



Castrol India and Volkswagen India in Strategic Partnership

Mumbai, February 25th, 2009 – Castrol India Ltd. and Volkswagen Group Sales India Pvt. Ltd. have entered into a **strategic partnership for supply of high performance lubricants**. Under the agreement, as Volkswagen's co-engineering partners, all Volkswagen cars sold in India will be pre-filled with Castrol lubricants. Castrol will also supply best in class engine oils, Castrol Magnatec Professional and Castrol SLX Professional Powerflo LongLife III, for exclusive service fill to all Volkswagen dealers in India.

Speaking on the occasion of the agreement signing, Mr. **Joerg Mueller, President and Managing Director, Volkswagen Group India and Volkswagen Brand India**, said, "We are delighted to extend our global partnership with Castrol to the Indian market. Castrol and Volkswagen have already worked successfully together in a European partnership which started in 1999, leading to a global and strategic partnership in 2004. When we launched the Volkswagen Passat and the Volkswagen Jetta in India, Castrol was our obvious first choice – especially given that it has an almost 100 years track record in the country and is in a market leadership position. We are confident that Castrol India will provide us with the highest level of quality and product technology backed by world class service which we are used to getting from Castrol companies across the world. Castrol's width and depth of distribution will ensure that Volkswagen dealers are well supported across the country."

Mr. **A S Ramchander, Automotive Director, Castrol India**, said, "As part of the BP Group which works closely with Volkswagen on different joint projects across the world, including Industrial Lubricants, Solar and Fuels (BP Ultimate), Castrol has had a strong and fruitful partnership with Volkswagen globally. We are delighted to join hands with VW in India and take this relationship forward. Castrol's exclusively developed lubricants are already being filled in every Volkswagen rolling out in India, be it the engine oil or the life-long drive line fluids. We have worked closely with Volkswagen to develop Castrol Magnatec Professional and SLX Powerflo Long Life III, both of which have undergone stringent bench and field tests with Volkswagen. We look forward to building on our strong global relationship with Volkswagen and providing Volkswagen customers with the best lubricants for

their high performance cars.”

With the market launch of the Passat in September 2007 and the Jetta in July 2008, **Volkswagen India** offers its first models produced in India. Also available is the Phaeton and the Touareg as a direct import. Guided by a top-down strategy, Volkswagen presents itself in a variety of segments as a premium manufacturer of high volume models.

Castrol India is market leader in the Indian lubricant industry and has been present in India since 1909 when the first Castrol lubricants were sold in India.

MEDIA CONTACTS

Contact: Kurt Rippholz

Volkswagen Brand Communications

Phone: + 91 – 9930455597

E-mail: kurt.rippholz@volkswagen.co.in

Contact: Naina Shetty / Mohit Verma

20:20 MEDIA Pvt. Ltd.

Phone: + 91 – 9819703379 / 9818821641

E-mail: naina@2020india.com / mohit@2020india.com