



Independent Union of the European Lubricant Industry

## **OEM BULLETIN**

### **JAGUAR LAND ROVER**

The Independent Union of the European Lubricant Industry (UEIL) is the umbrella association of the Independent European Lubricants Industry, representing their members and, in particular, the interests of SMEs and independent lubricant companies. To date, the UEIL represents more than 400 lubricant companies, who manufacture and distribute lubricant products under their own various trademarks throughout the European Union. With members in more than 20 European Countries and a unique collective experience of lubricants and the lubricants market, UEIL is the sole representative body for independent manufacturers of lubricants in Europe and has been recognised as such by the European Commission. It is UEIL's policy to favour free and fair competition within the scope of prevailing EU and national laws.

In June 2011, UEIL was informed that JAGUAR LAND ROVER France had circulated to its network a letter in conjunction with BP CASTROL dated 2011-06-11 to inform, within the framework of their worldwide partnership, of the launch of a new lubricant trademark; Castrol Edge Professional.

The letter specifically stated that:

- Edge products would only be available for authorised repairers;
- Only these products could be used in Jaguar and Land Rover engines;
- In case of damage to an engine, the warranty would not cover repairs costs if other lubricants had been used;
- Edge products contained a unique fluorescent dye which was traceable by UV and assisted them in enforcing the use of Edge.

UEIL considered that this agreement between an important vehicle manufacturer and a major oil company was clearly not law-abiding and violated European competition rules.

Indeed, Jaguar Land Rover could not impose the use of one specific product to its network (except for warranty repair or recall work), could not make its warranty conditional on the use of a specific brand of spare parts and could not make the product of a supplier only available to its network.

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Rue du Luxembourg 22-24 | B-1000 Brussels – Belgium | Tel. +32 2 761 66 85 | Fax. +32 2 213 13 63  
[info@ueil.org](mailto:info@ueil.org) | [www.ueil.org](http://www.ueil.org)



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Therefore, UEIL invited JAGUAR LAND ROVER France and JAGUAR LAND ROVER Headquarters:

- To immediately stop this kind of unfair and misleading communication.
- To send, without delay, to its entire network a circular letter withdrawing the letters in their current form (with a copy to UEIL).
- To publish, in three major French car magazines, in their own car magazines and websites a message stating the wrong communication (with copies to UEIL).

In July 2011, JAGUAR LAND ROVER informed UEIL the matter was under investigation.

The Technical Committee and the Competition Committee of UEIL are pleased to advise its members that, in November 2011, JAGUAR LAND ROVER notified us the statements made in the letter issued by their French subsidiary have been reviewed and a revised document has been re-issued to the network of Authorised Repairers. The references to exclusive availability of the product for authorized repairers as well as references to making the warranty conditional upon use of a specific product, have been removed.

UEIL will keep monitoring this case to be sure that any misleading information has really been stopped and that the revised communication has been properly spread.

Brussels, November 2011