lucky Australian customer did!

During the first quarter of 2009, Mobil 1 in Australia offered one lucky retail customer the opportunity to meet Lewis Hamilton and get a new BlackBerry Storm smart phone. In addition, customers who purchased specially marked five litre packs of Mobil 1 0W-40 received an instant prize of an exclusive Vodafone McLaren Mercedes keychain.



event, but also received a money-can't-buy experience when he was introduced to Lewis Hamilton and received his new BlackBerry Storm.

Richard thanked FMC, Peter Westcott and the motorsport team for the amazing experience:

The promotion mechanics included specially marked POSM with a unique code, which the consumer then used to enter into the prize draw and claim instant prizes through the website redemption page. In return for including Vodafone and Blackberry branding on the promotion collateral, Vodafone provided the BlackBerry Storm at no cost. This is a great example of mutual benefit gained by leveraging motorsport sponsorship.



"Thanks to Mobil 1 for giving us the opportunity to attend the Australian Grand Prix. For me, it was the experience of a lifetime. Needless to say the highlight was meeting Lewis Hamilton and receiving the BlackBerry Storm. We were delighted with the way Lewis greeted us. He made us feel that he wanted to talk to us and was not just carrying out another obligation."



We were blown away by our tour of the pits and the behind-the-scene operations. We are grateful for the time, effort and interest shown by the Vodafone McLaren Mercedes guys in making the tour of the business end so memorable. We had a fabulous time. I would like to take this opportunity to thank Mobil 1 for not only protecting my Commodore's engine, but also awarding me such a wonderful prize. Please extend my deepest gratitude to all who contributed to our memorable weekend."

The lucky winner was Richard Vowles from Queensland, Australia. Richard was flown to the Australian Grand Prix in Melbourne, where he not only enjoyed the heart-stopping excitement of the four-day F1

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Did you know?

Mobil 1 and TurboCharges

In response to rising consumer demand for vehicles that offer more horsepower and enhanced fuel economy, the traditional, internal combustion engine is undergoing a dramatic transformation, as leading manufacturers create smaller vehicles, with increasingly advanced engine designs.

One of the most notable changes in engine design is the growing use of turbochargers in the mainstream automotive market. Traditionally, turbochargers were used to increase power output in high-performance engines. Today, however, they are being used by leading global auto manufacturers in everyday passenger vehicles, including compacts and sedans, as a means of increasing engine output while improving fuel economy.

While turbochargers are a great way to improve vehicle performance, they operate at extremely high temperatures. In order to protect critical turbocharger components at such elevated temperatures, a fully synthetic engine oil, such as Mobil 1, is highly recommended.

As the photo indicates, while running under high boost conditions, the turbocharger and exhaust system were red hot. This demonstrates the need for an engine oil that can withstand the extreme high temperatures at which they operate, such as Mobil 1, a fully-synthetic engine oil.



Test Your Mobil 1 Knowledge

- (1) Can Mobil 1 be mixed with other oil brands?
 - a) Yes
 - b) No
- (2) Which Mobil 1 product would have the best ability to flow in extreme cold temperature?
 - a) Mobil 1 0W-40
 - b) Mobil 1 5W-50
 - c) Mobil 1 10W-30
 - d) Mobil 1 5W-50
- (3) Which has not been a strapline used with Mobil 1?
 - a) World's most advanced engine oil
 - b) World's Leading synthetic engine oil
 - c) Command Performance
 - d) As unique as you are
- (4) How much did the first quart of Mobil 1 cost in the US?
 - a) \$10
 - b) \$1
 - c) \$1.99
 - d) \$5
- (5) Which is the oldest of the commercially used synthetic fluids?
 - a) Polyalphaolefins
 - b) Silicones
 - c) Esters
 - d) Polyglycols
- (6) In which year did Mobil 1 replace Mobil as the main logo on an F1 car?
 - a) 1978
 - b) 1995
 - c) 2000
 - d) 1985

Answers: 1a, 2a, 3d, 4c, 5d, 6d

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The World's Leading Synthetic Engine Oil

Mobil 1 Toolkit

New AP Mobil 1 Seminar Toolkit

What is the Mobil 1 Seminar Toolkit?

The Mobil 1 Seminar Toolkit provides the core materials required to support seminar and training activities associated with word of mouth (WOM) and advocacy initiatives in our marketing calendars. The content is designed to not only be used in a seminar setting, but to also be re-purposed for other communication media, such as installed waiting room video loops, digital communications in retail, etc.

Why introduce the Mobil 1 Seminar toolkit?

- Confusion exists in the synthetic category, causing people to think synthetics are not right for them.
- Retailers and installers constantly ask for training.
- It address the primary concerns for rejection – relevance, performance differentiation, price/value proposition.
- Oil selection is new to first time car owners in E/D markets.
- FMCs around the globe are working independently with local agencies to piece together inconsistent material.

Why run Mobil 1 seminars for staff, media or customers?

Running a seminar is an effective way of showing prospects, existing clients and professional contacts that we are experts in the field of synthetic lubrication. Giving away free and valuable information will support the education of consumers about the benefits of synthetics and ultimately support growth in the synthetic category. When we make a presentation to our relevant audience, we are saying, "I've earned the right to be up here. I am an authority." The toolkit offers consistent branding, messages and tools across the zone.

Who is the target audience for the Mobil 1 Seminar Toolkit?

As most of us found out at school, education messages require consistent reinforcement and repetition (practice) before they become learned behaviour. Changing buyer and seller behaviour to grow the synthetic category is no different. It will require a holistic campaign, touching and educating all key influencers within the sales process, and it will need to be sustained over time.

Potential audiences:

- ExxonMobil Sales Representatives
- Media Influencers/Writers
- Distributor Sales Representatives (DSR)
- Trade (Managers/Owners, Sales Reps, Service Writers)
- Consumers

The package is modular in design so that the right content can be selected, depending on the audience and communication medium.

Summary of Toolkit Communication Elements

The following lists the core materials for the Mobil 1 Seminar Package:

- Introduction booklet and guidelines
- Invitation cards
- Staff apparel/uniform
- Back drop panels for seminars
- Presentation template
- Lectern graphics
- Bag for takeaway materials
- Guidelines on giveaway selection
- Staff nametags
- Powerpoint presentation with speaker notes
- Audio visual DVD with voiceover
- Guidelines on other videos available

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Chapters of PPT and DVD Package

Mobil 1 and TurboCharges

- 1 Opener – The World's Leading Synthetic Oil
- 2 First things first – What is engine oil?
- 3 What is a synthetic lubricant?
- 4 What's so good about synthetics?
- 5 Why Mobil 1 is first among synthetics
- 6 Dispelling the myths
- 7 Synthetic vs. synthetic blends
- 8 What is viscosity?
- 9 Mobil 1. Proof of Performance
- 10 A history of firsts
- 11 The first choice for auto manufacturers
- 12 First on the road. First on the track.
- 13 10 reasons to rely on Mobil 1 technology
- 14 Mobil 1 is More Than Worth It
- 15 Selling the World's Leading Synthetic Engine Oil
- 16 Closer: Mobil 1 – The first and only choice



Remember

1UP Club Members are encouraged to contribute to the newsletter by submitting summaries of your Mobil 1 activities and best practices for the Newsletter. With exclusive F1 Vodafone McLaren Mercedes Prize packs awarded to members for published articles.

Stay Tuned

For an exciting new quarter of Mobil 1 activities, including the launch of the new AP Mobil 1 website and the new Mobil 1 seminar materials.

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