



AUTOMATIK-GETRIEBE-CENTER, FRIEDRICHSHAFEN, GERMANY

Driving success with DuraDrive™ MV Synthetic ATF

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— Jens Winkler, Managing Director and Owner
of Automatik-Getriebe-Center



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The technicians at Automatik-Getriebe-Center (AGC) are experts in transmission repair across all vehicle makes and models. To properly service each and every transmission, they had to manage a high volume inventory made up of all kinds of automatic transmission fluids, until they tried Petro-Canada Lubricant's DuraDrive MV Synthetic Automatic Transmission Fluid (ATF). DuraDrive MV Synthetic ATF provided advanced protection for multi-vehicle use, which has allowed them to cut inventory costs and increase profits.



The Challenge

For more than 10 years AGC has specialized in the repair of automatic transmissions – all manufacturers, models and years. With the high volume and broad range of car types in the European market, many of the dealerships and garages have chosen to send their broken automatic transmissions to specialty operations like AGC, who are known for their speed, knowledge and expertise. Dealerships from all over Germany, Austria and other neighbouring countries send AGC their customer's transmissions for repair.

"At AGC, we take pride in servicing all types of manufacturer transmissions, quickly and efficiently," explains Jens Winkler, Managing Director and Owner of AGC. "When it comes to fluids, the challenge is that many of these transmissions have different specifications and requirements depending on their make, model and environment. Therefore we have to determine and stock many different types of automotive transmission fluids."

Although AGC was not in the market for experimenting with new products, they were interested in an advanced ATF solution that could cut costs, consolidate inventory and provide protection beyond today's standards.

AGC wanted a high quality ATF that could provide:

- Product versatility
- Clean shifting and anti-shudder
- Advanced protection across all temperatures
- Long life performance
- Excellent wear properties



The Solution

Petro-Canada Europe Lubricants distributor Willi Schöler Mineralöle Technik worked with Winkler and presented a better solution to meet his challenges. Winkler liked the opportunity of switching to DuraDrive MV Synthetic ATF to help consolidate his current lubricant stocks while using a modern, versatile and robust product.

"We've used many different products in the past, and at AGC we can tell very quickly whether an ATF is suitable for a certain transmission," says Winkler. "We were pleasantly surprised at the protection and versatility of the DuraDrive MV Synthetic ATF."

DuraDrive MV Synthetic ATF delivers true multi-vehicle performance, outstanding wear protection, exceptional fluid life and industry leading anti-shudder durability and frictional stability.



The Result

AGC has been using DuraDrive MV Synthetic ATF for over 3 years with great success.

"DuraDrive MV Synthetic ATF is an outstanding performer across a wide range of transmission types, and this is exactly what we need," explains Winkler.

Winkler has improved the performance quality of his fluids, reduced his overhead costs by reducing the amount of inventory required, and overall, has increased his profits.

Automatic Transmission Fluids

Petro-Canada offers a full line of automatic transmission fluids that deliver outstanding thermal and oxidative stability, enhanced wear protection for extended life and excellent low temperature performance. Many of these fluids meet major car manufacturer performance credentials.

DuraDrive MV Synthetic ATF

DuraDrive MV Synthetic ATF is Petro-Canada's best multi-vehicle automatic transmission fluid. DuraDrive MV Synthetic ATF is specially formulated to deliver outstanding wear protection, exceptional fluid life, and excellent oxidation and shear stability. DuraDrive MV Synthetic ATF also provides industry leading anti-shudder durability and frictional stability; exceeding the performance of many genuine OEM fluids.

About Automatik-Getriebe-Center

Located in Friedrichshafen, Germany, AGC has over 10 years experience in transmission and engine repair. AGC services over 1,400 customers and repairs, overhauls and rebuilds over 300 transmissions every year. In their business they demand the best in quality – from their advanced technology and specialized processes, to the equipment and fluids they employ.



To learn more about how Petro-Canada Lubricants can help your business visit:
lubricants.petro-canada.com
or contact us at **lubecsr@petrocanadalsp.com**

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