



AUTOMOTIVE PRODUCTS

**AMPLIFY
YOUR
BUSINESS.**



DEMAND THE GOOD STUFF.



It's about principles. It's about having a higher standard. It's about not settling for anything less than the very best. That's what it means to demand Kendall[®], exclusively fortified with Liquid Titanium[®] protection additive. This "never settling" mentality has pushed the Kendall brand to introduce a number of significant industry firsts through the years, including the first 2,000-mile motor oil, which prompted the introduction of the brand's iconic two-finger logo. Today, the Kendall brand continues to produce premium motor oil, delivering excellent engine performance that will have your customers racing back for more. Today is the day you should Demand The Good Stuff.

MOTOR OIL AND SO MUCH MORE.

Whether it's engine oil, transmission fluid or gear lubrication, Kendall® has a broad line of quality products dedicated to the preservation of the vehicle. With Kendall, drivers can rest assured that their automotive lubrication needs are fully covered.



ENGINE

Full Synthetic
GT-1® MAX w/Liquid Titanium®
 High Mileage
GT-1 ENDURANCE w/Liquid Titanium
 Synthetic Blend
GT-1 HIGH PERFORMANCE w/Liquid Titanium



GREASE POINTS

Wheel bearing & chassis
L-427 SUPER BLU®
 Water washout/Corrosion-resistant
SHP® GREASE



TRANSMISSION

Dexron® III-H/Mercon®
CLASSIC ATF
 Multipurpose
VERSATRANS®
VERSATRANS LV
 Continuously Variable Transmission
CVT FLUID



DIFFERENTIAL/AXLE

API GL-5
SUPER THREE STAR® GEAR LUBE
SHP SYNTHETIC GEAR LUBE
NS-MP HYPOID GEAR LUBE
 Limited-Slip
SPECIAL LIMITED-SLIP GEAR LUBE



The original 2,000-mile motor oil has an extensive backstory filled with impressive historical firsts. Kendall was the first brand to introduce the quart can, the first to produce heavy-duty motor oils, and unsurprisingly, the first to infuse the Liquid Titanium® protection additive. Learn more about Kendall firsts at KendallMotorOil.com.

MEET THE GT-1 TEAM.



To demand Kendall® GT-1® is to demand dynamic. Every one of our passenger car motor oils contains a tailored formula specifically designed to provide any engine with maximum protection from wear, corrosion and grit deposits. These proven products have been extensively tested on the road and in the lab, and are ready to keep your customers rolling for miles and miles.



GT-1 Max
Our full synthetic automotive engine oil designed to provide maximum engine protection for gasoline-fueled and flex-fuel passenger cars and light trucks under all operating conditions.



GT-1 High Performance
Our synthetic blend automotive engine oil designed to provide excellent engine protection for gasoline-fueled and flex-fuel passenger cars and light trucks under all operating conditions.



GT-1 Endurance High Mileage
Our synthetic blend automotive engine oil specially designed for use in gasoline-fueled vehicles with more than 75,000 miles.



GT-1 dexos1™
Our full synthetic motor oil is a premium-quality automotive engine oil specially designed to meet the performance requirements of the GM dexos1™ specification for gasoline-fueled GM vehicles. Our 5W-30 is formulated to 2015 specs.



GT-1 Euro
Our full synthetic, low-SAPS engine oil designed to provide maximum protection for European passenger cars under all operating conditions.



GT-1 Competition
Our conventional automotive engine oil designed for use in gasoline-fueled passenger cars and light trucks that do not require an ILSAC GF-5 oil for warranty coverage.

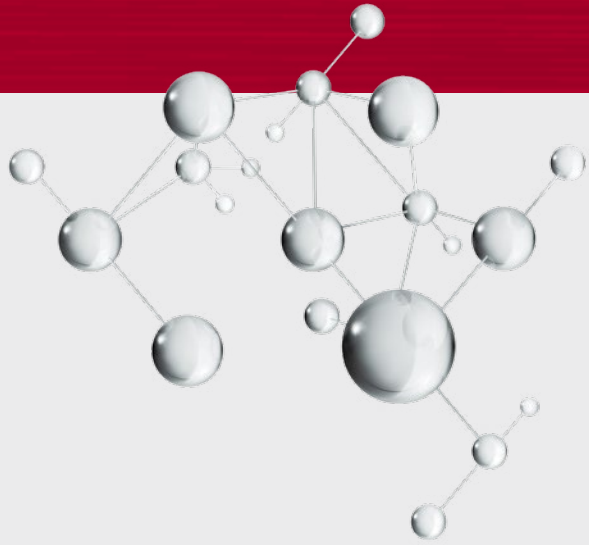


GT-1 Competition Nitro 70
Our competition motor oil is a high-quality automotive engine oil specially formulated for use in nitromethane- and alcohol-fueled drag-racing vehicles.



GT-1 Motor Oil
Our conventional automotive engine oil designed for use in gasoline-fueled passenger cars and light trucks that do not require an ILSAC GF-5 oil for warranty coverage.

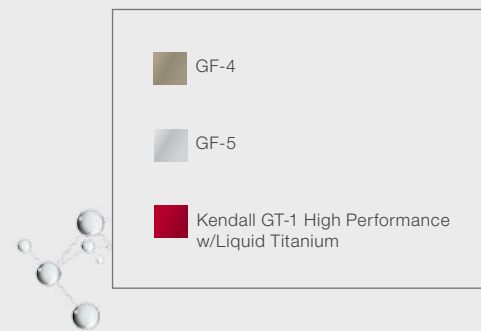
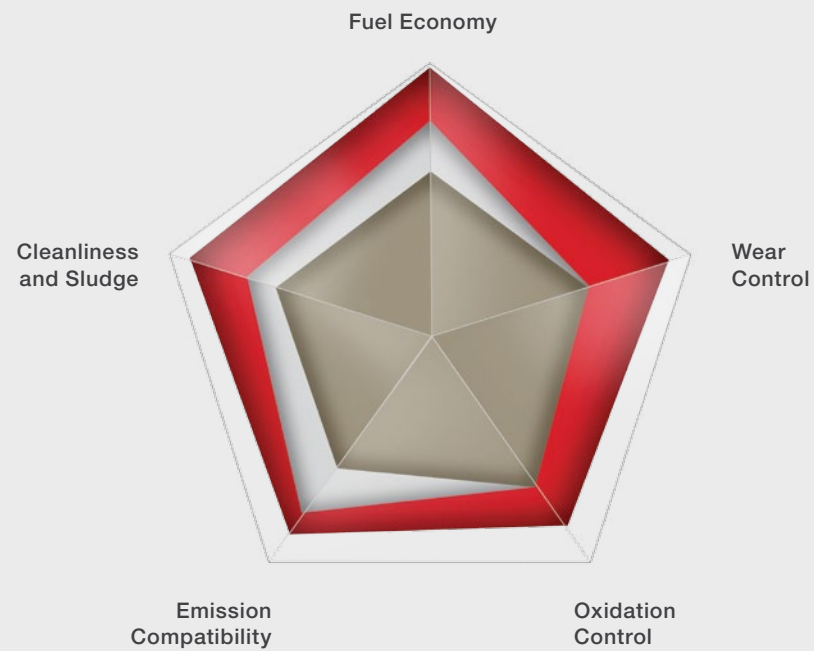
Titanium boasts the highest strength-to-weight ratio of any metal. In standard industry tests, Kendall® Motor Oil products bolstered by the Liquid Titanium® protection additive provide maximum protection in friction hot spots where scoring, pitting and wear normally occur. Post-testing analysis revealed the protective titanium layer remains adhered to critical engine parts long after use.



COMPARISON OF GF-5 SPECS AND KENDALL GT-1® OIL

In every test conducted, engines with Kendall's Liquid Titanium protection additive achieved greater longevity than those without. Major areas tested include:

- Wear control
- Fuel economy
- Cleanliness and sludge
- Emission compatibility
- Oxidation control

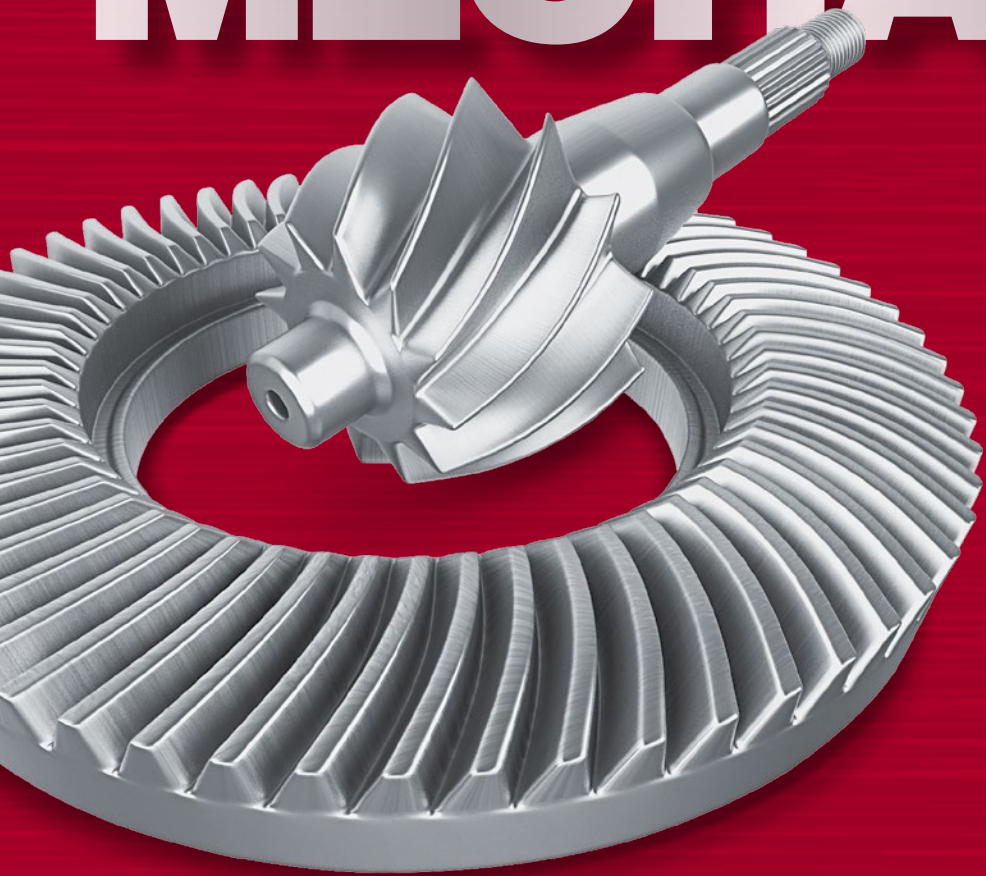


LIQUID TITANIUM.

IT'S WHAT WE'RE MADE OF

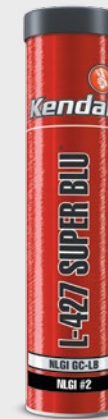


MEANS FOR THE MECHANIC.



Don't forget, Kendall's more than just motor oil. We offer an extensive range of products to deal with nearly every type of lube, tube, gizmo or gadget a gearhead could ask for. Our Super Three Star[®] synthetic gear lubricant in particular is specifically formulated to provide long service life and extend gear life in automotive differentials operating under varying conditions of speed, load, temperature and torque.

GREASES



L-427 Super Blu[®]
Our extreme-pressure (EP) lithium-complex grease developed for the lubrication of automotive and industrial equipment operating under heavy loads and at moderate to high temperatures.



SHP[®] Grease
Our extreme-pressure (EP) calcium sulfonate grease specially developed for use in industrial and automotive equipment operating in wet or corrosive environments.

GEAR OIL



SHP Syngear FE
Our full synthetic, fuel-efficient API GL-5 automotive gear lubricant designed for use in passenger car and truck axles with hypoid gear sets operating in extreme temperatures or under severe driving conditions.



Super Three Star[®] Synthetic Gear Lubricant
Our full synthetic, API GL-5 automotive gear lubricant specially designed for long-drain service and extended warranty protection in passenger car and truck axles with hypoid gear sets.

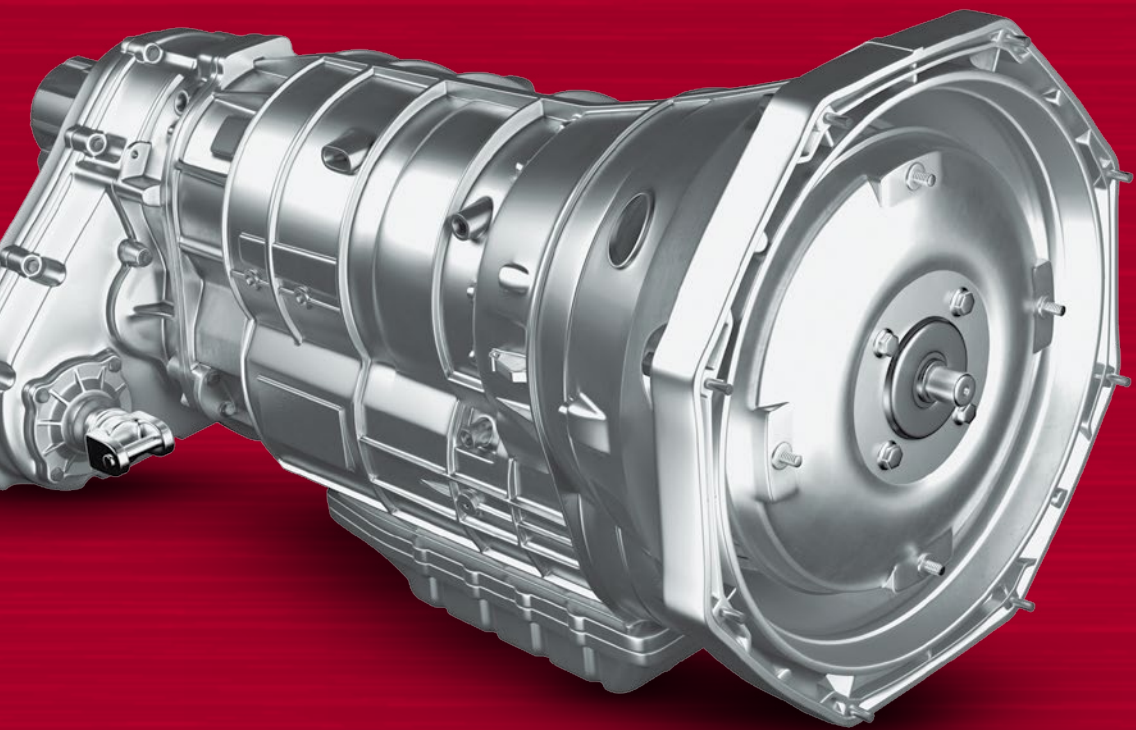


NS-MP Hypoid Gear Lubricant
Our multipurpose, API GL-5 automotive gear lubricant specifically designed for use in passenger car and truck axles with hypoid gear sets.



Special Limited-Slip Gear Lubricant
Our extreme-pressure, API GL-5, SAE 80W-90 automotive gear oil specially formulated to satisfy the lubrication needs of most limited-slip rear axles.

MAKE A SMOOTH SHIFT TO KENDALL.



Kendall's automatic transmission fluids are specifically engineered to ensure long service life and provide consistently smooth shift performance. Our ATF products are extremely shear stable, and demonstrate excellent oxidation resistance. Kendall® provides maximum anti-shudder performance, excellent low-temperature properties and easier shifting in cold weather.

AUTOMATIC TRANSMISSION FLUID



VersaTrans® LV

Our full synthetic, low-viscosity (LV) transmission fluid approved for use in passenger car and light-truck automatic transmissions that require a Ford MERCON® LV or GM DEXRON®-VI fluid.



VersaTrans

Our premium-quality, synthetic blend transmission fluid specially designed for use in automatic transmissions that require a Ford Mercon® V fluid and other applications.



Classic ATF

Our transmission fluid formulated for use in domestic and import engines that previously specified a GM DEXRON®-III H or Ford MERCON® fluid.



CVT Fluid

Our premium-quality, full synthetic CVT fluid is specifically designed for use in passenger cars with belt-driven continuously variable transmissions.

DEMAND A SIZE. ANY SIZE.



Kendall® automotive products are available in all mainstream packaging sizes. This includes our convenient Bag-In-Box display—Kendall’s innovative way of delivering a smarter, sustainable solution to oil packaging. Since over 99% of the product leaves the bag, you’ll have less waste and more efficiency. Over time, that adds up to noticeably more profit and less plastic waste headed to the landfill.



In 1933, Kendall introduced the “motoring public” to the first factory-sealed quart can. Coming directly on the heels of our introduction of the first 2,000-mile motor oil, this firmly established Kendall’s dedication to technology and innovation. Kendall’s groundbreaking ways continue today with the exclusive Liquid Titanium® protection additive serving as a prime example.

SUPPORT FROM THE GOOD STUFF.

Think of The Good Stuff as a brand with added value. Kendall® will work as hard to sustain the health of your business as Liquid Titanium® works to sustain the health of engines. The Good Stuff comes with built-in marketing, product support and national distribution. The Kendall brand has been redesigned with a rockin'-red look to generate broad awareness and create maximum impact. With its new, distinctive, bold look, it won't be long before Kendall has your competition seeing red.



OUTDOOR BILLBOARD



OFFICIAL MOTOR OIL OF MECUM AUCTIONS



PRINT AD



PRODUCT BROCHURE



CALENDAR



PRINT AD

The overarching goal behind the development of Liquid Titanium® protection additive was to enhance our products and advance your business. After all, a demanding marketplace calls for a line that can exceed the demands of your shop. Kendall® offers a quality “cocktail” for every need. Our commitment to quality products and support, driven by the principle of perfection, should put your mind at ease when you Demand The Good Stuff. So, don’t settle for any run-of-the-road line of lubricants. Demand Kendall with Liquid Titanium. It’s what we’re made of.

POUR THE GOOD STUFF.



DEMAND THE GOOD STUFF.

Check out the goods at KendallMotorOil.com



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