



BORN FROM JOE GIBBS RACING

DRIVEN

DRIVEN TO WIN RACING OIL®

Driven Racing Oil is a unique offering of performance lubricants and supporting products from a unique company. Developed from racing experience and with performance-oriented professionals and enthusiasts in mind, the company has sought to fill the lubrication needs of those in the motorsports arena.

Driven Racing Oil products include:

- [Race Engine Oils](#)
- [Street Engine Performance Oils](#)
- [Marine Engine Oils](#)
- [Powersports Engine Oils](#)
- [Fuel Additives](#)
- [Engine Builder Products](#)
- [Driveline Lubricants](#)
- [Coolant System Products](#)
- [Cleaners and Waxes](#)
- and more.

The Racer's Edge

So how did all this come about? The Joe Gibbs Racing Team started experimenting with various lubricants to find the best combinations that would give them a competitive edge on the track and, at the same time, protect their very expensive

engines. Their goal was to find specific products for the team's needs. This is a factor that has remained constant as the company developed lubricants and products for other areas of engine performance.

As the Joe Gibbs Racing Team developed specific products for their needs, other teams and industry professionals began to ask for these products for their own individual requirements. And so was born Driven Racing Oils.

Soon, Driven Racing Oil was well-established with the American Engine Rebuilders Association (AERA) and the word began to spread to the motorsports industry. Today, the company still enjoys a close working relationship with the Gibbs Racing Team and its products are used throughout the performance world.

Strong Technical Support & Training

Another unique aspect of the company is that it informs you as to technical factors of oil formulations and usage, and the composition of its products, through several online training videos and articles.



The chief technical expert for Driven Racing Oils is Certified Lubrication Specialist Lake Speed, Jr. Lake is a well-known expert in the field of performance lubrication and has spoken at many industry events. He has helped produce several video

The company doesn't just sell you oil; it strives to educate you as to the physical properties, wear factors, and specific applications of its products and how to select the best product for your vehicle. If it is a racing machine, street performance car, motorcycle, boat, or even a racing lawn mower, Driven Racing Oils has the right product for your needs.

Along with every product, the company offers strong technical support. The company website (www.drivenracingoil.com) has lots of training materials and articles to inform and educate the end user. If all else fails, the company offers online and telephone technical support.

presentations for the company's website that educate and inform in an entertaining manner. Check out Lake's "Viscosity 101" video that accompanies this article!

Speed says, "Remember that different oils are needed for different applications. Use of a stock oil in a non-stock application can be a big problem." He adds, "All oil will lubricate, but how well and for how long?"

We offer specific products for many performance applications, so you'll always be satisfied that you have the right product for your particular needs."

Driven Racing Oil can be purchased on the company's website, where you can also find the closest dealer. The company offers quantity discounts to groups and clubs.

If you will be attending the SEMA Show in Las Vegas in November, you can visit Driven Racing Oil at Booth 25117 in the Central Hall. ■



Click to watch "Viscosity 101" video.