

PRESS RELEASE



TVS Motor Company launches TVS TRU4 Synthetic 10W 30 Engine Oil

Hosur, 31 October 2014 : TVS Motor Company has announced the launch of TVS TRU4 Synthetic 10W 30, a fully synthetic engine Oil. TVS TRU4 Synthetic meets Japanese Automotive Standards Organisation – JASO MA2 and American Petroleum Institute – API SL. The main characteristics of TVS TRU4 Synthetic engine oil include smooth clutch operation, low temperature startability and longer service life. This high quality product is available in 1 litre and 900 ml packs and comes with an attractive pricing of Rs. 525 per litre. Each pack comes with a unique number. Consumers can check the genuinity of TVS TRU4 Synthetic by sms-ing TRU4 <space> <Unique no.> to 9500444444.

“Synthetic oil flows better in cold weather, making engine starts easier and offering better protection. In addition, synthetic oil resists viscosity changes at extremely high temperatures unlike conventional oil, which can break down or evaporate at such temperatures, causing damage to the engine. Synthetic oil is slicker than conventional oil and therefore enables smoother, cooler engine operation resulting in better power and better fuel economy” said Mr. K Venkateswarlu, Vice President – Parts Business, TVS Motor Company.

TVS TRU4 Synthetic Oil uses an advanced formulation technology for extreme thermal conditions to establish superior thermal stability both at high and low temperatures. This technology also brings about preferential friction reduction, superior engine cleanliness and smoother clutch performance, leading to better ride comfort.
