Company	Motor Parts Direct
Brand	Maxiflo
Product	PCEO 5W-30 Fully Synthetic
Status	Product withdrawn from sale
Case No	VLS010192

24/07/2023	This case was accepted by VLS
03/10/2023	The complaint concerned the product claims against VW 502.00/505.00 together with API SN and ACEA C2, C3. - The complainant alleged that the VW 502.00/505.00 specification is mutually exclusive with API SN on the 5W-30 viscosity grade due to the Phosphorus limits. - The complainant alleged that the Sulphated Ash (SA) limit for the VW 502.00/505.00 is not compatible with ACEA C2, C3 SA limits. On this basis, the complainant stated that the product is confirmed to claim conflicting specifications and not meeting key performance requirements and, therefore, is misleading to the end consumer. The Technical Review Panel reviewed the case and upheld the complaint. In response the Named Party confirmed that the claims had been amended to remove reference to the claim against VW 502 00/505 00 and also VW 504 00/507 00. As evidence they provided revised copies of their Technical Data Sheet and product label. They said that they would ''re-label" all existing products and resubmit the specification sheet to all their customer base, including customers that have purchased the product.
03/06/2024	VLS undertook a six-month review of the case in line with its stated process. VLS were earlier advised that the Lubricant Marketer was to remove the VW 502.00/505.00 claim as this is incompatible with the mid SAPS claims detailed on the Technical Data Sheet. The claim against VW 505.00 had been removed and a new claim against VW 505.01 is being made. The Lubricant Marketer was advised that the claim against VW 502.00 was to be removed and was still being made at the six-month review stage. Additionally the way ACEA was referenced in relation to claims made was technically incorrect and the Lubricant Marketer was advised to correct this and also to register with SAIL to make claims against the ACEA engine oil sequences. The details of the case would be escalated to VLS's Primary Authority partner Bucks & Surrey Trading Standards on a non-compliant basis.
21/10/2026	VLS undertook a further review of the case. The brand and product have been withdrawn from the market and therefore is no longer available for sale. On this basis VLS is content to close the case.