

**Company** Gulf  
**Brand** Formula CX  
**Product** 5W-30 Engine Oil

**Case No** VLS010163

**25/10/2019** This case was submitted to VLS

**09/01/2020** The case complaint wording was accepted by VLS.

**27/03/2020**

The complaint concerned an allegation that there is no technology currently available on the market to meet the combination of the latest OEM specifications PSA B71 2290 and BMW LL-04 (including N20 and B48 performance). The claim on the Technical Data Sheet, dated February 2018, to meet PSA B71 2290 did not specify which iteration and therefore risks misapplication as the latest iteration (2019) requires LSPI (low speed pre-ignition).

The Named Party stated that there had been a subsequent formulation change and change in product pack labels in December 2018 / January 2019 and the TDS dated February 2018 had been superseded. Since then there had been no formulation changes but there had been periodic changes to the Technical Data Sheets/product labels to align with the changes in OEM specifications and approvals of the product. As evidence the Named Party provided updated copies of the latest TDS dated October 2019, and latest product labels reflecting the current claims made.

The latest version of the Technical Data Sheet removed the marketing claims against the following specifications for which manufacturer approvals had been obtained.

MB 229.51, MB 229.52

BMW LL-04

VW 505 00 & 505 01

The marketing claim against PSA B71 2290 was withdrawn.

Consequently VLS believes that the product is in compliance and has concluded its investigation into the complaint. VLS will undertake a six month review in line with its stated process to ensure continued compliance.