



PRESS RELEASE

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Nippon Oil participates in Automechanika Frankfurt - 14 to 19 Sept 2010 (Hall 9.1 Stand B51)

JX Nippon Oil & Energy, the largest Japanese Oil and Energy Company will participate in Automechanika Frankfurt, which is one of the largest trade fair for the Automotive Industry.

JX Nippon Oil & Energy has launched its world class ENEOS lubricants for Automotive & Industrial markets in Europe. ENEOS is Japan's No. 1 oil brand and is trusted for its highest quality standards. ENEOS oils are developed using cutting edge technology aimed specifically for major Japanese and European vehicle manufacturers. The core strength of ENEOS lubricant lies with more than 120 years industry experience gained through strong association with OEMs.

Automechanika is the world's foremost and leading event for automotive sector and enjoys an unrivalled reputation within trade customers. It is an excellent opportunity for JX Nippon Oil & Energy to exhibit its ENEOS brand high technology products to a wider audience within automotive aftermarket segment.

“JX Nippon Oil & Energy is a progressive company which prides itself in introducing high quality ENEOS lubricants which are developed for Lexus Lemans and other racing cars” says Tomoyuki Nishifuji, General Manager Lubricants, Nippon Oil Europe Limited. “We are exhibiting at Automechanika to introduce the strengths of ENEOS lubricants and are keen to look for **Distributors** who can expand our distribution network effectively.”

JX Nippon Oil & Energy is one of the few Global Oil companies to invest heavily on the Research and Development budget. Through these investments, JX Nippon Oil & Energy continues to improve the highly advanced ENEOS lubricants to differentiate them with other products within the market.

Please visit <http://automechanika.messefrankfurt.com/global/en/home.html> for more information.

