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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.

On September 2009, General Motors informed the market that they had decided to launch a new licensing program called "DEXOS™".

Now, this program has come into force.

The Technical Committee and the Competition Committee of UEIL are pleased to advise its members that, following some discussions, General Motors, through Mrs. Rita Forst, Vice-President of General Motors Engineering:

- Has agreed that *"using Dexos™ branded oil is not a requirement to maintain car warranty."*
- Has agreed to stop misleading communication on unlicensed products¹.
- Has stated that:
 - *"No lubricant company is required to pay royalties before or when selling engine oils that meet the Dexos™ standard."*

¹ GM has amended its communication on many points. But, UEIL expects further improvements.



- *“Royalties only have to be paid if a company wants to use the Dexos™ trademark.”*
- *“All suppliers that underwent the CQA process and don’t license our trademark are free to market product that they claim meets the Dexos™ standard provided they do not make any statements that are likely to confuse consumers into falsely thinking that their oil has been licensed or endorsed by GM. They also cannot use the Dexos™ trademark in our logo/stylized format. Use of the Dexos™ name must be in standard typefont the same as the other textual elements of the particular marketing piece².”*

Brussels, June 2011

² UEIL does not agree on the fact that unlicensed suppliers who would like to only use the name Dexos™ have to undergo the CQA process. Negotiations are in progress with GM on this issue.

