

ОБНОВЯВАНЕ НА ЛИНИЯТА СМАЗОЧНИ МАТЕРИАЛИ ELF

ОСНОВНА ИНФОРМАЦИЯ



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Цели на обновяването на линията смазочни материали ELF

- *Да се вдъхне нов живот на марката, да се повиши привлекателността ѝ*
- *За да се опрости структурата на продуктовата линия двигателни масла за леки автомобили (PCMO), се въвежда общо име EVOLUTION*
- *Пълното обновяване на опаковката и етикета съответства на високотехнологичния и динамичен образ на търговската марка.*

Общо име **ELF EVOLUTION** за цялата линия **ELF PCMO**

ELF EVOLUTION FULL TECH

ELF EVOLUTION 900

ELF EVOLUTION 700

ELF EVOLUTION 500

ELF EVOLUTION 300

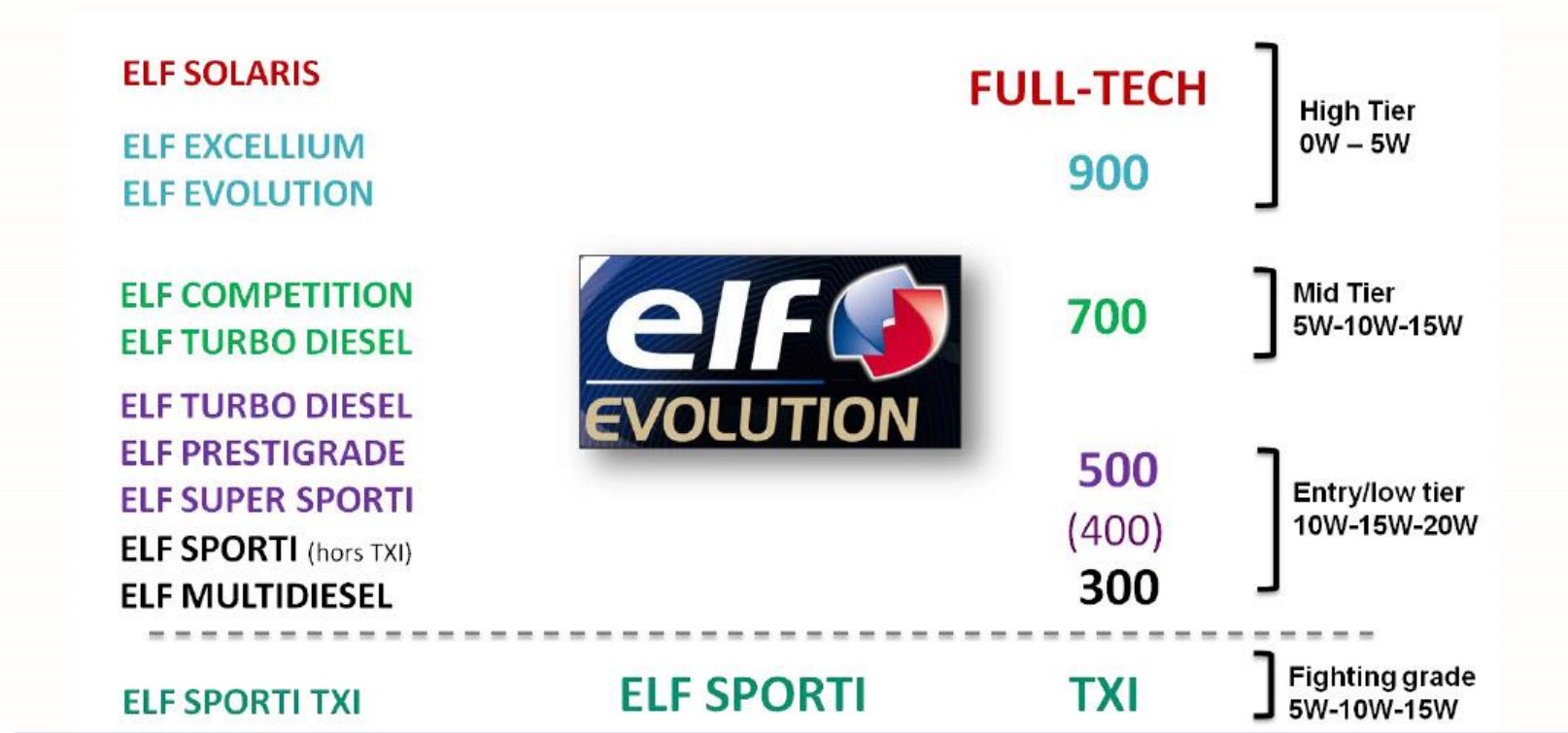
ELF SPORTI TXI *



** акцент върху спортните качества на продукта – името не се променя*



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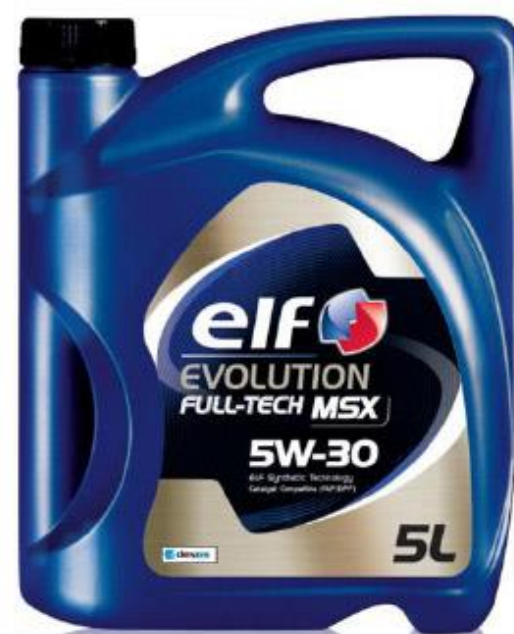


Например,

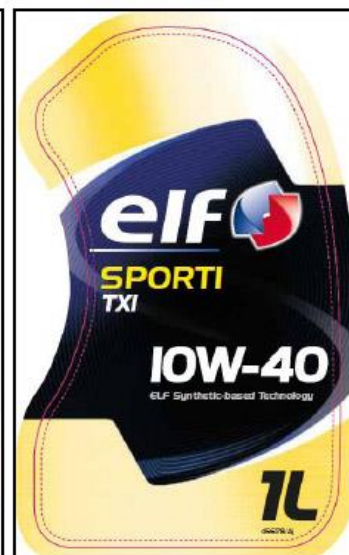
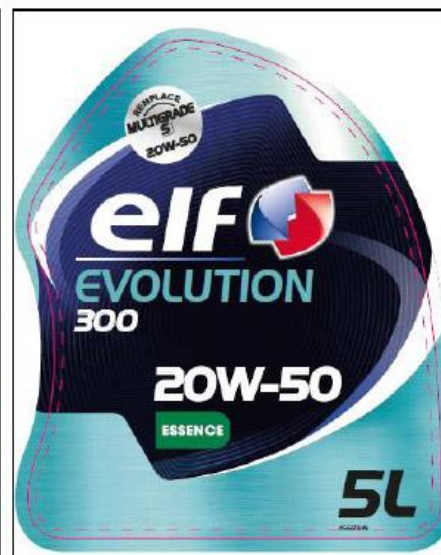
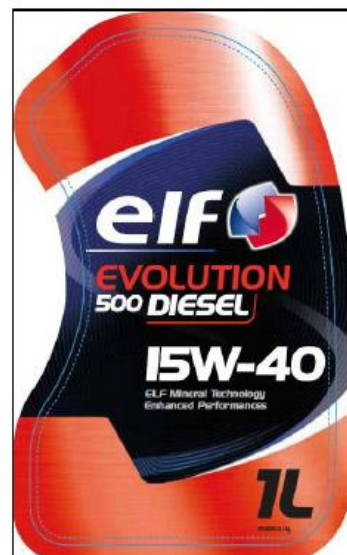
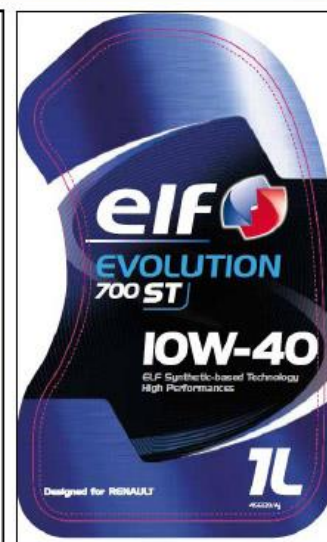
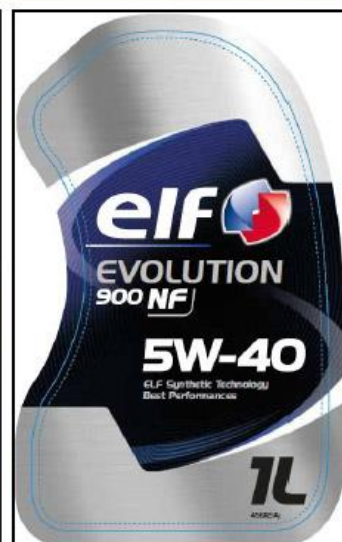
ELF COMPETITION ST 10W-40 се заменя от ELF EVOLUTION 700 ST 10W-40



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НОВИ ЕТИКЕТИ ЗА ДРУГИ ПРОДУКТИ



Продуктите от линията НТХ засега остава без промяна.



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Старо име	Ново име	Стандарти и одобрения
SOLARIS FE 5W-30	EVOLUTION FULL-TECH FE 5W-30	ACEA C4 ниво C3 RENAULT RN0720
SOLARIS LLX 5W-30	EVOLUTION FULL-TECH LLX 5W-30	ACEA C3 BMW LL-04, VW 504.00/507.00 MB 229.51, PORSCHE C30
SOLARIS MSX 5W-30	EVOLUTION FULL-TECH MSX 5W-30	ACEA C3- API SN/CF MB Approval 229.51, BMW LL-04 VW 502.00/505.00/505.01, Dexos 2
SOLARIS LSX 5W-40	EVOLUTION FULL-TECH LSX 5W-40	ACEA C3 - API SN/CF MB Approval 229.51, BMW LL-04 VW 502.00 / 505.00 / 505.01, Porsche A40 Ниво FORD 917-A Ниво FIAT 9.55535-S2- Dexos 2



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Старо име	Ново име	Стандарти и одобрения
EXCELLIUM FULL-TECH 0W-30	EVOLUTION 900 FT 0W-30	ACEA A3/B4 - API SL/CF MB-Approval 229.5, BMW-LL01, VW 502.00/505.00, RENAULT RN0700, Ниво GM LL A/B-025 -
EVOLUTION CRV 0W-30	EVOLUTION 900 CRV 0W-30	ACEA A5/B5 VW 503.00/506.00/506.01
EXCELLIUM FULL-TECH 5W-40	EVOLUTION 900 FT 5W-40	ACEA A3/B4 -API SN/CF MB-229.5, BMW-LL-01, VW 502.00/505.00, PORSCHE A40
EXCELLIUM NF 5W-40	EVOLUTION 900 NF 5W-40	ACEA A3/B4 – API SL/CF VW 502.00/505.00, MB 229.3, PORSCHE A40
EVOLUTION SXR 5W-40	EVOLUTION 900 SXR 5W-40	ACEA A3/B4 – API SN/CF RENAULT RN0700, RN0710
EVOLUTION SXR 5W-30	EVOLUTION 900 SXR 5W-30	ACEA A5/B5 – API SL/CF RENAULT RN0700
EXCELLIUM DID 5W-30	EVOLUTION 900 DID 5W-30	ACEA C3 – API SM/CF VW 502.00/505.00/505.01
EXCELLIUM 5W-50	EVOLUTION 900 5W-50	API SG/CD



Старо име	Ново име	Стандарти и одобрения
COMPETITION ST 10W-40	EVOLUTION 700 ST 10W-40	ACEA A3/B4 - API SL/CF RENAULT RN0700, VW 501.01/505.00 MB-Approval 229.1
COMPETITION STI 10W-40	EVOLUTION 700 STI 10W-40	ACEA A3/B4 - API SL/CF VW 501.01/505.00, MB-Approval 229.1
TURBO DIESEL 10W-40	EVOLUTION 700 TURBO DIESEL 10W-40	ACEA A3/B4 - API SL/CF RENAULT diesel, VW 501.01/505.00 MB-Approval 229.1
COMPETITION ST 15W-50	EVOLUTION 700 ST 15W-50	ACEA A3/B4 - API SL/CF VW 501.01/505.00, MB-Approval 229.1
COMPETITION ST 10W-40	EVOLUTION 700 ST 10W-40	ACEA A3/B4 – API SL/CF RENAULT RN0700, VW 501.01/505.00 MB-Approval 229.1
TURBO DIESEL 10W-40	EVOLUTION 700 TURBO DIESEL 10W-40	ACEA A3/B4 - API SL/CF VW 501.01/505.00, MB-Approval 229.1



Старо име	Ново име	Стандарти и одобрения
TURBO DIESEL 15W-40	EVOLUTION 500 TURBO DIESEL 15W-40	ACEA A3/B3 - API SL/CF
PRESTIGRADE TS 15W-40	EVOLUTION 500 TS 15W-40	ACEA A3/B3 - API SL/CF RENAULT Ниво VW 501.01/505.00 Ниво MB 229.1
PRESTIGRADE DIESEL 15W-40	EVOLUTION 500 DIESEL 15W-40	ACEA A3/B3 - API SL/ CF RENAULT Diesel Ниво VW 505.00 Ниво MB 229.1



Старо име	Ново име	Стандарти и одобрения
SPORTI TXI 5W-40	SPORTI TXI 5W-40	ACEA A3/B4 - API SL/CF
SPORTI TXI 10W-40	SPORTI TXI 10W-40	ACEA A3/B4 - API SL/CF
SPORTI TXI 15W-40	SPORTI TXI 15W-40	ACEA A3/B3 - API SL/CF
SPORTI TXI 20W-50	SPORTI TXI 20W-50	ACEA A3/B3 - API SL/CF