

Engine Oil – OEM



CASE/CASE IH NO.1 ENGINE OIL™

No.1 Engine Oil™ has been formulated to meet the stringent demands of today's Tier 4 Final/Stage V (EPA/EU) engines by utilizing Low-SAPS (Sulfated Ash, Phosphorus, and Sulfur) additive technology. The low ash formulation helps protect the exhaust catalysts and Diesel Particulate Filters (DPF) found on the latest low emission vehicles. Today's modern, low emission engines are more efficient and more powerful than ever before. Increased performance means engines are running at higher temperatures and require high-performance lubricants to protect engine components from premature wear. To safeguard against premature wear, our genuine No.1 Engine Oils have been specifically engineered to new, next-generation MAT 3571 and MAT 3572 specifications and extensively tested to provide maximum protection in oxidation and aeration control, shear stability, and proven performance life for the heavy-duty, high-temperature operation of construction, agricultural, and other off-road diesel-powered equipment.



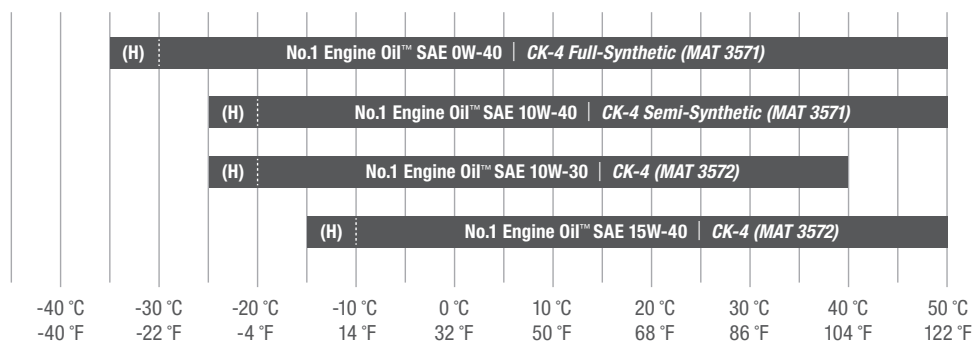
FEATURES, BENEFITS & PERFORMANCE

- Our MAT 3571 and MAT 3572 designations help differentiate our engine oils from the competition by exceeding the American Petroleum Institute (API) CK-4 requirements. These specifications require proven performance in many key areas (deposit control, oxidation, corrosion, aeration, and shear stability), and it certifies that our oils have been formulated, tested, and approved by CNH Industrial engineers to meet the rigorous demands of CASE and Case IH machines.
- Our No.1 Engine Oils are the only lubricants bench tested, field tested and approved by CNH Industrial engineers in severe lab conditions, and under load in extreme field testing.
- Demonstrated resistance to thermal breakdown under high temperatures and excellent cold weather starting.
- Proven wear protection to maximize engine efficiency and help prolong engine life.
- Extended oil drain interval capabilities validated by CNH Industrial engineers. When using a competitor's engine oil, oil drain intervals and service hours may be reduced as much as 50%.
- Backwards compatibility for generations of older equipment, and suitable for use in all on and off-highway engines requiring API CK-4, CJ-4, CI-4 Plus, CI-4 or CH-4 diesel engine oil.
- Maintains lubricity even with the use of ultra-low sulfur diesel fuel, and demonstrates protection against oxidation and corrosion in the presence of biodiesel.
- Our program offers terms and cash discounts, free freight for packaged and bulk.
- Our lubricants are supported both technically and with sales by a dedicated supplier team.
- Available in multiple package sizes, ranging from a one-quart bottle to a 257-gallon bulk tote, or delivered right to your on-site bulk tank.

TYPICAL PHYSICAL CHARACTERISTICS

PROPERTIES	METHOD	NO.1 ENGINE OIL™			
		0W-40	10W-40	15W-40	10W-30
Kinematic Viscosity @40°C mm²/s	ASTM D445	75	102	115	81.8
Kinematic Viscosity @100°C mm²/s	ASTM D445	13.2	14.8	15.3	12.1
Low-Temperature Cranking Viscosity	ASTM D5293	6,000 @-35°C	6,500 @-25°C	6,200 @-20°C	6,400 @-25°C
Viscosity Index	ASTM D2270	176	154	139	141
Total Base Number mg KOH/g	ASTM D2896	9.4	10	10	10
Sulfated Ash %	ASTM D874	1	1	1	1
Density @15°C kg/l	ASTM D4052	0.845	0.862	0.876	0.863
Flash Point (COC) °C	ASTM D92	228	237	236	237
Pour Point °C	ASTM D97	-54	-42	-35	-43

RECOMMENDED VISCOSITY GRADES AT VARYING AMBIENT TEMPERATURE LIMITS



MARKET OPPORTUNITY

Market demand indicates that dealers should sell twice as much engine oil as hydraulic oil based on the frequency of drain intervals.

Engine Oil Revenue Quantified by Machine Type

				
\$60 – \$90[†] 3.7 – 5 Gal./Yr Per Machine Per Year	\$140 – \$300[†] 8 – 17 Gal./Yr Per Machine Per Year	\$90 – \$140[†] 5 – 8 Gal./Yr Per Machine Per Year	\$200 – \$240[†] 13.2 – 14 Gal./Yr Per Machine Per Year	\$100 – \$400[†] 6 – 22.8 Gal./Yr Per Machine Per Year

[†]Dealer revenue based on current pricing for No.1 Engine Oil™.

Successfully capture your engine oil growth opportunity by offering flagship OEM genuine No.1 Engine Oils to your customers.



NO.1 ENGINE OIL™ Full-Synthetic & Semi-Synthetic		NO.1 ENGINE OIL™ Mineral Based		COMPETITORS	
SAE 0W-40	SAE 10W-40	SAE 10W-30	SAE 15W-40		
APPLICATIONS					
All CNH Industrial Tier 4 Final/Stage V engines and previous generations of equipment (backwards compatible)		All CNH Industrial Tier 4 Final/Stage V engines and previous generations of equipment (backwards compatible)		Competitors are still selling older specification products that may not be suitable for today's modern engines	
SPECIFICATIONS					
• First-Fill at CNH Industrial plants • MAT 3571 CNH Industrial specification • API CK-4: Full-Synthetic 0W-40; Semi-Synthetic 10W-40 • Meets or exceeds performance level requirements of CAT ECF-3		• MAT 3572 CNH Industrial specification • API CK-4: 15W-40; 10W-30 • Meets or exceeds performance level requirements of CAT ECF-3		• No CNH Industrial MAT engineering approval	
DRAIN INTERVALS (HOURS)					
AGRICULTURE	CONSTRUCTION	AGRICULTURE	CONSTRUCTION	AGRICULTURE	CONSTRUCTION
600 or 750**	500	500	400	300*	250*

*Maximum of 300 hours. CNH Industrial will not monitor or approve any fluid-specific drain interval other than its own branded fluid. Other features or performance of competitive engine oils in CASE and Case IH equipment are not guaranteed.

**Tractors with NEF engines and extended drain filters/other hardware.

MAT MATTERS

The internal technical standards we apply in testing go above and beyond the minimum API CK-4 requirements – demanding more from our products. Since 2017, our oils have been tested in various stringent in-house bench tests and in more than 150 CNH Industrial field validation vehicles worldwide covering a wide variety of applications. As new engine technologies emerge, new MAT specifications are used to test and approve new lubricants that exceed industry standards and engine needs.

What Does the MAT Number on Your Oil Container Mean?

The MAT designation on your oil container is what differentiates it from the competition. It certifies that our oils have been tested and approved by CNH Industrial engineers to meet the demands of CASE and Case IH machines and help extend component life. That's why the CASE and Case IH choice for oil is documented in the operator's manual and approved for warranty claims – ONLY those MAT specified oils can make that claim.



Why is Oil Oxidation Resistance Important?

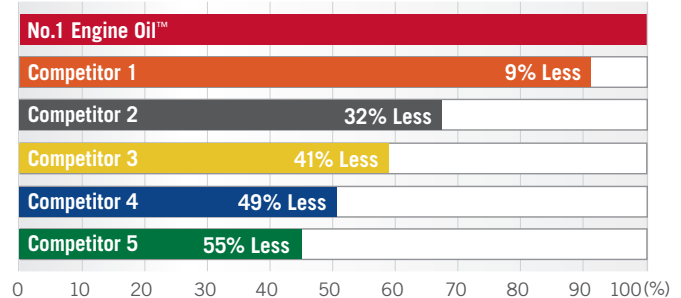
With the increased operating temperature and pressure inside modern engines, CNH Industrial demands engine oils with high oxidation resistance. MAT 3571/3572 requires a specific oxidation test CEC L-085-99 which tests how long an engine oil can withstand high heat and high pressure before breaking down. No.1 Engine Oil™ outperforms the competition.

OURS  **THEIRS**

Screen testing of No.1 Engine Oil™ consistently shows a **HIGHER RESISTANCE** to oil oxidation versus the competition.*

MAT 3572 Oil Oxidation Resistance Test

Competitor resistance to oil oxidation compared to No.1 Engine Oil™ (%)*



*Based on Oxidation Induction Time (CEC L-85-T-99). This is an additional test required for MAT 3572. Competitor resistance to oil oxidation compared to No.1 Engine Oil™ (%) Per MAT 3572 (No.1 Engine Oil™).

CNH INDUSTRIAL VS. COMPETITION

No.1 Engine Oil™

- Assured performance throughout the service drain interval.
- Only available at CASE or Case IH dealerships.
- Only products on the market that are approved under the new, next-generation CNH Industrial-approved MAT specifications (3571/3572) and are backed by over 150 lab/field tests.
- Authorized CASE/Case IH products that meet all requirements for the machine's warranty policy, as well as the CASE/Case IH Fluids Warranty Policy.

Competitors

- May compromise machine performance and engine longevity.
- Service drain intervals are unknown and not bench or field tested.
- Not formally approved by CNH Industrial engineering under MAT 3571 and MAT 3572 specifications.

SALES TIPS

Target Customers

- Who do not understand the differences in oil formulations.
- Who have a large population of machines.
- Who currently use other lubricants.
- Who buy in large quantities.
- Who value performance, warranty, reliability and long life.

Additional Suggestions

- Be informed of available ordering options.
- Stress known product performance and warranty coverage versus price.
- Promote product at clinics or open houses – sales reps are available to conduct in-house dealership personnel training and end-user clinics.
- Consider installing a bulk system if you sell large quantities of packaged lubricants for increased sales and margins.
- Educate all customer-facing personnel as well as service technicians who may not understand the differences in oil formulations.
- Remove competitive lube signs/posters in the shop and restrict technicians from devaluing the brand by wearing competitive lube hats – get everyone on the same page.
- Make sure technicians are not promoting competitive lubes.
- Promote Systemgard™ Fluid Analysis to accurately identify minor problems before they become major problems.

PRODUCT OFFERING

DESCRIPTION	SIZE	PART NO.	BRAND
No.1 Engine Oil™ SAE 0W-40 CK-4 Full-Synthetic MAT 3571	2.5 Gal/9.46 L	73344243	CIH/CCE
	55 Gal/208.19 L	73344244	CNH Industrial
	257 Gal/972.85 L	73344245	
	Bulk (Gal)	73344247	
	Bulk (L)	73344248	
No.1 Engine Oil™ SAE 10W-40 CK-4 Semi-Synthetic MAT 3571	1 Qt/0.94 L	44927165	CIH/CCE
	1 Gal/3.78 L	73344221	
	2.5 Gal/9.46 L	73344222	
	5 Gal/18.92 L	73344223	CNH Industrial
	55 Gal/208.19 L	73344224	
	257 Gal/972.85 L	73344225	
	Bulk (Gal)	73344229	
	Bulk (L)	73344230	
No.1 Engine Oil™ SAE 15W-40 CK-4 MAT 3572	1 Qt/0.94 L	73344231	CIH/CCE
	1 Gal/3.78 L	73344232	
	2.5 Gal/9.46 L	73344233	
	5 Gal/18.92 L	73344234	CNH Industrial
	55 Gal/208.19 L	73344235	
	257 Gal/972.85 L	73344236	
	Bulk (Gal)	73344237	
	Bulk (L)	73344238	
No.1 Engine Oil™ SAE 10W-30 CK-4 MAT 3572	1 Qt/0.94 L	73344209	CIH/CCE
	1 Gal/3.78 L	73344210	
	2.5 Gal/9.46 L	73344211	
	5 Gal/18.92 L	73344212	CNH Industrial
	55 Gal/208.19 L	73344213	
	257 Gal/972.85 L	73344214	
	Bulk (Gal)	73344215	
	Bulk (L)	73344216	
Engine Oil SAE 30 MAT 3623	1 Qt/0.94 L	73344257	CNH Industrial
	1 Gal/3.78 L	73344258	
	2.5 Gal/9.46 L	73344259	
	5 Gal/18.92 L	73344260	
	55 Gal/208.19 L	73344261	
Engine Oil SAE 30 (Low Ash)	1 Qt/0.94 L	44927167	CNH Industrial
	Bulk (Gal)	73344262	

THREE KEY TAKEAWAYS

- 1 Superior Oxidation & Deposit Control (Greater oxidation resistance vs. competition)**
- 2 MAT Specs – our engineering stamp of approval, others cannot come close**
 - Our specifications are set by CNH Industrial engineering to exceed API industry specifications, ensuring best-in-class performances.
 - If an oil marketer says their oil meets CNH Industrial specifications, ask for it in writing.
- 3 Extended drain intervals (maximizes uptime when you need it most)**
 - AG (0W-40/10W-40) 600 hours; (15W-40) 500 hours
 - CE (0W-40/10W-40) 500 hours; (15W-40) 400 hours
 - Per CNH Industrial engineering, any market general oil is 40-50% less drain interval to ours.

LUBRICANT PACKAGE CONFIGURATION

CONTAINER SIZE	UNIT DIMENSIONS (IN)	AMOUNT PER LAYER	MAX LAYERS QTY PER PALLET	TOTAL # OF CASES PER PALLET
6/1 Qt/0.95 L	8.90 × 4.25 × 2.55	25	5	125
3/1 Gal/3.79 L	8.20 × 3.813 × 12.66	16	5	80
2/2.5 Gal/9.46 L	14.43 × 9.26 × 6.89	13	4	52
5 Gal/18.93 L	15.75 × 12.25 × 10.438	14	3	42
55 Gal/208.2 L drum	34.563 × 23.03 × 23.03	4	1	4
275 Gal/1040.9 L tote	45.75 × 47.25 × 39.375	No Pallet Used	No Pallet Used	No Pallet Used
10/14 oz. cartridge	9.325 × 2.188 × 2.188	32	4	128
120 lb. keg	26.75 × 14.875 × 14.875	9	1	9
5 Qt/4.73 L	11.81 × 9.21 × 4.652	12	5	60

ADDITIONAL INFORMATION ON ALL LUBRICANT PRODUCTS



For more information visit the Lube Lookupsm site.
mycnhistore.com/lubelookupcih

Engine Oil – Shell Rotella

SHELL ROTELLA® T4 TRIPLE PROTECTION®

With its wide range of specifications and approvals from many of the world's leading OEMs, Shell Rotella® T4 Triple Protection® not only meets but exceeds API CK-4 performance standards. It is an excellent choice for an extensive variety of heavy-duty engine applications where resistance to increased heat and stress is required.

BENEFITS, FEATURES & PERFORMANCE

- Enhanced protection against oxidation and enhanced wear protection.
- Improved deposit control and cleanliness.
- Sustained emission control system durability in particulate filters and after-treatment systems.



SHELL ROTELLA® T6 5W-40 FULL SYNTHETIC HEAVY-DUTY ENGINE OIL

Shell Rotella® T6 5W-40 Full Synthetic Heavy-Duty Engine Oil not only meets but exceeds API CK-4 performance standards. The advanced multi-functional dispersant additives in combination with synthetic base oils provide an enhanced level of protection compared to conventional heavy-duty engine oils.

BENEFITS, FEATURES & PERFORMANCE

- Better fuel economy and improved wear performance.
- Excellent deposit control and improved oxidation resistance.
- Emissions system compatibility and outstanding shear stability.



SHELL ROTELLA® T5 15W-40 SYNTHETIC BLEND HEAVY-DUTY ENGINE OIL

Shell Rotella® T5 15W-40 Premium Synthetic Blend Technology works even harder than new CK-4 specifications require. The addition of Triple Protection Plus™ provides superior protection against wear, deposits, and oil breakdown—PLUS better fuel economy and low temperature flow. It's an excellent choice for high-power vehicles where resistance to increased heat and stress is required.

BENEFITS, FEATURES & PERFORMANCE

- Better fuel economy.
- Improved oxidation resistance.
- Excellent deposit control and wear performance.
- Superior protection against oil breakdown.
- Sustained emission control system durability in particulate filters and after-treatment systems.



SHELL ROTELLA® T5 10W-30 SYNTHETIC BLEND HEAVY-DUTY ENGINE OIL

With a unique combination of advanced additive technology and premium synthetic base oils, Shell Rotella® T5 10W-30 Premium Synthetic Blend with Triple Protection Plus™ delivers more than exceptional protection against wear, deposits, and oil breakdown. The PLUS means better fuel economy and low temperature flow—making it an ideal choice for high-power vehicles where resistance to increased heat and stress is required.

BENEFITS, FEATURES & PERFORMANCE

- Better fuel economy.
- Improved oxidation resistance.
- Excellent deposit control and wear performance.
- Superior protection against oil breakdown.
- Sustained emission control system durability in particulate filters and after-treatment systems.



TYPICAL PHYSICAL CHARACTERISTICS

PROPERTIES	METHOD	SHELL ROTELLA® T6 5W-40	SHELL ROTELLA® T4 10W-30	SHELL ROTELLA® T4 15W-40	SHELL ROTELLA® T5 15W-40	SHELL ROTELLA® T5 10W-30
Kinematic Viscosity @40°C mm²/s	ASTM D445	90	81.8	118	111.2	83
Kinematic Viscosity @100°C mm²/s	ASTM D445	14.9	12.1	15	14.9	12
Dynamic Viscosity @-25°C mPa s	ASTM D5293	6,300 @-35°C	6,400 @-25°C	–	6,200 @-20°C	6,000 @-25°C
Viscosity Index	ASTM D2270	172	141	133	138	141
Total Base Number mg KOH/g	ASTM D2896	10.2	10.1	10.1	8.5	10.1
Sulfated Ash %	ASTM D874	1	1	1	1	1
Density @15°C kg/l	ASTM D4052	0.846	0.863	0.878	0.866	0.864
Flash Point (COC) °C	ASTM D92	233	237	234	251	225
Pour Point °C	ASTM D97	-51	-43	-36	-37	-42

PRODUCT OFFERING

DESCRIPTION	SIZE	PART NO.	BRAND
Rotella® T6 SAE 5W-40 CK-4 Full-Synthetic	1 Gal/3.78 L	73344400	Shell
	2.5 Gal/9.46 L	73344401	
	5 Gal/18.92 L	73344402	
	55 Gal/208.19 L	73344403	
	257 Gal/972.85 L*	73344405	
Rotella® SAE 5W-30 Multi Vehicle CK-4 Full-Synthetic	1 Gal/3.78 L	44927186	Shell
Rotella® T6 SAE 15W-40 CK-4 Full-Synthetic	1 Gal/3.78 L	44927183	Shell
	2.5 Gal/9.46 L	44928184	
	5 Gal/18.92 L	44928185	
Rotella® T5 SAE 10W-30 CK-4 Semi-Synthetic	1 Gal/3.78 L	44927124	Shell
	2.5 Gal/9.46 L	44927123	
	55 Gal/208.19 L	44927122	
	257 Gal/972.85 L*	44927120	
Rotella® T5 SAE 15W-40 CK-4 Semi-Synthetic	1 Gal/3.78 L	44927127	Shell
	2.5 Gal/9.46 L	44927126	
	55 Gal/208.19 L	44927125	
	Bulk (Gal)	44927128	
	Bulk (L)	44927129	

DESCRIPTION	SIZE	PART NO.	BRAND
Rotella® T4 Triple Protection® SAE 10W-30 CK-4 Conventional	1 Gal/3.78 L	73344515	Shell
	5 Gal/18.92 L	73344516	
	55 Gal/208.19 L	73344517	
Rotella® T4 Triple Protection® SAE 15W-40 CK-4 Conventional	1 Gal/3.78 L	73344287	Shell
	2.5 Gal/9.46 L	73344288	
	5 Gal/18.92 L	73344289	
	55 Gal/208.19 L	73344290	
	257 Gal/972.85 L	73344404	

*257 gallons is amount of fluid, actual size of tote is 275 gallons.