

More Horsepower Less Wear



DRIVEN
DRIVEN TO WIN **RACING OIL®**

What is GP-1?

New **GP-1** from **DRIVEN Racing Oil** features a high zinc, synthetic blend specifically engineered and tested to deliver **Increased Horsepower** along with **more than 30% Better Engine Wear Protection**, compared to the competition. **GP-1** is compounded from **Pennsylvania Grade Petroleum** and select synthetic components.

Molybdenum	359	ppm
ZDDP	1291	ppm



What is Pennsylvania Grade?

If you've ever studied high performance lubricants you've probably heard that **Pennsylvania Grade** sourced oil is one of the finest. Recognized in the racing community as the finest base oil for high performance lubricants, Pennsylvania Grade Base Oil is a type of sweet crude oil found primarily in the Appalachian basin in many eastern US states, and takes its name from the state of Pennsylvania, where it was first extracted in 1859.



Made in Bradford, PA

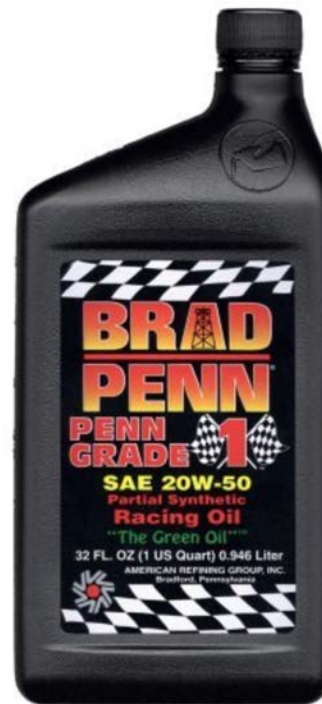
What was Pennsylvania Grade?



What was Pennsylvania Grade?



Made in Bradford, PA



Made in Bradford, PA

DRIVEN
DRIVEN TO WIN **RACING OIL®**

What isn't made in PA now?



Made in the USA of Domestic
and Imported Components

Distributed by
Kendall Motor Oil
c/o Phillips 66 Company
Houston, Texas 77210
KendallMotorOil.com
1078273-00



24 Hours/7 Days a Week
D-A
LUBRICANT COMPANY
801 Edwards Drive
Lebanon, IN 46052 USA
1-800-OIL-LUBE www.dalube.com

DRIVEN
DRIVEN TO WIN **RACING OIL®**

What isn't made in PA now?



DRIVEN
DRIVEN TO WIN **RACING OIL®**

GP-1 is Pennsylvania Grade

Available In:

Nitro 70

20W-50

15W-40

10W-30

5W-20

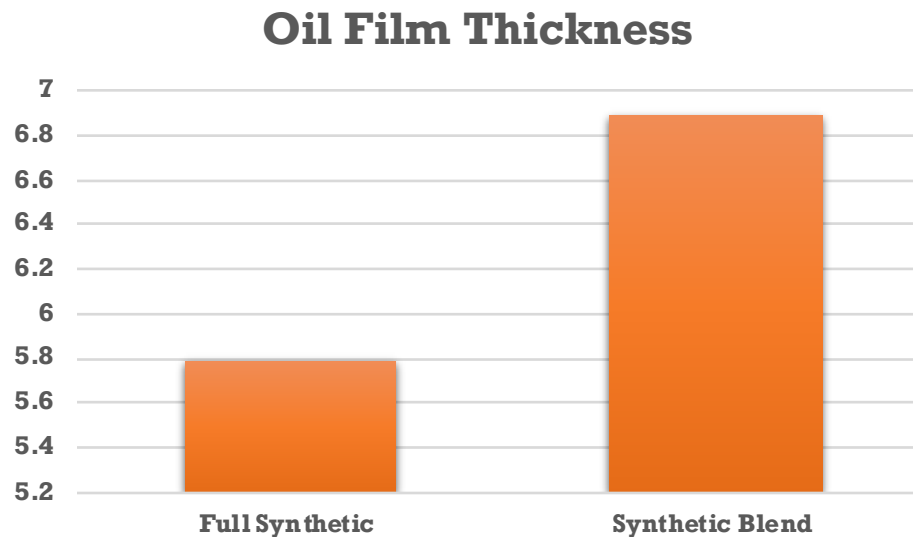
Break-In 30



Made in Bradford, PA

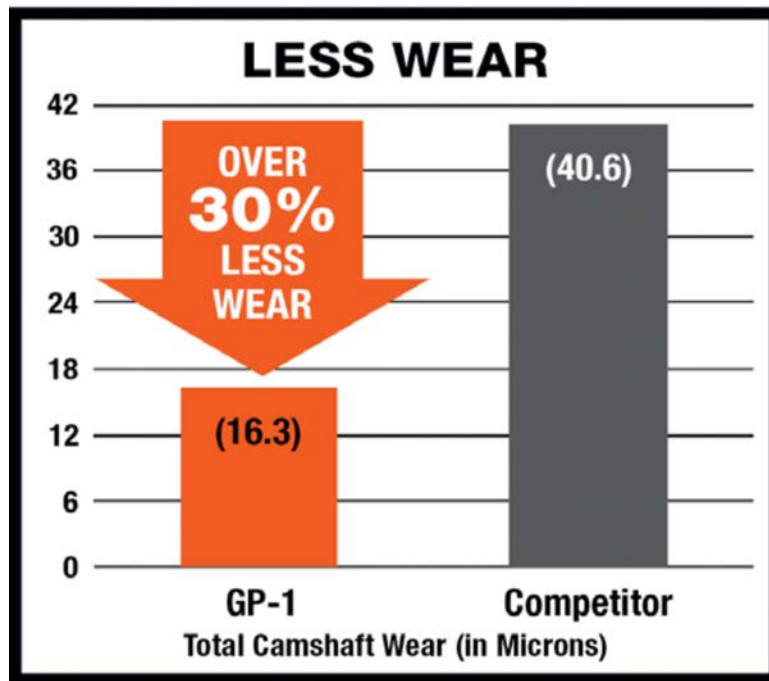
What are the benefits?

Pennsylvania Grade base oils yield a higher **Pressure Viscosity Coefficient**, which produces thicker oil films.



What are the results?

Thicker oil films = Better protection



What are the results?

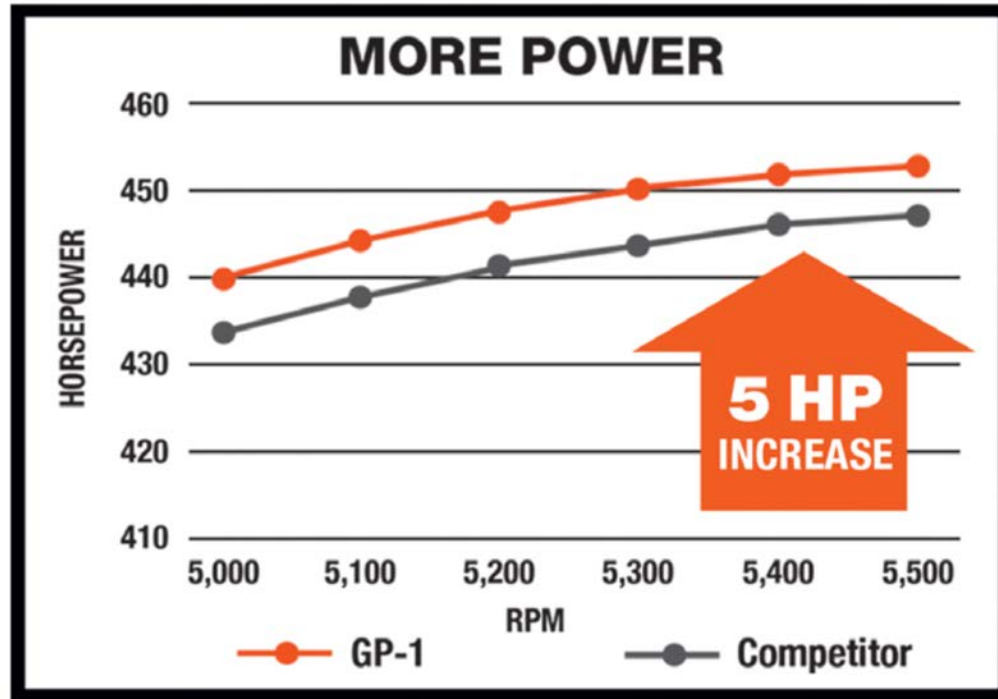
Flat Tappet Camshaft Wear Measurements

Castrol GTX 20W-50		
Max Lift Before	Max Lift After	Wear (microns)
0.32768	0.32758	2.54
New VR-1 20W-50		
Max Lift Before	Max Lift After	Wear (microns)
0.32748	0.32739	2.28
Penn Grade 20W-50		
Max Lift Before	Max Lift After	Wear (microns)
0.32746	0.32736	2.28
Mobil 1 15W-50		
Max Lift Before	Max Lift After	Wear (microns)
0.32754	0.32748	1.52
GP-1 20W-50		
Max Lift Before	Max Lift After	Wear (microns)
0.32736	0.32734	1.00



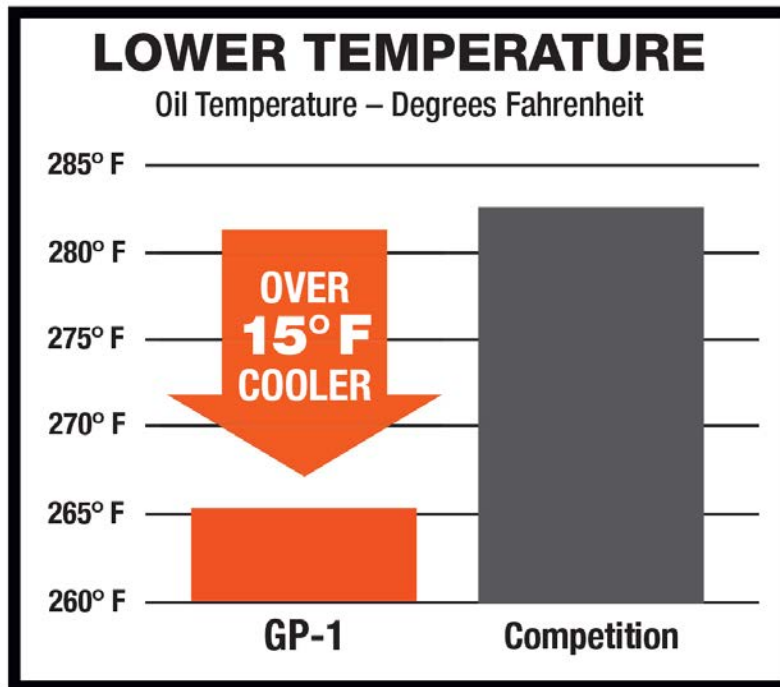
Testing performed at Shaver Specialties. Measurements performed by Comp Cams.

What are the results?



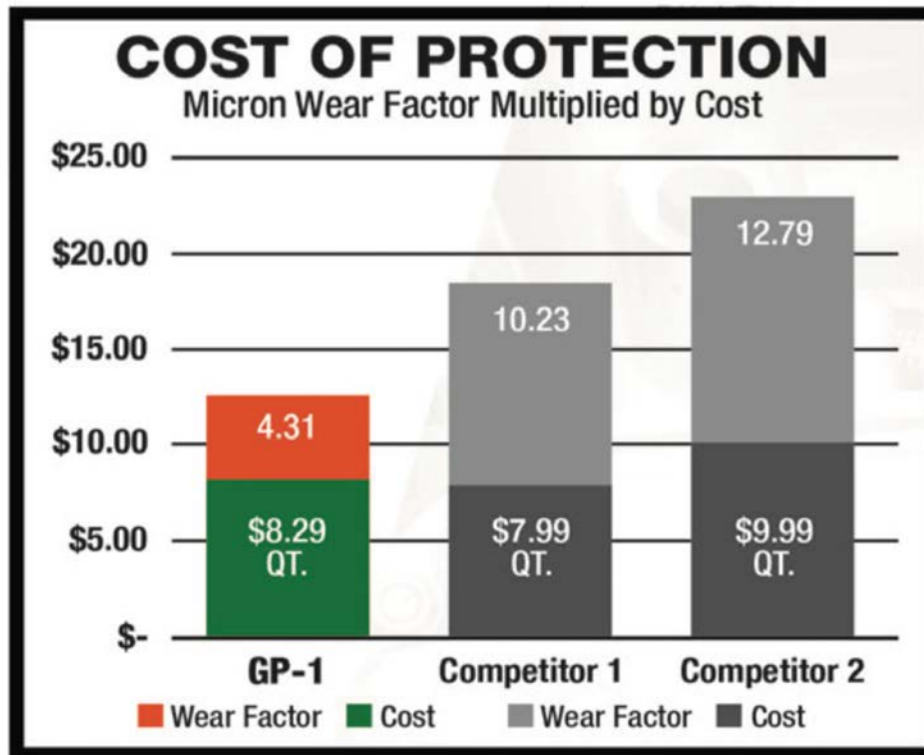
DRIVEN
DRIVEN TO WIN **RACING OIL®**

What are the results?



DRIVEN
DRIVEN TO WIN **RACING OIL®**

What does it cost?



Why GP-1?

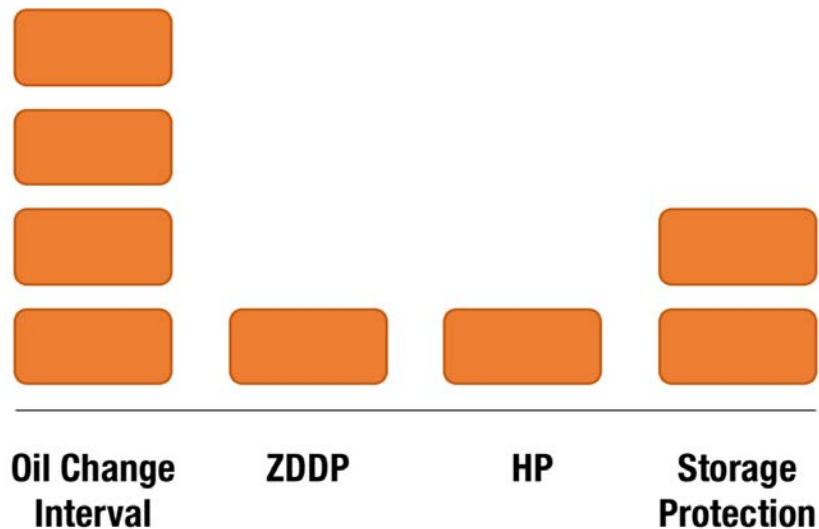
Driven Provides Specialist & General Performance Oils

	Vintage	Race Only	Street/Track	Marine
Performance Level ↑	HR	XP	LS/DT	MR
	GP-1	GP-1	GP-1	GP-1
	API	API	API	API

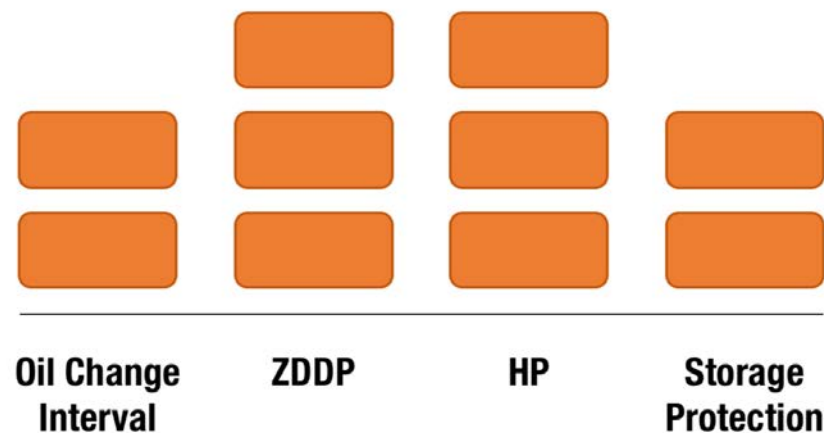


Why GP-1?

API SN

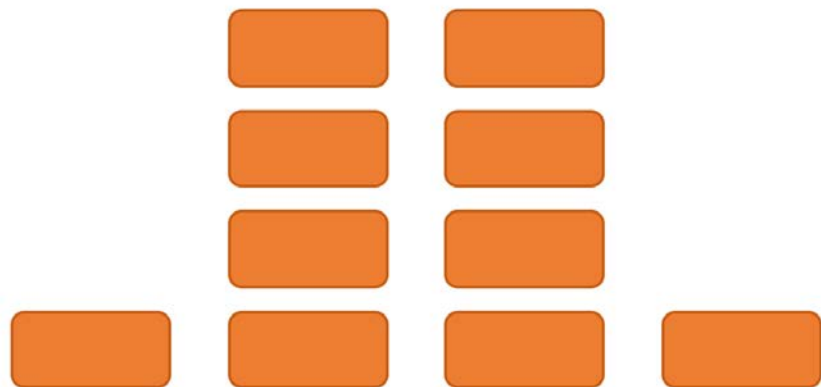


GP-1



Why GP-1?

XP



Oil Change
Interval

ZDDP

HP

Storage
Protection

GP-1



Oil Change
Interval

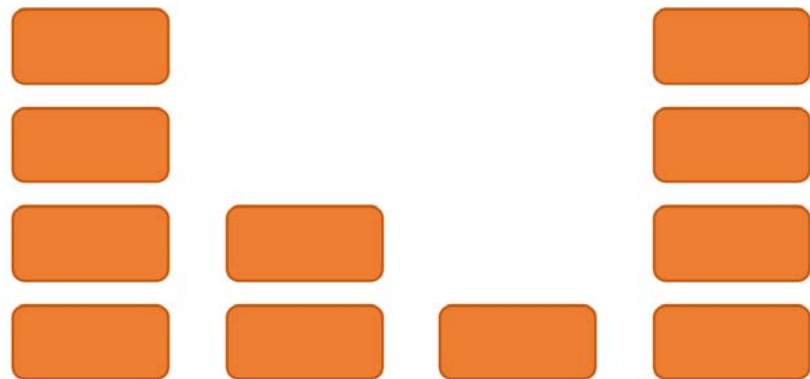
ZDDP

HP

Storage
Protection

Why GP-1?

HR



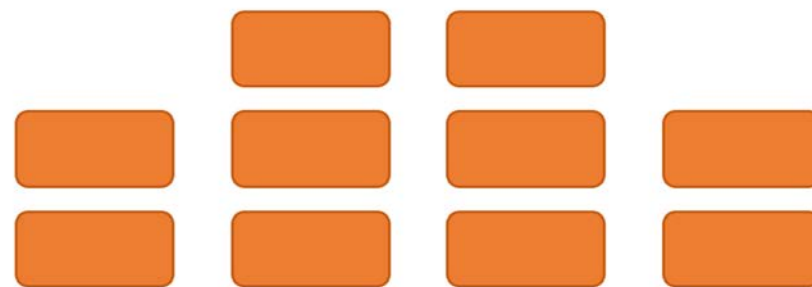
Oil Change
Interval

ZDDP

HP

Storage
Protection

GP-1



Oil Change
Interval

ZDDP

HP

Storage
Protection

Why GP-1?

DRIVEN Racing Oil's Synthetic Blend GP-1 offers race grade protection and performance at a fraction of the price of a full synthetic. New **GP-1** High Performance Motor Oil features the unique properties of Pennsylvania grade base oil compounded with select synthetic components and ZDDP (zinc) to provide excellent film strength and reduced friction. **GP-1** is ideal for **Competition, Classic and Import** vehicles.



Summary

GP-1 delivers increased **protection** and **horsepower** compared to other “racing” oils and API off-the-shelf oils, without an increased price tag.

GP-1 is available in Nitro 70, 20W-50, 15W-40, 10W-30, 5W-20 and Break-In 30.

GP-1 is scheduled to ship in early August.

