

A Badge of PROTECTION



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If you have a son, daughter, niece or nephew, you may be familiar with Boy Scout and Girl Scout badges. It's great to see a child's face light up when he or she proudly announces they have earned a leadership or emergency preparedness badge. These badges represent great lessons learned to help them succeed in life.

But badges aren't limited to only scouts. Does your vehicle's engine have its most important badge? That's the badge of protection, otherwise known as synthetic oil.

Your vehicle is one of your largest investments, so it only makes sense to treat it with care. Synthetic oil is the best possible engine oil you can choose for the car that you love and would like to see run forever.

Just as Boy Scout and Girl Scout badges help youngsters learn about how to overcome obstacles they will face in everyday life, your engine's badge

of protection, synthetic oil, can help it overcome the obstacles it may face day to day.

If you often drive in stop-and-go traffic, make short trips, drive in extremely hot or cold weather, or expose your vehicle to excessive idling, towing, hauling or racing, it's a good idea to pin a badge of protection on your engine. These driving conditions put enormous amounts of stress on your oil and your engine, but using synthetic oil can help protect your engine whenever, and however, you drive.

"Synthetic oil is the best possible engine oil to use in your car," said Timothy Miranda, senior engineer for BP Lubricants. "It delivers the ultimate protection for the demanding environment within your engine that is brought on by modern-day driving conditions and today's hard-working, advanced-technology engines that can stress your oil."

Protecting your vehicle is important if you plan to keep it

running great for years to come, and an upgraded oil change with added engine protection can be yours with one simple request. Just ask for it!

A synthetic oil change is performed in the exact same way and takes the same amount of time as a conventional oil

tional base oil. Because synthetic base oil has highly predictable and enhanced properties, lubricant engineers can precisely design an improved performing oil to meet the specific requirements of your vehicle's motor. Engine protection is one of the main concerns addressed

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change. It's the superior properties of the synthetic oil that make it different.

Synthetic motor oil is created using synthetic base oil. Synthetic base oil is very high quality base oil that is man-made and is more advanced than conven-

by synthetic oil—that's why it earned its badge in protection.

If you love your vehicle like a child, award it with a badge of protection. This will help keep it performing at its best well into the future. +