



## **OEM BULLETIN**

### **GENERAL MOTORS - DEXOS**

The Independent Union of the European Lubricant Industry (UEIL) is the umbrella association of the Independent European Lubricants Industry, representing their members and, in particular, the interests of SMEs and independent lubricant companies. To date, the UEIL represents more than 400 lubricant companies, who manufacture and distribute lubricant products under their own various trademarks throughout the European Union. With members in more than 20 European Countries and a unique collective experience of lubricants and the lubricants market, UEIL is the sole representative body for independent manufacturers of lubricants in Europe and has been recognised as such by the European Commission. It is UEIL's policy to favour free and fair competition within the scope of prevailing EU and national laws.

In June 2011, following some discussions with Mrs. Rita Forst, Vice-President of General Motors Engineering, the Technical Committee and the Competition Committee of UEIL informed you on the new licensing program called "DEXOS" launched by General Motors. The Technical Committee and the Competition Committee of UEIL are pleased to advise its members that, following further discussion, General Motors has clarified the situation on the use of the word "DEXOS" by lubricant manufacturers/suppliers. There are two possible scenarios.

#### **1° First scenario**

A lubricant manufacturer/supplier decides to apply for a DEXOS trademark license. In this case, he has to go through the CQA process to get this license. After that, he will be allowed to use the DEXOS trademark in stylized form.

#### **2° Second scenario**

A lubricant manufacturer/supplier decides not to apply for a DEXOS trademark license. In this case, he does not have to go through the CQA process. It is his own responsibility to check whether his product matches DEXOS specifications and whether he is in a position to claim that his product "meets DEXOS criteria". If he is in such a position, he is allowed to use the expression "meets DEXOS criteria". But, he has to be careful in his communication:

- He cannot use the Dexos™ trademark in its logo/stylized format
- He cannot make any statements that are likely to confuse consumers into falsely thinking that his oil has been licensed or endorsed by GM
- The use of the Dexos™ name must be in standard typefont the same as the other textual elements of the particular marketing piece.

General Motors has informed UEIL that they will be reviewing marketing claims and testing samples of licensed and non-licensed products.

Brussels, October 2011