FUCHS keeps the wheels turning for fleet owners

**3 November 2022:** Leading independent lubricants manufacturer [FUCHS LUBRICANTS SOUTH AFRICA](http://www.fuchs.com/za) is showcasing its premium quality products for commercial vehicle fleets. “What differentiates us in the market is our product quality and OEM approvals,” says **Lesley Barnard**, Automotive Aftermarket.

“Due to the fact that we are a multinational business following strict processes and procedures wherever we operate, our customers have peace of mind that our products are manufactured in accordance with the highest standards of the lubricants industry. There are no shortcuts taken,” says Barnard.

Another key differentiator for FUCHS is its service offering. “We focus on working closely with our customers and listening to them. We have the product available when they need it and ensure that all their requirements are met. We supply everything from a bakery with maybe two delivery trucks to commercial fleets with several thousand vehicles, all the way to the OEMs themselves.”

Although lubricants constitute a small portion of the total running cost of a fleet, the benefits of standardising on premium products are considerable. “The payback from using a good lubricant is significant over the long term,” notes Barnard. This extends to the potential of engine failures and increased fuel consumption due to using inferior products.

“Just in terms of fuel consumption alone, by choosing the right lubricant fleet owners can save a significant amount of money over the lifespan of their vehicles by carefully considering the products they use.” Another impact is increased downtime due to trucks standing idle due to maintenance issues. “This is a significant cost that fleet owners must consider. If their vehicles are not running, they lose money. So that is quite important.”

Looking beyond lubricants themselves, Barnard says any good maintenance regime must consider fuel quality and the types of filters used. In the case of vehicle fleets based on multiple OEMs, FUCHS can customise a lubricants plan for the entire fleet. “We can also look at your workshop setup to see if you need any support in terms of dispensing equipment, for example.”

FUCHS even offers training ranging from the basics of lubricants to the different types of products available. It also works closely with its customers in terms of oil analysis to extract the longest life from the lubricants and the fleet itself. “We are happy to assist with oil analysis programs and interpreting the results,” adds Barnard.

In South Africa, FUCHS has three main products for commercial vehicle fleet owners. TITAN TRUCK PLUS SAE 15W-40 is a high-performance mineral engine oil that allows customers to push their maintenance intervals out a little. TITAN CARGO MC SAE 10W-40 is a semi-synthetic engine oil ideal for extended drainage intervals. Lastly, TITAN CARGO MAXX 10W-40 is a premium product best used with high quality fuel of 10 ppm or lower for maximum benefit.

Looking to the future, Barnard says there is a definite opportunity for expansion and growth in this market segment. “Due to our extensive product range, we approach this sector with confidence, knowing we have a product for every application. If you consider the transport infrastructure in our country, rail has diminished so the burden of freight is placed on the road network and commercial vehicle fleets. Having a reliable fleet is not only an imperative for the owner, but for the economy as well,” he concludes.

**Pull quote**

“Having a reliable fleet is not only an imperative for the owner, but for the economy as well.” – **Lesley Barnard**, Automotive Aftermarket, FUCHS LUBRICANTS SOUTH AFRICA

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**About FUCHS**
FUCHS develops, produces, and markets high-grade lubricants and related specialties for virtually all industries Founded in 1931 as a family business in Mannheim, FUCHS is now the world's largest independent supplier of innovative lubricant solutions, covering almost every industry and application. Today, the company’s 6 000 employees in over 50 countries still share the same goal: To keep the world moving both sustainably and efficiently.

To live up to this claim, we think in terms of perfection, not merely standards. When developing individual solutions, we enter into an intensive customer dialogue – acting as an experienced consultant, innovative problem solver and reliable team partner. The results we provide meet not only the highest technological requirements, but also help customers save on operating costs and emissions. Because at FUCHS, sustainability is not simply an empty phrase, but a mindset – and thus the basis and aspiration of all our business activity.

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