

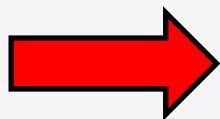
ПРЕЗЕНТАЦИЯ

БРЕНДА CHAMPION

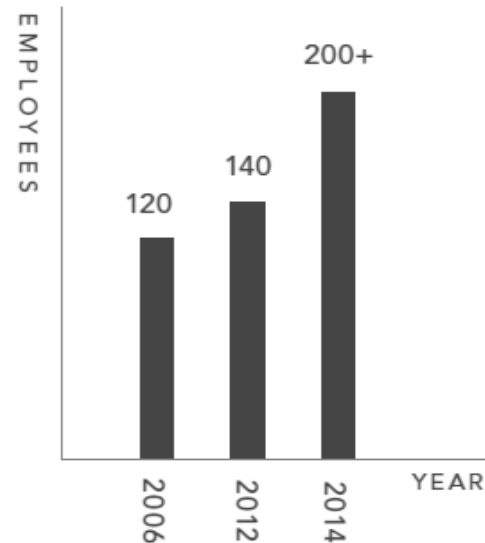
КОМПАНИЯ WOLF OIL CORPORATION

О НАС

- Основана в 1955
- **100% частная компания**
- 240 специалистов
- Филиалы во Франции и в Голландии
- Объем продукции в 2017: 120 000 тонн
- Производственная мощность : 130 000 тонн
- Присутствие в более чем в 90 странах мира



GROWTH OF OUR WORKFORCE



УНИКАЛЬНОСТЬ НА РЫНКЕ

1. КАЧЕСТВО

- Мы уделяем большое внимание качеству, безопасности и окружающей среде.

2. СЕРТИФИКАЦИЯ

- Компания сертифицирована по ISO 9001: 2008

3. ДОПУСКИ ОТ ПРОИЗВОДИТЕЛЕЙ

- Высокие стандарты качества для OEM выделяют нашу компанию из ряда производителей частных брендов, благодаря наличию допусков от автопроизводителей - Daimler, Volkswagen, General Motors, BMW, и др.

4. ИСПЫТАНИЯ

- Наша лаборатория постоянно отслеживает качество на всех этапах производства.

5. ПРОДУКЦИЯ

- Различные частные марки доверяют нашему качеству и используют наши масла под своим именем (напр. GM, AVIA, Quicksilver)



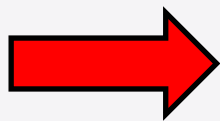
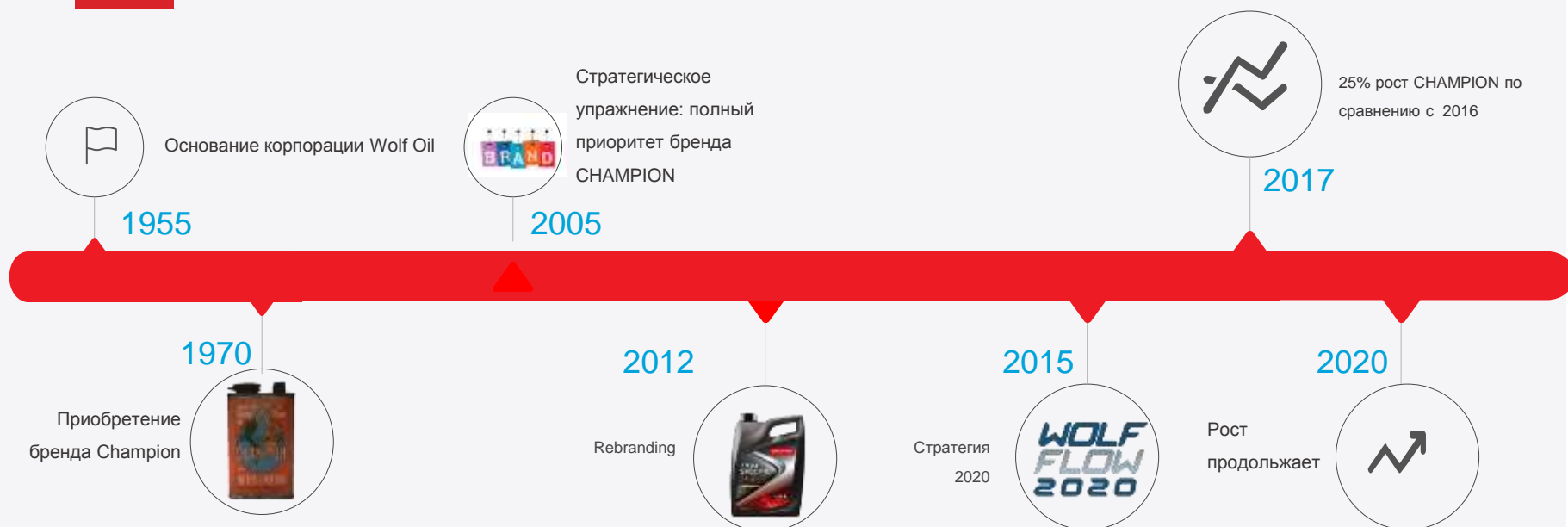
ЭВОЛЮЦИЯ БРЕНДА



CHAMPION



МЫ НИКОГДА НЕ ТЕРЯЕМ ФОКУС



CHAMPION

RELEASE THE FULL POTENTIAL

НАШИ ЦЕННОСТИ

- ИНИЦИАТИВНОСТЬ И ПРЕДПРИИМЧИВОСТЬ
- ОРИЕНТАЦИЯ НА КЛИЕНТА
- РЕШИТЕЛЬНОСТЬ И ГИБКОСТЬ
- НАДЕЖНОСТЬ
- ЧЕСТНОСТЬ



КАТЕГОРИИ & ЛИНЕЙКА ПРОДУКТОВ

КАТЕГОРИИ



МАСЛА ДЛЯ
ПАССАЖИРСКИХ
АВТОМОБИЛЕЙ



МАСЛА ДЛЯ
МОТОЦИКЛОВ



ТОРМОЗНЫЕ
ЖИДКОСТИ



ИНДУСТРИАЛЬНЫЕ
ЖИДКОСТИ



МАСЛА ДЛЯ
КОММЕРЧЕСКИХ
АВТОМОБИЛЕЙ



ЛОДЧНО
МОТОРНЫЕ
МАСЛА



ОХЛАЖДАЮЩИЕ
ЖИДКОСТИ



АВТОХИМИЯ



ТРАНСМИССИОННЫЕ
ЖИДКОСТИ



МАСЛА ДЛЯ
СЕЛЬХОЗТЕХНИКИ



СМАЗКИ

CHAMPION

CHAMPION АССОРТИМЕНТ ПРОДУКЦИИ



 PRO
RACING



 OEM
SPECIFIC



 ECO
FLOW



 NEW
ENERGY



 ACTIVE
DEFENCE



 LIFE
EXTENSION



 RETRO
FORMULA

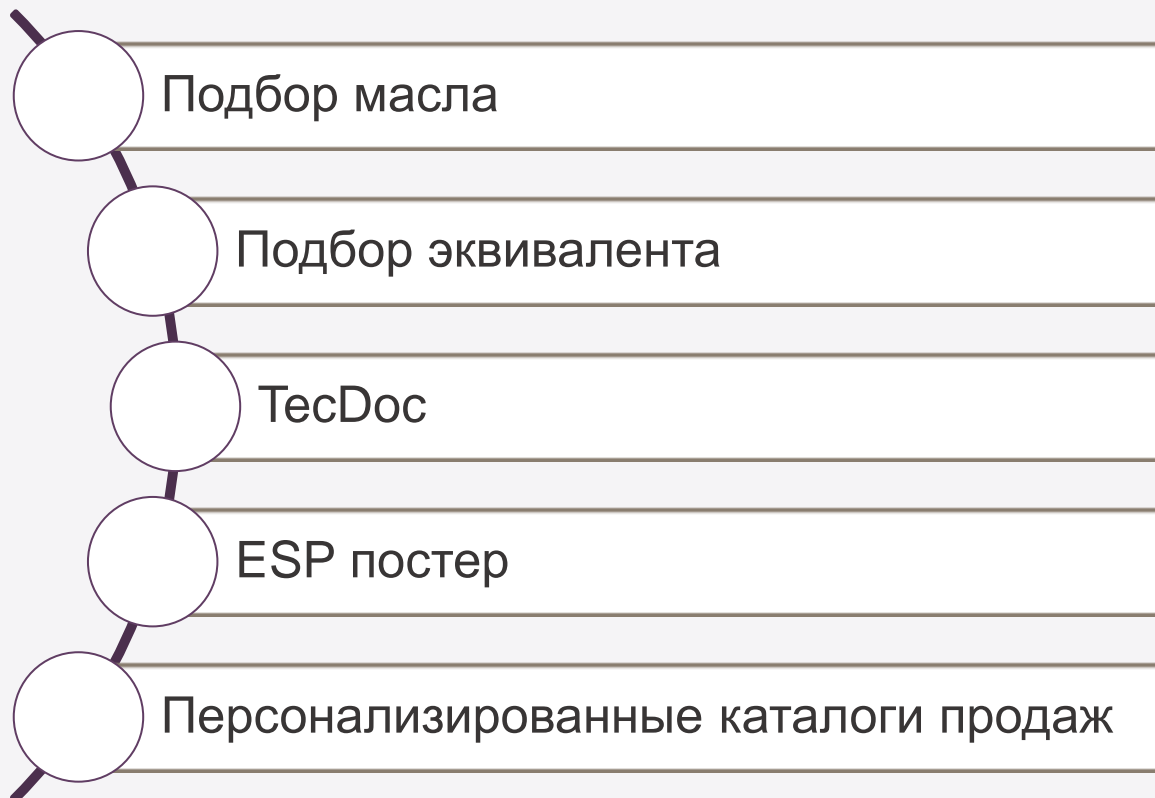
CHAMPION



МАРКЕТИНГ И КОММУНИКАЦИЯ

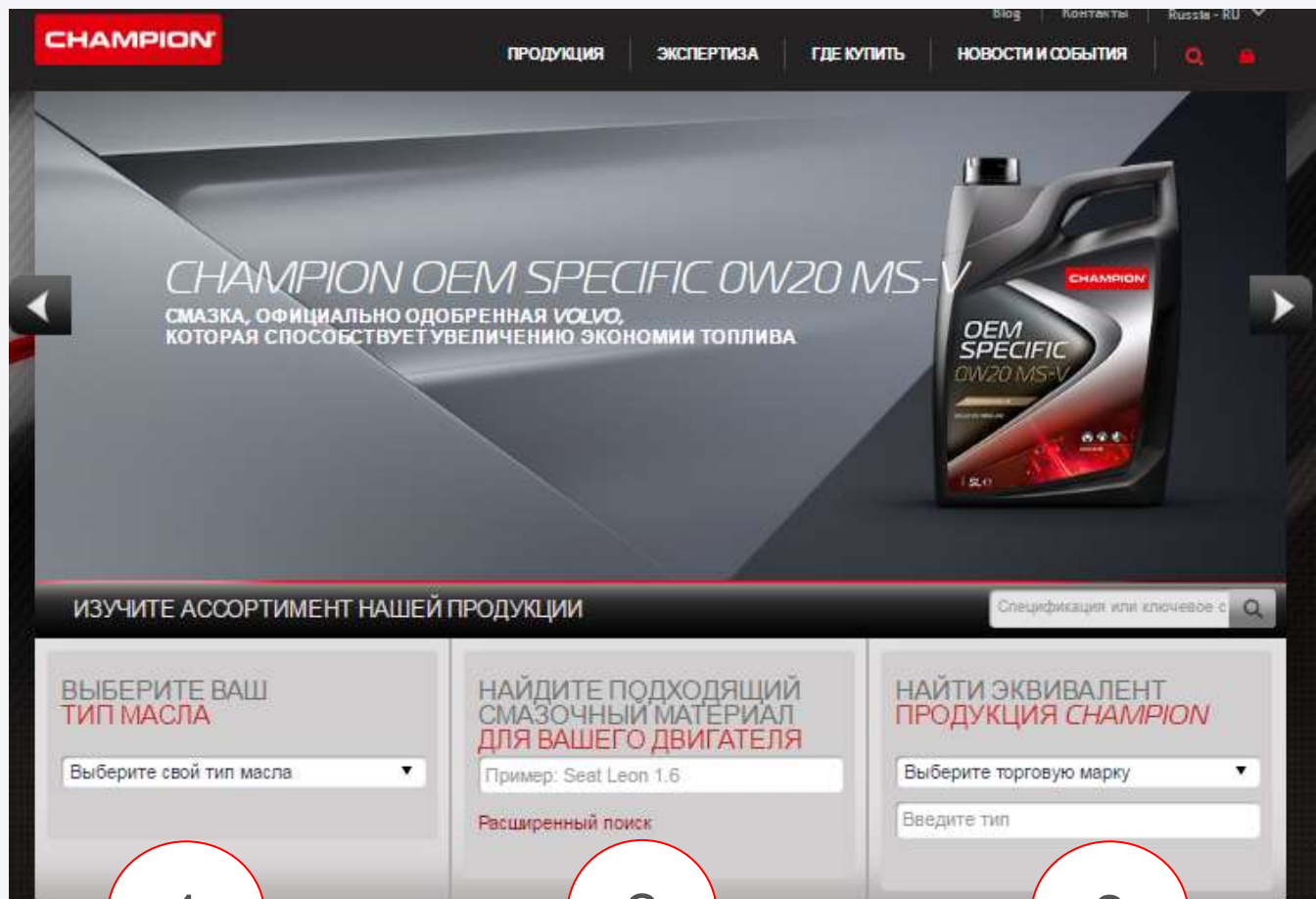
ИНСТРУМЕНТЫ ДЛЯ ПОДБОРА МАСЛА

CHAMPION®



CHAMPION®

ИНСТРУМЕНТЫ ДЛЯ ПОДБОРА МАСЛА



ИНСТРУМЕНТЫ ДЛЯ ПОДБОРА МАСЛА

НАЙДИТЕ ПОДХОДЯЩИЙ
СМАЗОЧНЫЙ МАТЕРИАЛ
ДЛЯ ВАШЕГО ДВИГАТЕЛЯ

Cars

Audi

A4, S4, RS4 (2001 - 2008)

A4 2.4 V6 (120 kW) (2001 - 2005)

ПОКАЗАТЬ РЕЗУЛЬТАТ

Базовый поиск



РЕЗУЛЬТАТ

AUDI - A4, S4, RS4 - A4 2.4 V6 (120 KBT)

[Свернуть все результаты](#) | [Развернуть все результаты](#)

ДВИГАТЕЛЬ АММ. АРД:

МОЩНОСТЬ:	Объем 6 литр
ИСПОЛЬЗОВАНИЕ:	Нормальный
ПЕРИОДИЧНОСТЬ:	Смена 15000 км / 12 мес. > 85607: CHAMPION OEM SPECIFIC 5W30 CS > 85604: CHAMPION OEM SPECIFIC 5W30 LL III > 14106: CHAMPION ECO FLOW 10W30 FE
ИСПОЛЬЗОВАНИЕ:	Продленный интервал замены (макс.)
ПЕРИОДИЧНОСТЬ:	Смена 30000 км / 24 мес. > 85604: CHAMPION OEM SPECIFIC 5W30 LL III > 85601: CHAMPION MULTIGRADE 0W30 LL II FE

ВЫБЕРИТЕ ВАШ ТИП МАСЛА

КРИТЕРИИ ПОДБОРА:
СМАЗОЧНЫЙ МАТЕРИАЛ
ДЛЯ ВАШЕГО
АВТОМОБИЛЯ

ТРАНСПОРТНОЕ СРЕДСТВО
Cars

ВЫБЕРИТЕ ТОРГОВУЮ МАРКУ
Audi

КАТЕГОРИЯ
A4, S4, RS4 (2001 - 2008)

УТОЧНЕНИЕ
A4 2.4 V6 (120 kW) (2001 - 2005)

ПОКАЗАТЬ РЕЗУЛЬТАТ

CHAMPION

ИНСТРУМЕНТЫ ДЛЯ ПОДБОРА МАСЛА

**FIND AN EQUIVALENT
CHAMPION PRODUCT**

Total

Total

- Total 2 TZ
- Total Activa 3000 15W40
- Total Activa 3000 20W50
- Total Activa 5000 15W40
- Total Activa 5000 Essence 15W40
- Total Activa 7000 10W40
- Total Activa 9000 5W40
- Total Activa 9000 Diesel 5W40
- Total Activa 9000 Essence 5W40
- Total Activa Competition 10W50
- Total Activa Energy 9000 0W30



HOME PRODUCTS TECHNICO-COMMERCIAL WHERE TO BUY NEWS & EVENTS DOWN


Home > Products > Product Equivalent Result

PRODUCT EQUIVALENT RESULT

RESULT

We have 1 results for:

Brand: Total
Reference: Total Quartz 9000 5W30

 **> CHAMPION OEM SPECIFIC 5W30 MS-F**
PRODUCT CODE: 65609

This is a very high quality motor oil, especially developed for the requirements of Ford WSS-M2C913-C/D specifications. It is characterized by significantly improved lubricating properties and provides Fuel Economy (>3%). This oil replaces the M2C-913-A/B specifications.

CHAMPION

РЕКОМЕНДАЦИЯ МАСЛА

ONLINE ИНСТРУМЕНТЫ

CHAMPION

в TecDoc



The screenshot displays the TecDoc website interface. At the top, there is a navigation bar with links like "Shopping Basket (0)", "Vehicle / Article Search", and "Universal". Below this, there are tabs for "Manufacturer", "Model", "Vehicle", "Repair Information", "Article Report", "Graphic Search", "Assembly Group", "Brand Product", and "Article Overview". The "Article Overview" tab is selected.

The main content area shows a table of oil recommendations. The table has columns for "Criteria", "Article Status Block", "Article Number", and "Description". The "Criteria" column shows "Oil Viscosity Classification SAE" and "Specification". The "Article Status Block" column shows icons for oil types. The "Article Number" column lists numbers like 14105, 14115, 15127, and 16106. The "Description" column provides details for each oil, including the brand (CHAMPION), type (Engine Oil), and specific product names (ECO FLOW 0W30 FE, NEW ENERGY 5W30, LIFE EXTENSION 10W40 HM, ECO FLOW 0W40 FE).

Criteria	Article Status Block	Article Number	Description
Oil Viscosity Classification SAE Specification		14105	CHAMPION CHAMPION LUBRICANTS Engine Oil CHAMPION ECO FLOW 0W30 FE Synthetic Oil, Oil Viscosity Classification SAE: 0W30, Specification: API SM, ACEA A3/B4, MB 229.3, VW 502 00/505 00, BMW LL-01, Manufacturer Release: OPEL GM-LL-B-025, RENAULT RN 0700, RN Technical Information: Use: Flexible (max) Cap: 8 liter performance in keeping the engine clean, superior fuel economy and CO2 reduction, excellent fluidity at low temperature.
		14115	CHAMPION CHAMPION LUBRICANTS Engine Oil CHAMPION NEW ENERGY 5W30 Synthetic Oil, Oil Viscosity Classification SAE: 5W30, Specification: API SL/CF, ACEA A3/B4, MB 229.3, VW 502 00/505 00, VW 501 01, Manufacturer Release: BMW LONGLIFE-01, OPEL GM-LL-B-025 Technical Information: Use: Flexible (max) Cap: 8 liter performance in keeping the engine clean, excellent fluidity at low temperature, longer oil drain interval.
		15127	CHAMPION CHAMPION LUBRICANTS Engine Oil CHAMPION LIFE EXTENSION 10W40 HM Part Synthetic Oil, Oil Viscosity Classification SAE: 10W40, Specification: API SM/CF, ACEA A3/B4, MB 229.3, 228.5, RENAULT RN 0700, RN, VW 502 00/505 00 Technical Information: Use: Flexible (max) Cap: 8 liter outstanding engine cleanliness and durability, very good fluidity at low temperature, longer oil drain interval.
		16106	CHAMPION CHAMPION LUBRICANTS Engine Oil CHAMPION ECO FLOW 0W40 FE

POS MATERIALS & PROMO GOODS

At Champion we offer more than products alone. We provide you with the right set of outdoor & indoor materials, clothing and promo goods to make you stand out from the competition.

Our offering will significantly increase brand awareness in your market and give your business an extra professional touch.



Banner Flag



Personalised Outdoor Sign



Pavement Sign



Beach Flag



Outdoor Sign

OUTDOOR
BRANDING



Counter Display



Additives Display



Roll-up Banner



ESP Poster

INDOOR BRANDING



Flag (Polystyrene/Vinyl)



Window sticker



Metal Sign



ESP Countermat



T-shirt



Polo



Bodywarmer



Overall



Summer Overall



Baseball Cap



Sportsbag

CLOTHING



Lanyard



Oil Change Sticker & label



Pen



Plastic Bag



Umbrella



Stickers

PROMO GOODS



Car Freshener



Ice scraper



USB Stick



Oil Pourer



Wipeout

CHAMPION

РЕКЛАМНЫЕ МАТЕРИАЛЫ



КАМПАНИИ

YOU SEE AN OIL CHANGE,
YOUR CUSTOMER SEE
SO MUCH MORE

Welcome to the winning team: Champion. Your solution within a changing automotive market. Our lubricants aren't just about increasing engine performance, they're also designed to maximise the performance of your garage.

With Champion you can expect your team to be fully trained and equipped to take on every challenge. Stay ahead of the competition and perform beyond the ordinary.

Check out how Champion will take your garage to the next level at:
www.championlubes.com

RELEASE THE FULL POTENTIAL **CHAMPION**

ATTRACTING CUSTOMERS
JUST GOT EASIER

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RELEASE THE FULL POTENTIAL **CHAMPION**

АКЦИИ

PRODUCT + PRODUCT PROMOTION: 5+1L WRAPPED

FIELD ACTIVATION

Offer a free one liter bottle when buying a 5L bottle (wrapped + sticker)



BENEFITS

- ✓ Upselling
- ✓ Increased visibility
- ✓ Increase in volume



RESULTS

- Increase in volume of +33% during the campaign period

KEY LEARNING

- Important to select the right OEM Specific product
- Improve visibility by using stickers and posters
- Upselling is a realistic objective

CHAMPION
CHAMPIONLUBES.COM

LOCAL COMMUNICATION PLAN: PRODUCT LAUNCH ARTICLE

BRAND ACTIVATION / PRODUCT EXPERTISE

Advertorial about product launch



As individuals, we are always pushing ourselves, trying to go faster and further, overcoming fatigue, overcoming the elements. The more we push, the more we need to have a reliable partner, a reliable partner that can help us achieve our goals. That's why we need a reliable partner, a reliable partner that can help us achieve our goals. That's why we need a reliable partner, a reliable partner that can help us achieve our goals.

CHAMPION NEW ENERGY 5W40 is a full synthetic motor oil that provides superior protection and performance. It's designed to meet the demands of modern engines, providing excellent fuel economy and reducing wear. It's the perfect choice for anyone looking to get the most out of their engine.

performance that the modern car needs.

But there's more to it than just the engine. The oil also helps to protect the engine from wear and tear, keeping it running smoothly for longer. It's the perfect choice for anyone looking to get the most out of their engine.

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TEST YOUR NEW LOW-ACIDITY LUBRICANTS FOR FORD, VOLVO AND BMW

Champion New Energy 5W40 is a full synthetic motor oil that provides superior protection and performance. It's designed to meet the demands of modern engines, providing excellent fuel economy and reducing wear. It's the perfect choice for anyone looking to get the most out of their engine.

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RESULTS

- Increased brand awareness
- Orders of launched products

KEY LEARNING

- Relevant content selection is important
- Translation is important

BENEFITS

- ✓ Increased brand awareness
- ✓ Positive Brand Image
- ✓ Technical expertise
- ✓ Market innovation
- ✓ Supported Product launch
- ✓ Ready to publish content delivery by WDC

CHAMPION
CHAMPIONLUBES.COM

CHAMPION



КОММЕРЧЕСКИЕ АРГУМЕНТЫ

ПРЕИМУЩЕСТВА БРЕНДА

- Прочные отношения с ведущими OEM → допуски / сертификаты
- Производство только на одном заводе → европейское качество
- Контроль качества на всех уровнях производства → лаборатория
- 100 % гарантия завода изготовителя
- Широкий ассортимент продукции
- Инвестиции в клиентскую базу → магазины, СТО, события, выставки
- Силные инструменты для рекомендации продуктов
- Качество А-бренда по цене Б-бренда

CHAMPION

СПАСИБО ЗА ВНИМАНИЕ !