



ENEOS
MOTOR OIL



DRIVEN BY
PASSION

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ABOUT ENEOS



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ENEOS is the World-renowned premium brand name for the products manufactured by Japan's largest oil company: ENEOS Corporation

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Who We Are: ENEOS Europe Limited is the European subsidiary of ENEOS Corporation, Japan's largest oil company and the nation's No.1 lubricant brand. Since its establishment in 1986, ENEOS Europe has been instrumental in introducing advanced Japanese lubricant technology to the European market. Our high-performance, environmentally conscious products are trusted by automotive professionals for their exceptional quality, innovation, and efficiency.

Location: Headquartered in the heart of London, ENEOS Europe's main office is located at 8th Floor, Muro, 2 India Street, London, EC3N 2AF, United Kingdom. From this strategic location, we oversee operations, develop partnerships, and manage a robust distribution network that spans across Europe.

Core Business: ENEOS Europe operates across three core business areas:

- **Energy Trading** – Trading crude oil and petroleum products to support the evolving needs of the global energy market.

- **OEM Supply** – Providing factory-fill and genuine oils to leading automotive OEMs, supported by close collaboration and co-development with Japanese and European carmakers.

- **Branded Lubricants** – Marketing and distributing ENEOS-branded engine oils and lubricants for passenger cars, motorcycles, commercial vehicles, and industrial machinery—delivering premium protection, fuel efficiency, and long-term reliability in more than 20 European countries.





ENEOS BRAND & PHILOSOPHY

Our Brand: ENEOS is more than just a lubricant brand—it represents a proud legacy of precision, performance, and innovation, all deeply rooted in the principles of Japanese engineering excellence. As the flagship lubricant line of ENEOS Corporation, Japan's No.1 oil company, the ENEOS brand is trusted by millions worldwide for its cutting-edge formulation, outstanding engine protection, and long-standing commitment to sustainability, reliability, and continuous technological advancement. From daily drivers to high-performance engines, ENEOS is the brand of choice for those who demand the best.

Our Philosophy: At the heart of ENEOS lies a deep commitment to continuous innovation, environmental responsibility, and customer satisfaction. We believe in creating lubricants that not only meet—but consistently exceed—the evolving demands of modern engines. By enhancing fuel efficiency, reducing emissions, and improving engine longevity, our products support a cleaner, more sustainable future. ENEOS is dedicated to advancing technology in harmony with the environment, ensuring our solutions deliver long-term value for both drivers and the planet.



This philosophy guides everything we do from close, collaborative partnerships with top-tier automotive manufacturers to rigorous research and development practices, and a consistent focus on quality, performance, and innovation. Through this integrated approach, ENEOS not only meets the high expectations of today's mobility landscape but actively contributes to shaping its future. Our goal is to support a cleaner, more efficient, and more sustainable world of mobility—empowering progress through engineering excellence and environmental responsibility.



TECHNOLOGY AND INNOVATION

At ENEOS, innovation is at the core of everything we do. Backed by over a century of experience and a continuous commitment to excellence, we invest heavily in research and development to remain at the forefront of global lubricant technology. This dedication enables ENEOS to consistently deliver advanced and high performance lubricant solutions that are precisely engineered to meet the evolving demands of modern engines, supporting greater fuel efficiency, enhanced protection, and long term engine reliability across every journey.



**OEM-DRIVEN
INNOVATION,
ENGINEERED IN JAPAN.
PROVEN IN EUROPE.**

Our close technical partnerships with leading automotive OEMs, including Toyota, Honda, Yamaha, and others, play a vital role in driving our innovation process. By working side by side with these manufacturers, we are able to co-develop factory fill lubricants that meet the highest levels of engineering precision, long term reliability, and consistent performance. These close collaborations provide us with early access to emerging engine technologies, evolving market needs, and advanced performance expectations, allowing ENEOS to stay ahead of industry trends, global regulations, and customer demands.

From low viscosity engine oils that enhance fuel efficiency and reduce harmful emissions, to advanced formulations developed specifically for electric, hybrid, and next generation powertrains, ENEOS continues to pioneer breakthrough technologies that support the evolution of mobility. Our dedicated research and development efforts are focused not only on meeting the needs of today's vehicles, but also on shaping the future of transportation through sustainable innovation. We create products that contribute to cleaner energy usage, longer engine life, improved driving experiences, and a reduced overall impact on the environment.



RIDE WITH ENEOS.



PREMIUM MOTOR OIL FROM JAPAN.

With many years of experience as an OEM supplier to Japanese motorcycle manufacturers, ENEOS has developed a wide range of innovative high-performance lubricants for motorcycles of all types and makes. Whether racing, speed, sport, enduro, dirt bike or scooter, the ENEOS Motorbike Oils guarantee unrivalled performance in terms of shift feel, acceleration, torque and throttle response, together with maximum fuel efficiency and uncompromising engine protection.

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ENEOS X PRIME SERIES:

ENEOS X PRIME: Premium Fully Synthetic Motor Oil. ENEOS X PRIME is our flagship fully synthetic motor oil line, engineered to deliver ultimate performance and protection for modern passenger cars. Utilizing ENEOS's unique base oil technology combined with advanced additives, X PRIME offers a comprehensive solution for engine care.

- Exceptional Engine Cleanliness: Prevents sludge and deposit formation, ensuring optimal engine efficiency.
- Superior Fuel Efficiency: Reduces friction and enhances lubrication, resulting in improved fuel economy.
- Outstanding Wear Protection: Extends engine life by minimizing wear under all driving conditions.
- Optimal Performance: ENEOS X PRIME delivers excellent performance. Suitable for a wide range of vehicles, from everyday commuters to high-performance sports cars.



RIDE WITH ENEOS.



As the No.1 lubricant supplier to Japanese motorcycle manufacturers, ENEOS brings its MotoGP-winning technology and decades of two-wheel expertise to the GP4T series of motorcycle oils. Trusted by leading racing teams and everyday riders alike, ENEOS GP4T is engineered for ultimate performance, smooth handling, and maximum protection in high-revving motorcycle engines. Whether on the track or the street, this advanced formula is designed to unlock the full potential of your machine.

ENEOS GP4T provides:

- **Enhanced Shift Feeling:**

Delivers smooth, consistent, and precise gear transitions that elevate control and comfort, improving the overall riding experience in both casual and high-speed conditions.

- **Maximum Acceleration:**

Formulated to optimise power delivery and torque response, allowing riders to experience fast, controlled acceleration with minimal engine lag.

- **Superior Engine Protection:**

Offers outstanding resistance to wear, thermal breakdown, and oxidation, ensuring long-lasting engine life and performance — even under the extreme stress of racing. Ideal for high-performance motorcycles, racing bikes, sports bikes, scooters, and more.

With ENEOS GP4T, every ride benefits from the same advanced lubrication technology trusted by championship-winning MotoGP teams.

EXPANDING PRESENCE ACROSS EUROPE

ENEOS Europe continues to strengthen its footprint across the continent, driven by strategic partnerships, a growing distributor network, and increasing brand recognition. With operations in over 20 European countries, we are proud to deliver premium lubricant solutions that meet the evolving needs of modern drivers and industries.

Our growth is supported by strong collaboration with local distributors and a commitment to market-specific strategies. Through tailored

marketing, reliable logistics, and dedicated technical support, ENEOS is becoming a trusted name in both retail and professional sectors throughout Europe.

As we look to the future, our mission remains focused on expanding availability, deepening customer engagement, and ensuring that our advanced Japanese-engineered lubricants are accessible to more markets across the region.



Building on our expanding presence across Europe, ENEOS Europe remains dedicated to strengthening partnerships and enhancing collaboration with our distributor network. By working closely with local partners, we tailor our products, services, and support to meet the unique needs of each market. This approach allows us to deliver reliable, high-quality lubricant solutions that cater to a wide range of customers—from everyday drivers to professional industries.

Our commitment to understanding regional demands and adapting our strategies accordingly helps us build lasting relationships and grow brand trust throughout the continent. As ENEOS continues to expand, we remain focused on increasing availability, improving customer engagement, and delivering innovative products that uphold our reputation for excellence across Europe.





POWERING PERFORMANCE THROUGH SPONSORSHIP

ENEOS has a longstanding and valued technical partnership with Yamaha Factory Racing. This collaboration allows ENEOS to co-develop specialty oils with Yamaha, pushing the boundaries of lubricant technology and motorcycle engineering. This collaborative effort contributes to enhanced performance and reliability. Together, ENEOS and Yamaha demonstrate their commitment to innovation, applying cutting-edge technology to improve motorcycle performance both on and off the

track. ENEOS continues to work alongside Yamaha, developing advanced racing oils that enhance power, fuel efficiency, and engine protection, with technologies benefiting riders globally.

ENEOS branding is prominently featured on Yamaha race bikes, rider uniforms, and global marketing campaigns, reinforcing our image as a trusted name in high-performance lubrication.

Passion and Prestige with AC Milan.

In August 2021, ENEOS took a significant step forward in Europe by becoming the Official Motor Oil Partner of AC Milan, one of the world's most iconic football clubs. This partnership is based on shared values of energy, innovation, high performance, and passion. By aligning with AC Milan, ENEOS reinforces its presence in the European market, connecting with millions of football fans and amplifying brand awareness. Together, ENEOS and AC Milan are embarking on a collaborative journey, combining excellence on the field with superior energy solutions off it.

ENEOS leverages this partnership with co-branded campaigns, digital media outreach, and hospitality opportunities for partners and distributors.

Driving Forward with the European Rally Championship. In 2025, ENEOS became an **Official Sponsor** of the FIA European Rally Championship (ERC) — the continent's premier rally series. The ERC's demanding terrains



provide a valuable opportunity to showcase the quality and performance of ENEOS's premium motor oils under extreme conditions. This partnership emphasizes ENEOS's commitment to the spirit of motorsport, innovation, and its pledge to provide superior quality to rally enthusiasts and manufacturers alike. ENEOS's presence in the ERC complements its motorsports heritage and strengthens its position in high-performance lubricants.

ERC sponsorship allows ENEOS to demonstrate its commitment to motorsports, innovation, and real-world performance — qualities shared by our products and partners.



WHY CHOOSE ENEOS?

For decades, ENEOS has been at the forefront of automotive lubrication, consistently pushing the boundaries of what's possible. Born from Japan's pioneering spirit and perfected through rigorous global standards, ENEOS oils are more than just lubricants—they represent the culmination of advanced research, strong OEM partnerships, and a commitment to sustainable performance. Choose ENEOS to power your journey with confidence and reliability.



1 Japanese Quality & Cutting-Edge Formulation. ENEOS products are backed by decades of cutting-edge Japanese research and development. As Japan's No.1 oil company, ENEOS leverages world-class technology to deliver superior lubricant performance. Our formulas are continuously refined through rigorous testing to meet and exceed global automotive standards, ensuring the highest level of protection and efficiency for engines.

2 Trusted by Leading Automakers ENEOS is a proud OEM partner for some of the world's most respected car manufacturers. We supply factory-fill and genuine oils to brands such as Toyota, Honda, Nissan, and others, a testament to our reliability and commitment to quality. This trusted partnership reinforces our position as a brand built on innovation and industry collaboration.

3 Environmentally Responsible Performance. ENEOS is at the forefront of developing lubricants that support cleaner, more efficient mobility. Our low-viscosity, low-SAPS formulations help reduce fuel consumption and carbon emissions without compromising on protection or longevity. This aligns with both consumer demand and evolving environmental regulations across Europe.

4 Comprehensive Product Range for All Vehicle Types. Whether it's for passenger vehicles, motorcycles, heavy-duty equipment, or industrial use, ENEOS offers a complete portfolio of lubricants tailored to diverse needs. With continuous expansion across over 20 countries in Europe, customers can rely on ENEOS for consistent product availability, expert technical support, and a brand that grows with them.



ENEOS, FUTURE.



ENEOS EV FLUID Series.

DRIVEN BY PASSION.

Join the ENEOS Movement-
Elevate your performance

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