

GROWING COMPLEXITIES OF ATFs

What It Means for Your Shop---and Your Customers

Over the past two decades, the automatic transmission fluid (ATF) category has undergone a fundamental shift—especially across Asian vehicle platforms.

What was once a standardized service item has evolved into a highly engineered, application-specific component. For shops and dealers, this change directly impacts service quality, liability, and customer retention.

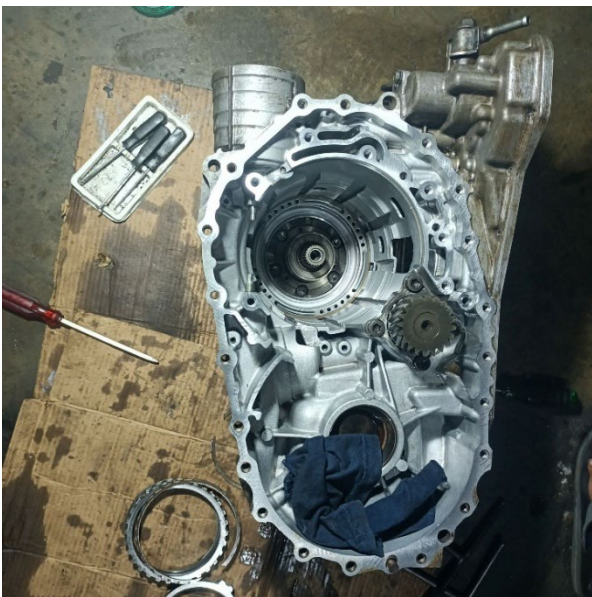
From Commodity Fluid to Engineered Component

Historically, Dexron and Mercon fluids covered the majority of service needs. That is no longer the case.

Modern transmissions now include:

- 6–10 speed planetary automatics
- Continuously Variable Transmissions (CVTs)
- Dual-clutch systems
- Hybrid transaxles and e-axes

These designs require precise fluid performance characteristics that cannot be met with legacy or generalized ATFs.



Why OE-Specific Fluids Continue to Proliferate

1. Calibrated Friction Performance

Shift quality is no longer purely mechanical—it's software-controlled and highly sensitive to fluid chemistry.

Each OEM specifies friction modifier packages to:

- Control clutch engagement and release timing
- Eliminate shudder and slip
- Maintain consistent shift feel over fluid life

Even small deviations can result in comebacks, drivability complaints, or accelerated wear.

2. Low-Viscosity Efficiency Targets

Asian OEMs have led the shift toward **low-viscosity ATFs** to meet fuel economy and emissions standards.

These fluids:

- Reduce parasitic drag
- Improve overall drivetrain efficiency
- Require higher shear stability and oxidation resistance

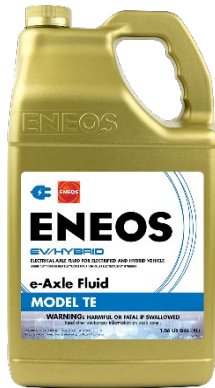
Using higher-viscosity or non-compliant fluids can negatively impact both performance and efficiency metrics.

3. Hybrid and Electrified Drivetrains

Hybrid transmissions and e-axes introduce new requirements, including:

- Electrical insulation properties
- Copper corrosion protection
- Enhanced thermal stability under high load

This has driven an additional layer of **fluid specialization** beyond conventional ATFs.



- Multi-vehicle fluids for inventory efficiency
- Application-specific fluids for exact OEM compliance

This allows you to **standardize your fluid strategy without compromising performance.**

Strengthen Your Service Offering

For shops and ENEOS dealers, transmission service is more than maintenance—it's an opportunity to build trust, reduce risk, and improve profitability.



With ENEOS, you can:

- Service a wide range of Asian vehicles with confidence
- Minimize inventory complexity
- Reduce comebacks tied to fluid performance
- Deliver OE-level results without OEM-level cost

4. Extended Service Intervals & Warranty Pressures

With powertrain warranties commonly exceeding 100,000 miles, fluid durability is critical.

OEM-specified fluids must deliver:

- Long-term oxidation resistance
- Shear stability under high load
- Robust anti-wear protection

Failure to meet these standards increases the risk of premature component failure and warranty exposure.

What This Means for Shops and Dealers

The margin for error in fluid selection is shrinking.

Relying on outdated “universal” approaches can lead to:

- Increased comebacks and customer dissatisfaction
- Reduced transmission life
- Potential liability concerns

At the same time, carrying dozens of individual OEM fluids is operationally inefficient.

The ENEOS Solution: OE-Quality Confidence with Operational Flexibility

ENEOS ATFs and CVTFs are engineered to meet the evolving requirements of Asian transmissions—giving professionals and dealers a reliable alternative to OEM-branded fluids.

Key Advantages:

- OE-quality formulations aligned with Asian OEM specifications
- Validated friction performance for modern shift control systems
- High durability to support extended service intervals
- Coverage options:

Bottom Line

ATF is no longer a commodity—it's a precision component that directly impacts transmission performance and longevity.

Partner with ENEOS and specify OE-quality ATFs and CVTFs to protect your customers' vehicles—and your reputation.



ENEOS TRANSMISSION PRODUCTS

ENEOS ECO Series Broad Coverage Fluids

ENEOS Import Series OE-Specific Fluids

ENEOS EV/Hybrid Series OE-Quality Fluids for the growing EV/Hybrid market