



Brand Brochure

Moving things forward...

About MPM

MPM is the specialist in original lubricants and fluids for universal workshops. MPM supplies OEM-approved products that are produced according to the exact specifications of car manufacturers, ensuring you always have the correct product to maintain your vehicle's performance to manufacturer standards.

The MPM Advantage

- ✓ Specialist in automotive oils and fluids for over 30 years
- ✓ 99% coverage with OEM (Original Equipment Manufacturer) prescribed and approved products
- ✓ Direct availability at your trusted wholesaler
- ✓ Best online oil and fluid recommendation tool
- ✓ Active in more than 50 countries worldwide
- ✓ Training programs: commercial and technical (online/offline)
- ✓ Technical Helpdesk
- ✓ Innovation: first to launch new products into the aftermarket
- ✓ "MPM Certified Workshop" loyalty program

MPM Certified Workshop – Exclusive Benefits

- ✓ MPM E-learning modules
- ✓ Customer events and factory tours
- ✓ MPM Fleet Analysis and Tailor-Made Oil Advice
- ✓ MPM Certified Workshop Starter Pack
- ✓ Storage solutions
- ✓ Custom marketing
- ✓ MPM Certified Workshop Portal

Vehicle specific product recommendation tool with technical manuals

Tailored recommendations, based on license plate data, providing the prescribed oils and fluids for every vehicle with the correct fill capacity and service intervals. This tool also includes detailed technical manuals that provide step-by-step guidance on changing and refilling the oils and fluids. Our system is supported by the most comprehensive database, covering all product groups.

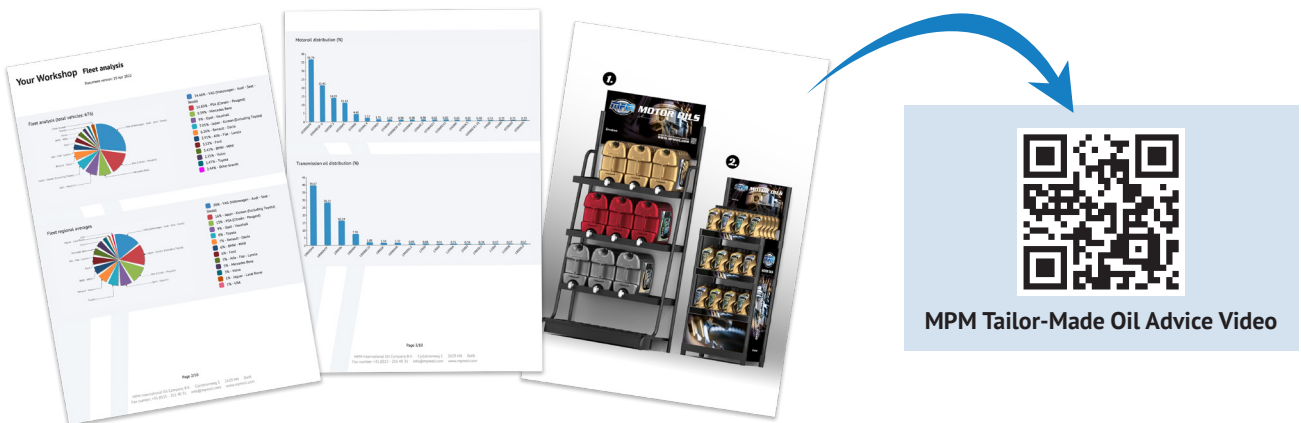


MPM Fleet Analysis and Tailor-Made Oil Advice

Every workshop services a unique fleet of vehicles, influenced by regional differences and brand specialization. This leads to specific needs for various types of oils and fluids in each workshop.

The Tailor-Made Advice indicates which products the workshop can best keep in stock, creating the most economical working inventory. Our Tailor-Made Advice can be generated automatically using an algorithm that extracts data from the garage management system. This ensures highly accurate recommendations tailored to your workshop's specific fleet. If license plate data is not available, we have an alternative which takes into account the car fleet in your region and your brand specialization.

The advice covers not only engine oil but also coolant, ATF, manual transmission oil, and brake fluid. Less common products can be delivered multiple times a day by the wholesaler. MPM offers various workshop storage solutions 205, 60, 20, and 5-liter packaging. Additionally, there is the MPM 1-liter display for consumer sales, ensuring they always have the correct prescribed oil for on-the-go. Storage solutions are also included in the Tailor-Made Advice.



MPM Media Channels

- ✓ Updates on new products
- ✓ OEM Newsletters on the latest automotive developments and technologies
- ✓ MPM Catalogue and Brochures
- ✓ Social Media Campaigns
- ✓ MPM Movies



@mpmoil



MPM International Oil Company



MPM International Oil Company B.V.



@mpmoil



MPM Custom Marketing

MPM has an in-house design team that can create custom signage tailored to your workshop.



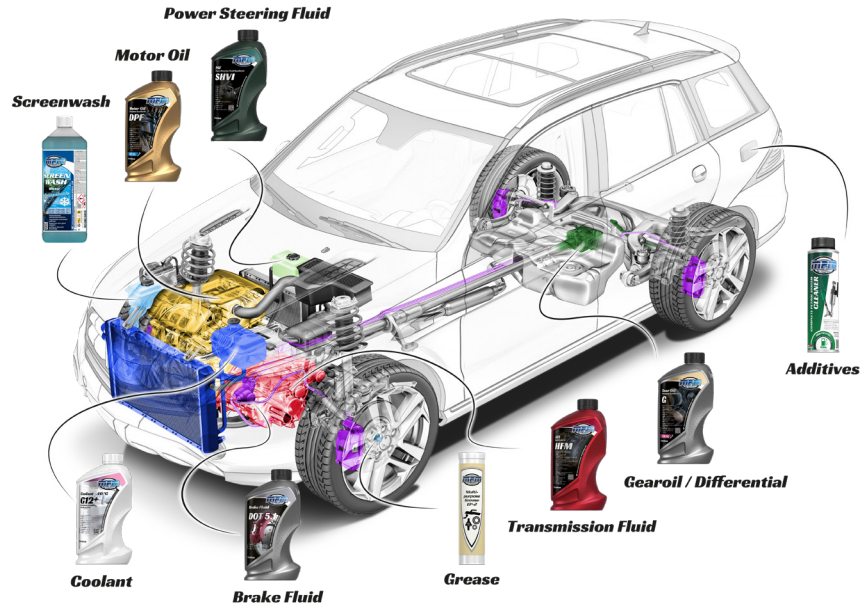
Storage solutions in your concept design



Custom signage for your workshop

Complete Car Parc Coverage

MPM supplies workshops with a complete range of OEM-prescribed and approved lubricants and fluids, covering engine oils, gear oils, ATFs, coolants, brake fluids, as well as specialty products such as power steering fluids, greases, gaskets, cleaners, and additives.



OEM Approved Products

At MPM, quality is at the core of our operations. We are committed to delivering products and services that meet the highest standards of excellence.

- MPM is ISO 9001 certified
- MPM has OEM approved products

The main car brands for which MPM has the OEM approvals are: Porsche, Volkswagen, Audi, Skoda, Seat, Mercedes, BMW, Volvo, Renault, Peugeot, Ford, Opel, Jaguar, Land Rover, etc.

Motor Oil 5W-30 Premium Synthetic ESP-X

05000ESP-X

Why Choose MPM?

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- ✓ 99% coverage with OEM prescribed and approved products
- ✓ Tailor-Made Oil Advice for the most economical working inventory
- ✓ Direct availability with your trusted wholesaler
- ✓ Best online oil and fluid recommendation tool
- ✓ Technical Helpdesk
- ✓ Innovation: first to launch new products into the aftermarket
- ✓ “MPM Certified Workshop” loyalty program



Equipment



Merchandise



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Emotive