

Company Toyota
Brand First
Product 5W-30 Fully Synthetic Engine Oil

Case No VLS010167

25/11/2020 This case was submitted to VLS

20/10/2021 The complaint concerned a number of conflicting, mutually exclusive or incompatible OEM claims for which VLS believed that no market general technology exists.

VLS made an early notification of the complaint to Buckinghamshire and Surrey Trading Standards, who are also the home authority to the Named Party. In response, Buckinghamshire & Surrey Trading Standards acted as a mediator for the complaint with the Named Party.

VLS procured and tested a sample of the product to validate the claims made on the product label. While VLS had concerns over the combination of claims made for this product, it was also concerned about the blanket coverage implied for all models from some manufacturers such as Ford and GM.

In response to its findings, VLS asked the Named Party through Trading Standards, to consult their Technology Provider to ensure that they have robust data to back up any claims made and seek their advice regarding more specific and appropriate claims for their product which should be reflected in all labelling and marketing of the product.

VLS then received a copy of the revised product label via Trading Standards with a rewritten list of OEM claims. VLS then followed this up with a request for a copy of the product's Technical Data Sheet (TDS) which was reviewed by the Technical Review Panel in an anonymised form.

VLS believed that the revised label wording addressed all aspects of the original complaint and therefore in this respect the case can be closed.

The case will be subject to VLS's usual six month review.