

PRESS-RELEASE

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LUKOIL HOSTS ELEVENTH ANNUAL DEALER CONFERENCE

LUKOIL Lubricants Company has run its Annual Dealer Conference in Sochi. Dedicated to LUKOIL's 25th anniversary, the Event was attended by over 350 representatives of Russian and foreign dealer companies.

Among the key topics of the Conference were modern trends in the global and Russian lubricants market, cooperation with global original equipment manufacturers (OEM) as well as LUKOIL dealers' business development. The speakers announced the Company's business development plans. The participants also learned about the new products marketing campaigns, including expanded LUKOIL GENESIS motor oils line, metalworking fluids, and most advanced industrial greases.

"LUKOIL started dynamic development of its lubricants business since its foundation. It took only a quarter of a century for the Company to make a real breakthrough in the sector where the largest market players were active for over 100 years. The Company has modernized its manufacturing facilities and attracted best industry experts. As a result, LUKOIL has expanded its product portfolio from 30 GOST-certified oils to over 700 products with many of them outperforming well known imported analogues. With these premium oils, we are actively entering other markets. Ten years ago, LUKOIL supplied its products to Russian equipment manufacturers only. As of today, the Company provides the first and service fill lubricants to over 20 foreign automotive OEMs, including Ford, GM, Renault and MAN," said Maksim Donde, General Director of LUKOIL Lubricants Company.