

SUPPORTING OUR PARTNERS THROUGH CHALLENGING TIMES

Dear partner,

For all of us, the global health crisis continues to be an issue of great concern and a major agility test for our industry. As always, the safety of our employees and our partners remains our top priority. Whether Champion Lubricants employees are performing critical work in our labs, across our supply chain or remotely, we have enabled them to do their jobs as safely as possible in order to keep our business running. Whilst our work environments may have changed, our commitment to strengthening your business remains the same.

With this in mind, I wanted to update you about the many activities our teams across Champion have carried out in order to help support you and your business. Below is a summary of those main initiatives:

We keep innovating



Our focus on getting the right products to you in the shortest possible lead times is a commitment we continue to fully uphold. Thanks to our flexible approach, we have carried out a full portfolio review which has resulted in the development and launch of different quality tiering offerings to ensure all market segments are fully catered for in our rapidly evolving market.

We increase investments in our brands



To ensure our Champion brand remains top of mind, we have continued to invest in high profile motorsport championships such as recently becoming the Official Lubricant Partner of the FIA World Rallycross Championship for the 2020 and 2021 seasons. Next to this partnership, our media plans continue to deliver strong coverage both in specialized trade press publications, and digital media channels alike.

We keep growing globally



The creation of local entities and hubs in China, Italy and Denmark as well as the addition of new distributors in Scandinavia, Italy and Latin America are further proof of our growing global footprint which today accounts for over 100 countries worldwide. Moreover we have recently appointed a number of new Sales & Marketing specialists tasked with spearheading efforts to drive business in specific markets and segments and ultimately supporting you with winning new business.

We stay close even virtually



Whilst the temporary absence of our teams from our offices has been challenging, it has also led to some positive developments such as an increase in the number and quality of digital touchpoints between our teams and our partners. We have, for example, organised a series of Technical and Commercial Training Webinars for our teams which will further bolster cross-departmental collaboration and in-house industry expertise.

Finally, in spite of the cancellation of Automechanika Frankfurt 2020 which has been moved to next year, we are delighted to organise in its place our own Champion Digital Summit 2020 on Wednesday 23rd September 2020 to which you are formally invited. This online conference will provide you with full updates on our newest products, digital investments, partnerships amongst other relevant topics and will serve as the perfect opportunity to review these past months and the planning for the rest of the year and beyond – full details of the event will be shared with you later this month.

Please be sure to [save the date](#) in your agendas in the meantime.

We hope that you continue to remain positive moving forward and we will as always endeavour to keep you updated with any further developments.

Kind regards,
Nicolas Verellen - General Manager Business Unit Trademarks



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