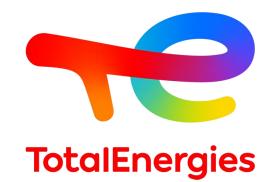


Rubia Optima 3100 Product guide





Contents

- What's new about this upgrade?
- Range specifications & approvals
- Customer benefits
- Competitor benchmark
- Route-to-Market
- Pricing strategy
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Replacing Rubia TIR 8900 range (FE 10W-30 & 10W40)

Upgrade to API CK-4

Incorporating additional OEM homologations + specifications*



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* Detroit Diesel DFS 93K222 + FPT CATEGORY TLS CK-4

What's new



Mercedes-Benz MB-Approval 228.52	 Designed for use in select Euro VI / US Tier 4 engines used in buses and industrial applications where advanced aftertreatment systems such as Diesel Particulate Filters (DPFs) are fitted Compared to MB 228.51, MB 228.52 has a restriction on the level of calcium allowed in the lubricant and is designed for use in select applications/engines mentioned above
VOLVO TRUCKS MACK EOS-4.5	 Designed for use in high performance medium and heavy-duty diesel engines where advanced aftertreatment systems such as Diesel Particulate Filters (DPFs) are fitted Volvo and Mack vehicles that require this lubricant specification would typically align with Euro VI and Stage V emissions standards in Europe and EPA GHG 2016 and U.S. Tier 4 Final emissions standards in the USA
Cummins CES 20086	 Can be used in applications where Exhaust Gas Recirculation (EGR) and advanced aftertreatment systems such as Diesel Particulate Filters (DPFs) are fitted and ultra-low sulfur diesel is available Engines that require this lubricant specification would typically align with Stage IIIB, IV and V European off-highway emissions standards and the Tier 4 Final North American emissions standard Recommended by Cummins for use anywhere CES 20081 was previously recommended

Range approvals & specifications



Trade Name	International specifications	OEM Approvals	Meets the requirements of	Suitable for
Rubia Optima 3100 FE 10W-30	ACEA E6, E7, E8, E9, E11 API CK-4/CJ- 4/CI-4/CH-4/SN	 ✓ MB-Approval 228.51 / 228.52 ✓ Mack EO-S 4.5 ✓ Volvo VDS-4.5 ✓ Renault Trucks RLD-3 ✓ Cummins CES 20086 	✓ DAF ✓ DDC DFS 93K222	✓ IVECO
Rubia Optima 3100 10W-40	ACEA E6, E7, E8, E9, E11 API CK-4/CJ- 4/CI-4/CH-4/SN	 ✓ MB-Approval 228.51 / 228.52 ✓ Mack EO-S 4.5 ✓ Volvo VDS-4.5 ✓ Renault Trucks RLD-3 ✓ Cummins CES 20086 	✓ DAF ✓ DDC DFS 93K222	 ✓ FPT IVECO CATEGORY TLS CK-4 ✓ FPT IVECO CATEGORY TLS E9

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Customer benefits











Developed for latest engines (Euro V, Euro VI, China VI, BS-VI) and backwards compatible Providing peace of mind Covering several OEM requirements with only 1 product

Reducing Total Cost of Ownership (T.C.O.)

Why choose Rubia Optima 3100 range





Approved by Heavy Duty Vehicle Manufacturers (OEMs)



Allows maximum Oil Drain Intervals (ODI)



Reduces fuel consumption*



Rationalization solution for multi-branded fleets



Compatible with natural gas engines



Meeting latest ACEA oil sequences E8, E11



Exceeds API CK-4 standards

Why choosing Rubia Optima 3100 range



Formulated with Inno-Boost Technology Providing up to 80% improvement against oil viscosity increase*

* Volvo T13 Test (KV 40 Viscosity Increase 300-360h)



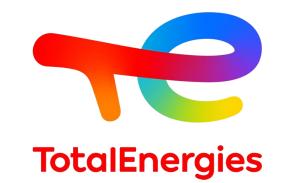


Route to market*



TRUCKS & BUSES			WORKSHOP
OEM dealers	Transport fleets	Bus & coach fleets	Independent / branded workshops
Covering multi- branded fleets	All generation engines	All generation engines	All generation engines
	Multi-branded fleets	Multi-branded fleets	Do it for myself (DIFM)





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