

MARKETING AND PROMOTIONS

All ELVI products are supported through a complete marketing and sales promotion programs that includes print ads and various promotion materials like lounge posters, signage displays etc. All items are also available electronically. A Service Advisor Sales Presentation is provided with all the information necessary to effectively promote ELVI products and their benefits to customers, as well as when the services should be conducted based on OEM recommendations.



CUSTOMER EDUCATION MATERIALS

The key to success with any marketing program is being able to educate customers about the advantages and value of the products. ELVI provides brochures, catalogs, banners etc with all the products and their benefits that can be shown to a customer. Attractive, point-of-sale marketing materials that includes lounge posters, standees, banners etc are designed to capture attention and promote the importance of ELVI products and services.



TECHNICAL SUPPORT

Support in relation to ELVI product specification and application is available from our skilled and qualified trainer technicians. Along with our wide network of distributors, our sales and service team are available to advice on product application, technical presentation and cost optimization. The company focuses on its official channel marketing and support system for the reach of its product to the customer at the right pace and through the right channel. Bardahl products are sold worldwide in over 90 countries, on 6 continents and are packaged in 16 languages.



A WORLD WITHOUT FRICTION
Since 1939



ELVI Bardahl India Pvt. Ltd.
802, Atlanta Centre, Sonawala Road,
Goregaon (East), Mumbai - 400 063 India
Mail us at: customer.care@elvibardahl.com

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Seattle WA 98107 USA

ELVI BARDAHL DOCUMENT
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ELVI OEM DIVISION
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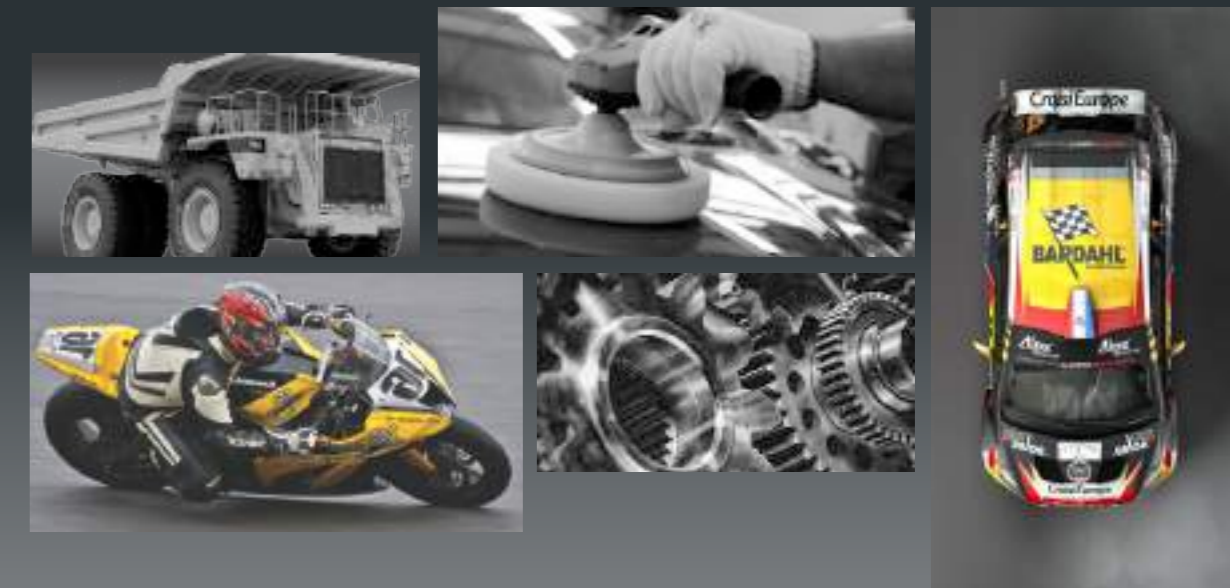


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Evolution of Life.
Through Values & Innovation™

ADDITIVES & LUBRICANTS
MECHANICAL MAINTENANCE
PROFESSIONAL SERVICE PRODUCTS
AUTO CARE SOLUTIONS
ALL YOU NEED



DRIVE THE WORLD



ABOUT ELVI

We offer a wide range of technologically superior and high quality products that meet the needs of automotive & industrial applications. The changing global conditions of the automotive sector inspire us to introduce innovative and superior products for the needs of the industry. Our business focus on providing the best products which can provide solutions to the customers, while keeping our commitment of preserving our planet. In compliance with the global environmental protection trends, we continuously work towards developing environment friendly products and partnering providers for a sustainable and healthy future.

ABOUT BARDAHL Unique Discovery

In 1939, the Norwegian Ole Bardahl made a unique discovery, which extended the boundaries of the lubricity of an oil substantially. He came to the conclusion that the molecular construction of motor oils could be modified with an additive, which would make it cling to moving parts of an engine. The so formed lubrication film prevents wear of the metal surfaces. Friction and wear are caused by irregularities of metal surfaces.

Bardahl additives are still developed on the basis of polar active ingredients. Bardahl scientists successfully eliminated the problem of unprotected metal surface by carefully formulating a special additive known as Polar Attraction. The created lubrication film is able to endure higher temperatures and pressures with the result that an engine can operate more efficiently with less wear and maintenance.

Bardahl has since 50s participated in many international racing events such as the Formula 1, Indy 500, Powerboat races, Paris-Dakar etc. This resulted in a huge amount of information about how Bardahl additives and oils behave in practice during extreme conditions. Bardahl used this information to further product development and advice to the customer.

Bardahl products are suitable to operate in the toughest conditions where other products do not do this anymore. "We are convinced that, if our products are used in racing where our products are extremely tested, they definitely are suitable for use in "normal traffic"



TIMKEN TEST MACHINE

This mobile tester shows the difference of wear on mechanical parts. Experience shows that Bardahl has increased the limit at which a lubricant still lubricates considerably.



4-BALL E.P. TEST

The Shell 4-ball pressure tester can measure exactly the behavior under extremely high pressure. During the test, steel balls are loaded under various loads and speeds. They are checked for friction and wear. The test goes on until the lubricating film is broken and the balls melt together. Because of the unique Bardahl Formula the possible loads are very high. The photo shows the result of this test.

ADDITIVES & LUBRICANTS

Engine and Transmission System Products Bardahl engine and transmission additives are made to enhance the motor and transmission oil properties used in a vehicle to protect the system from harmful deposits, reduce wear due to friction, and extend the life of the parts and components. Bardahl engine treatment products provides them with the right power and longevity of the engine life of the vehicle. Bardahl Oil treatments contain the unique & patented Bardahl's "Polar Attraction Formula" which is a combination of ingredients that act together to reduce friction & wear and controls harmful deposits. It provides two distinct types of molecular protective films on metal surface to reduce wear & friction.



Fuel System Products Bardahl fuel products are made to clean and maintain the performance of the fuel system in all types of vehicles, including gas and diesel engines from older models to the latest electronic controlled injection technology. Bardahl fuel system products will help resolve common fuel system problems like loss of power, rough idling, and lower fuel mileage, while operating the maintaining system to reduce emissions and improve fuel economy.

Radiator & Cooling System Products Bardahl radiator products have been formulated to effectively clean and maintain the cooling system in all vehicles. Most of the sub- continent experiences tropical and warm climate. Bardahl has specialised products for effective maintenance of the cooling system. These products include flushes and conditioners to help protect the cooling system from corrosion and contamination that cause leaks and operating failure.

BARDAHL MOTOR OIL

Motor oil has a very crucial job to fulfill. The use of correct motor oil and timely changes contribute to a longer life of the engine. In recent years, the reduction of exhaust emissions from engines has become more important. Changing motor oil on time and using the correct oil, play a crucial role.

Which motor oil you need depends on the brand and type of engine. Bardahl has an extended range of motor oils for different automobiles & industrial applications.

BARDAHL LUBE TECHNOLOGY ensures

- Maximum protection against wear
- Optimal lubrication and longer life
- Lower fuel consumption
- Excellent lubrication at both high & low temperatures
- Protects against oxidation & corrosion
- Disposal of sludge and wear particles



MECHANICAL MAINTENANCE

ELVI has a wide range of aerosol cleaners & lubricating sprays providing solutions for automotive workshop and industrial applications. These products are essential to smoothen and ease the working requirements of service mechanics and technical experts.



PROTECH PROFESSIONAL SERVICE PRODUCTS



ProTech Series by ELVI provides a line of professional Do-It-For-Me (DIFM) service chemicals and preventive maintenance kits designed for automotive technicians. These specialised solvents are used with ELVI ProKlene equipments for engine de-carbonising, air intake cleaning, DPF & EGR cleaning solutions.



AUTO CARE SOLUTIONS

ELVI Automotive Care Products specialises in beautifying the car as well as two-wheelers. It offers a wide range of products which caters to the complete solution for automotive surface finishing. The extensive range includes professional as well as Do-It-Yourself high performance products and application tools for refinement, repair & protection.

ELVI Exterior & Interior Maintenance Products: Refinement & protection products like premium paint care waxes & polishes, compounds, anti corrosion treatments, engine care, glass & headlight treatments provide solutions for the automotive exterior surfaces. Fabric & upholstery cleaners, interior polishes, air condition maintenance solutions etc are provided for the automotive interiors. These are car care products which cater to the aesthetic needs of the car interiors as well as exteriors. These specialised products are designed for treatment of the paint framework, underbody, exterior engine, interiors of the vehicles, etc.



PRO PLUS AFTERMARKET SERIES



ELVI has an exclusive range of products catering to the aftermarket segment. The range is specially developed as Pro PLUS aftermarket series, providing solutions to the aftermarket needs and covers products from various categories like lubricants, mechanical maintenance, car care and bike care.

