

MAXMO

MADE IN HOLLAND LUBRICANTS



WHO ARE
WE?

MAXMO LUBRICANTS
Maximizing Movement

*Automotive
Specialty Lubricants*

AUTOMOTIVE SPECIALTY LUBRICANTS

MAXMO

Automotive Specialty Lubricants

Maxmo is founded in the Netherlands in 2016. It is a young brand that understands the evolving needs of specialty lubricants in vehicles. We produce specialty lubricants in the automotive sector that maximize the performance of vehicles. With our products, every vehicle performs at its best. With our brand, we are committed to pushing the boundaries of what automotive lubricants can achieve.



Maximizing Movement by delivering automotive specialty lubricants, that is what we want!



AUTOMOTIVE SPECIALTY LUBRICANTS

The Foundation

THE FOUNDATION PHILOSOPHY OF MAXMO

Maxmo has been a vision created by a team of chemical engineers that have been owning companies in the specialty industrial lubricants sector for many years. They recognized the necessity to maintain and maximize the technical capabilities of vehicle lubricants as these vehicles are one of the most expensive things consumers will buy in their whole lives. Maximizing the movement/usage of these vehicles, is the start of the brand's inception as MAX (Maximizing) MO (Movements). Our founders had a clear goal; Use their expertise from years of producing specialty Industrial lubricants, and apply this to the automotive sector. The result? A product range that outperforms traditional Automotive Lubricants, all developed to maximize the movements of new and old vehicles worldwide.

At Maxmo Lubricants we want to make sure that we MAXimize the MOVements of our vehicles

22 YEARS OF SPECIALTY LUBRICANTS EXPERIENCE

Our group of companies has been active in the field of producing and developing specialty lubricants for industrial applications for over 22 years. It has been the founders' vision to include our specialty mindset in the day-to-day automotive market. This vision is the key driver why we want to develop specialty automotive lubricants that Maximize the Movements of all of our vehicles. We do not develop "general" automotive lubricants. We develop vehicle specific lubrication to maximize its movements.



Each driver has its limit. We just want our limits to be further than others.



Engine oils PCMO / HDO / MCO

Whether you're navigating city streets with your car, or driving your truck to all your destinations, with our engine oils it receives the best possible care. We provide engine oils that enhance performance and protect against wear, making every drive smooth and efficient. Our engine oils are formulated to handle high temperatures and varying speeds, offering optimal lubrication for a thrilling ride. Owners of cars, trucks, motorcycles, scooters and/or outboard engines can rely on Maxmo. We make sure your valuable equipment is maintained well.



Gear Oils & ATF smooth shifting

Our automatic transmission fluids and gear oils represent a complete range of top-quality lubricants, designed to meet the varying demands of modern vehicles. Our ATF & Gear oils are engineered to maximize performance, ensure smooth gear shifts and prolong the lifespan of transmission systems. Whether it's for everyday driving or more demanding conditions, our lubricants are formulated to maintain vehicle properties under high pressure and extreme temperatures, ensuring consistent performance and protection. You are ensured that you will drive many more safe and high performing distances.



Construction & Agriculture oils

Our lubricant range, catering to the agriculture, forestry, and construction sector, is developed to meet the specific needs of heavy-duty machinery. Our STOU and UTTO oils are solutions for modern tractors, ensuring comprehensive lubrication for engines, transmissions, and hydraulic systems. Our hydraulic oils are formulated to maintain performance under extreme pressure and temperature. Our compressor oils reduce wear and extend the lifespan of compressors, vital in various industrial applications. Our specialized automotive lubricants define our commitment to quality and performance.

Take a look at all
our products

Coolants, brake fluids, additives, hydraulic oils, maintenance sprays



Products Made in Holland

FROM THE HEART OF THE NETHERLANDS, EUROPE

From our central location in the Netherlands, Maxmo is a growing international player in the lubricants market. Consumers all around the world see the necessity to improve the Automotive Lubricants market to one that provides specialty lubricants for all vehicles. Our facility, close to one of Europe's largest ports (Rotterdam), symbolizes our potential for global reach, while our commitment to use only European-sourced base oils and additives highlights our dedication to quality and durability.



We have over 450 different automotive specialties



We only use European based Additives & Base Oils



We meet the toughest and newest European OEM specifications



We introduce
Specialty Lubricants
to the Automotive
Industry

The **POWER** of heritage

A belief embedded in our company culture

Over the years, we have witnessed and adapted to the evolution of vehicles. From the robust machines of the past to the sophisticated, high-performance vehicles of today. We at Maxmo want to power generations of vehicles, ensuring that we can maximize their movements. Whether it are traditional combustion engines, hybrid vehicles, or even electrical powered vehicles.

We mention **Power** as one of our brand beliefs. It refers to the ability of the oil to maintain vehicle efficiency to the most extreme levels and maximize its output. At the same time we want to **empower** generations of people to maximize their and other peoples' output, in order to support the generations to come.



*We want to **power** generations of vehicles, and **empower** generations of people!*



The **PRECISION** of craftsmanship

Develop outperforming lubricants for every single vehicle

At Maxmo, **precision** is not just a word; it's a core belief of our company. Each product is a result of lots of thinking and testing, tailored to meet the specific demands of different vehicles and environmental conditions. This precision ensures that we meet the latest developed OEM specifications.

Our people value **precision** because everyone is knowledgeable in their own field of expertise. That is how we become in-house experts. We develop skills as a team that result in customer-focused support, always with innovation as a cornerstone.

"We have a clear goal about what we want to become and act accordingly."



The **PERFORMANCE** promise

Always willing to challenge the status quo

Performance is the ultimate test for any lubricant, and Maxmo has always risen to the challenge. Our lubricants are designed to withstand the toughest conditions, reducing friction, wear and tear, and keeping vehicles running smoothly. The trust that Maxmo has built over the years is in our products and in the promise of performance they deliver.

At Maxmo we want to **outperform** our competitors. By challenging the current, commodity focused, automotive lubricants sector. We want to transform the sector into a specialty automotive lubricants sector, where tailor made lubricants make sure that vehicles and people outperform.



Delivering the best suitable lubricant for your vehicle is what we are working on every day.

Things that make us Maxmo

OUR MISSION

“At Maxmo Lubricants, our mission is to revolutionize vehicle care by maximizing the technical capabilities of vehicle lubricants. Driven by **Power, Precision** and **Performance**, we aim to deliver automotive specialty lubricants that consistently outperform traditional, commodity oriented, automotive lubricants.”

OUR VISION

“Our vision at Maxmo Lubricants is to be the leading innovator in the automotive lubricant sector, bringing a specialty mindset to everyday vehicle maintenance. We envision a future where every vehicle, irrespective of its make or age, benefits from lubricants designed to maximize its performance and durability. It’s about offering peace of mind and reliability to vehicle owners, ensuring their cherished investments are optimally preserved.”

OUR WORLD

We are aware that our world is fragile. Traditionally, the lubricant sector has been perceived negatively regarding environmental impact. Acknowledging this, we are steadfast in our commitment to valuing and protecting our world.

This commitment is the driving force behind our dedication to creating specialized, vehicle-specific lubrication solutions. While we understand that friction is an inevitable aspect of vehicle operation, our goal is to minimize its effects, extending the life of vehicles as long as possible. By doing so, we not only enhance the performance and durability of every vehicle, irrespective of make or age, but also contribute to a more sustainable future. In this way, we at Maxmo aim to redefine automotive care, offering peace of mind to our customers and showing our profound respect for the environment.”





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