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GUY MARTIN ON WHY HITTING 300MPH IS A CHALLENGE WORTH DYING FOR

When he's not fixing lorries, pushing limits is what Guy Martin does best. Now determined to become the world's fastest person on a conventional motorcycle, what is it that motivates him to put his life at risk? Morris Lubricants writer Charlotte Vowden spent some time with him to find out.

Guy Martin is having a brew with his dad. The nation's favourite daredevil is about to attempt 300mph on a conventional motorcycle, and he's got to do it within the distance of a mile, from a standing start. It's a speed feat that has never been achieved, and some have lost their lives trying, but if all goes to plan, Morris Lubricants ambassador Guy will be back for his next cuppa before the kettle's had time to boil.

Perhaps it's already written in the tea leaves, but today, Guy will top out at 282mph. Fast enough to cover 1.12 miles in 16 seconds, but not fast enough. He'll live to see another day – unlike his signature side burns, which have long since gone – and he'll keep pushing for the title of world's fastest person on a motorcycle. Even if it kills him.

“I've come to the conclusion that when you are doing something like this, if you're not willing to die for it, you don't actually want to be doing it.”

says Guy, who's broken so many bones during his career as a racer and record breaker, that his skeleton is held together with nickel alloy and steel.

A victim of his own fearless obsession with speed, it was in 2015, following a crash at the Ulster Grand Prix that left him in hospital with a broken back (for the second time) broken ribs, a broken hand, and a punctured lung, or, in his own

words “completely spannered,” that Guy started plotting his next move. Tired of conventional motorbike racing, he needed a new challenge.

“When I first started racing I loved it that much I'd have died for it. After four or five years, I was doing it because I was competitive, but it wasn't worth dying for anymore. Even though the [Isle of Man] TT is very extreme, it was still the same circuit and the same routine every year.

“I thought whatever it is I do from then, I've got to be willing to die for it. I like trying to break myself, trying to, and it took a few years to find out what 'it' was, and this is 'it.' I love it, it's more of a science experiment than it is a riding experiment.”

In 2018, Guy found the motorcycle he was looking for to jumpstart Project 300; a “bog standard” and “bit tatty” Suzuki Hayabusa. Bought from a friend for £5,000, the seven-year-old road bike had 20,000 miles on the clock and on its first ever run achieved a respectable 183.044mph.

Three years later, the Suzuki is unrecognisable, and not just because of its new streamlined gun metal grey livery. Tuned and turbocharged, with an output of over 830bhp, the motorcycle's pace has gradually crept up. In May 2020, Guy hit a personal best with a recorded speed of 274.76mph and became (unofficially) the fastest person in the UK on a conventional motorcycle. At the tail end of 2020 he clocked 282mph. Seemingly agonisingly close to his target, finding the additional 12mph is easier said than done, but for Guy, discovering the next limiting factor and working out how to overcome it is a satisfying part of the process.

“You need to get to the next hurdle before you can work out a way of getting over it. There are a few little alterations I'm making, and I've got a different wheel that's been made in America to test out. Those things will hopefully contribute to

getting 2mph faster, but you never know, it might get me another 10mph faster. I'm just slowly going through the process of evolving everything.”

Considered a challenge too risky to insure for TV purposes, Guy is under no pressure to work to a deadline, other than his own, and of course, to be the first rider to set the speed record. Acutely aware that Project 300 is only one accident away from disaster, and to help prevent personal ruination, he is kitted out with a tailor-made race suit by long-term sponsor Dainese. Modifying a design similar to those worn by Guy at the TT and Valentino Rossi in Moto GP, Guy's suit is made from much thicker leather than he has previously used for racing (weight and flexibility aren't such an issue) and it doesn't feature knee pads because he won't be going round any corners. However, even with a full working Air Bag System in the aero hump, Guy won't get on the bike if he doesn't feel its 100% mechanically sound. Or, if the forecast looks a little sketchy. When you're travelling in excess of 280mph on two wheels, a gentle breeze or minor fault can have major consequences.

“I've been doing stupid things for a long time and I'm still here because I know when the situation is right to push – touch wood,” he says. “I feel quite happy to say no, I'm not ready, I won't get on the bike. What's the point of wasting time, fuel and risking the chance of ending myself when the conditions aren't perfect?”

“The only pressure I feel is when I'm at the start of a run, that couple of seconds before I set off, and that's because I don't know what's going to happen. There will be a load of prototype things on the bike that I'm trying out that I don't know how they're going to do. No one knows, because no one has ever done it.”

With Project 300's success reliant on such extreme, untested and innovative variables,

Guy's decision to run the Hayabusa on Morris Lubricants products is the ultimate seal of approval. “I want to put a proven oil in so I'm using Morris Lubricants racing oil for Project 300. I wouldn't want to risk putting something in that I didn't know if it would be the thing to let it down,” he says. “I've always used Morris in the trucks, but when I saw the level of detail and quality control that goes into it during a visit to the lab in Shrewsbury, I thought I'm going to try that stuff in me motorbikes. I've seen how they prepare the oil, the detail they go to and I thought, oh well I'll try it in my bike. I've been running it ever since”

Not one for a lie-in, Guy gets up at 4.30am every day to thrash out two hours on his push bike. A habit that he says is vital for his “mental sanity” but not so easy to maintain after a high-speed record attempt. The adrenaline – which triggers an increase in heart rate – keeps him awake for days, and the faster he goes, the worse it gets.

“I can't really put into words what it's like. The only way I can explain it is I can't sleep for two days when I've been fast on that bike. 250mph is all right, but when I've been like 260mph or 280mph, I can't sleep for two days. For two days, I'm wired”

“The problem is when I've done 280, I need to go faster. I want to be like that again. Even though I'm knackered, I want to chase that, I can't wait. It's only 16 seconds, the whole thing is only 16 seconds. It is just gritting your teeth and trying to manhandle this monster down a mile track. It's like nothing else I've ever experienced. It's just madness, it's a wrestling match in every area, physically, mentally, everything.”

Unsentimental about acquiring the title of the world's fastest person on a motorcycle, or holding on to the Project 300 bike

afterwards (Guy considers it a tool to do a job and when that job is done, he'll park it up, sell it and use the money to fund the next project) the third generation lorry mechanic isn't incapable of a little heartfelt contemplation. When asked how he'd like to go down in the history books – an uncomfortable question for a man who hates “having smoke blown up my arse” – Guy responds with: “that man's a doer.”

He adds: “If I die trying to do 300, and they say ‘oh he's a trier’, well, it doesn't sound the same. If someone said, that man's a doer, yeah, that's all right. When I'm saying someone's a doer, bloody hell, that's saved for special occasions only. It means they get on, they do it and they do it proper.”

When the time comes for Guy's next Project 300 attempt he'll send his mum a text message to find out if his dad, chief tea maker and tyre warmer, is free.

“We've got a routine, we know what we are doing. He loves it, he loves my passion for it. We'll jump in the van, we'll drive down the runway, get everything in place, have a cup of tea, I'll get me wind vane out, have a look, say ‘yeah the weather is all right’, and we'll have a go. Just me, me dad, the computer, the bike and the data. That's it.”

Guy Martin recently spoke all about racing, his career and his future ambitions along with fellow ambassadors Lydia Walmsley and Dave Jenkins. You can view the full-length episodes here.



Keeping Customers Supplied During Pandemic

Morris Lubricants has successfully continued to supply customers here and around the globe throughout the COVID-19 pandemic.

Managing Director Chris Slezakowski took time out to reflect on 2020 and to look forward with optimism to the new year and the company's longer term future.

At the start of 2021, he revealed his wish list for the new year, which included controlling the pandemic, Brexit resolution, economic recovery, strengthening Morris Lubricants' production flexibility and maintaining the company's ambassadorial role in Shrewsbury.

Top priority is controlling COVID-19. "We have all experienced a massive impact since the start of the pandemic," he says. "We responded quickly and are still dealing with remote working, reliance on IT systems, fractured social interactions and keeping the workplace safe.

"New delivery arrangements, screening measures and isolation of visitors from our workforce have added stress to our operations but we have soldiered on to ensure that essential supply chains keep moving.

"Demand has been steady, and our business has proven to be particularly resilient in spite of the economic impact to the country as a whole. Our staff have been excellent responding to the challenges. I can't praise them enough for their willingness to help and we look forward to a resumption of normality when it is safe to do so."

As for Brexit, he says: "The long-running negotiations left businesses to figure out how to respond with little guidance. Tariffs, custom procedures, documentations, shipping orders, packaging, regulations, compliance and labelling are affected in a world where the UK exports everywhere,



not just to countries outside the EU. Morris Lubricants has been exporting for more than 25 years so we are used to dealing with overseas despatches but importing from and exporting to the EU are new experiences."

On economic recovery, he says: "The downturn in mass gatherings cannot be offset by the rise of online shopping and this means that those sectors hardest hit have a long way to go to get back to normal. Forecasts vary but there is little chance that all these sectors will be fully back to normal until later in 2021 at the earliest and we expect to be living with the impact of the pandemic for a while yet. The sooner all sectors can get back to normal, the better."

Chris believes Morris Lubricants' investment in manufacturing will pay off in 2021. "We have committed more than £1.6 million to develop our manufacturing capabilities in Shrewsbury," he explains. "This development improves our operating efficiency and boosts our agility, meaning that we are able to respond better to customer demand.

"The new facilities give us flexibility to efficiently manufacture small batches of product to meet customer needs. We are seeing growth in demand for smaller volumes, chiefly because of the sophisticated technology that has been developed to create more efficient engines."

"Electric vehicles need fluids as well, for cooling and lubrication, and there are around 30 different e-fluids currently in use. This leads to fragmentation in demand where customers need smaller batches of product across a wider range of specifications.

He also wants Morris Lubricants to continue to be an ambassador for Shrewsbury, which has been home to the company since 1869.

"As a major employer in the town, we are proud of our heritage and our links to the local community," adds Chris. "Most of our staff are locally based and, to signal the strength of our connections, we source local products to promote our business around the world."

Inside The Lab: Behind The Scenes At Morris Lubricants

Darrell Bates flicks on the lights and lets the Morris Lubricants laboratory door close firmly behind him. It's 7am, and he is the first to arrive.

The room is cool and will stay that way to protect the integrity of samples – over 5000 are tested and processed here every month. The ambient air-conditioned environment is also a critical safeguard against overheating which could impact the performance of equipment and computer systems.

Employing the use of specialist fluids and internal oil samples, it's his responsibility to make sure everything in the lab is fully functional and ready for the day ahead. After that, a digital Laboratory Information Management System (LIMS) will take over to track, log and analyse data, flagging any inconsistencies or anomalies that might be indicative of an issue.

Darrell has been with Morris Lubricants for a total of 32 years, says despite significant advancements in technology during this time, it's the staff, including Lab Chemist and University of Wolverhampton graduate, Thomas Roycroft, that are "the most impressive kit in the laboratory". Their wellbeing, he says, comes above all else.

"We have numerous solvents, acids and alkalis, naked flames and other reagents that have to be used correctly, and with the appropriate personal protective equipment. We also have to social distance and mask up when necessary, with plenty of hand washing and sanitising."

Dedicated to three key areas – Product Quality Control, Equipment Condition Monitoring and Product Investigation – and with approximately 650 active formulations in the company's catalogue, the department's capacity and capability for testing and product development, is considerable. Committed investment in the latest, most-advanced equipment and technologies is a key factor.

Methods of testing can range from a simple 'appearance' assessment that evaluates a lubricant's clarity, colour, texture and smell in minutes, to a more complex, temperature dependent analysis, which can take up to three days.

Two years into his role as Lab Chemist, it's this comprehensive level of investigation as well as product development that has surpassed Thomas's hopes of what his role would entail.

"I wanted to diversify, enhance and develop the skills I had gained so far," says Thomas, who has combined on the job learning with training offered by the company in partnership with the United Kingdom Lubricants Association (UKLA).



"The depth of processes required from start to finish when we're formulating our products has surpassed my expectations. Certain products have a vast number of raw materials that need to go in for the oil to meet the performance demands that it will endure in its lifetime."

"This therefore requires an extensive test suite: from boiling point checks, running a viscosity check at -40°C, seeing how it fares against corrosion, the list goes on. Only then we can ship out to customers knowing that it's going to exceed requirements, and excel in the application that it is going to be required to go in."

With much of the Laboratory team's work taking place behind the scenes, occasionally, a VIP will knock at the door: Happy to oblige – before the pandemic – the team have welcomed Princess Anne, Suggs from Madness, and Guy Martin.

"Guy's reaction to the lab was a great compliment," says Automotive Product Manager, Adrian Hill, who gave the Morris Lubricants Racing Ambassador his tour.

"There's no doubt our enthusiasm is infectious, but when you are talking to someone as knowledgeable as Guy, and see how surprised he was by the extent to which we test the products to ensure quality and performance with every batch we make – that really is an endorsement of the work we do here."

Reflecting on his visit to Morris Lubricants, Guy said the reality far exceeded his expectations: "The lab is immaculate, when you see what goes into the blending and testing of the oils it's amazing."

WHAT DEFINES A QUALITY OIL?

For Morris Lubricants supplying quality oil is a moral duty, and the company's definition of what makes a quality oil, which has been refined by 151 years of industry experience, is determined by its ability to fulfil the specific requirements it was developed for.

"A quality oil is one that is fit for the purpose for which it is intended," says Automotive Product Manager Adrian Hill, BSc.

"That quality comes with a price because of the development time and technology that goes into formulating it."

Inclusive of field trials, it can take between five and seven years to bring some Morris Lubricants oils to market. It's a process that can cost millions of euros, but one that ensures the fluid produced gives maximum protection to the engine from the first to the final hour of its service interval.

"If you want the best oil which is going to look after an engine, then price should be secondary in the decision-making process. People obviously need to control their overheads, but if that product is going to protect that asset then it should be seen as an insurance policy. Our intention is to have a customer that wants to keep coming back to us because they've bought an oil which has done the job."

The journey of bringing a quality Morris Lubricants product to the consumer begins when a new market requirement is identified. Adrian and his team will work with trusted and globally recognised base oil and additive providers to develop the correct formulation, which is then blended in-house.

Adding an additional level of quality assurance, the additive providers that Morris Lubricants collaborates with work directly with the original equipment manufacturers to develop the lubrication chemistry that's appropriate for combating the stresses and requirements of a new engine. It will be tested in their labs, static rigs and field trials, and once approved by the manufacturer, the additive formulation gets an internationally recognised oil code registration number.

"Our lubricant technology provider will tell us the exact formulation, and it's then our moral obligation to make sure we replicate it with the specified chemistry and base oils. This is why we have an extensively equipped quality control lab that can make sure we are doing that."

As a reputable oil blender, Morris Lubricants is able to support any claim that it makes about its products by providing documentation including data sheets, letters from technology manufacturers, and if needed, formal approval from the OEMs.

"We can provide a customer with all the background information that support our claims on the products that we sell – proving that it's fit for purpose. We can provide data about all those years of test work that have taken place to develop a formulation."

"If you are producing, quality, fit for purpose oil using the correct materials in the correct way there is nothing to hide. If you visit you can see how we make it, how we test it, how we have put the formulation together and you can ask questions."

To help protect consumers from less reputable oil blenders, police quality, raise standards and promote ethical responsibility within the industry, Adrian sits on the Verification of Lubricant Specifications (VLS) technical review panel, which is part of the United Kingdom Lubricants Association (UKLA). By scrutinising data sheets, formulations, product labels, formulation and technical claims the panel works to ensure blenders are not able to mislead consumers.

"There's an old saying in the industry, oil is a cheap insurance policy. If that engine fails, you've not only got to replace the engine, you've got the downtime and potential loss of income associated with that if it's a heavy goods vehicle or a taxi, for example."

Ask the Experts Online Training

Morris Lubricants has launched a new series of online technical training sessions to give customers the opportunity to increase their lubricants knowledge remotely.

Developed by Automotive Product Manager, Adrian Hill, as part of the company's COVID-19 resilience strategy, the one-hour webinars have replaced traditional onsite seminars to protect staff and customers during the pandemic.

"This move differentiates us as a company and reinforces our philosophy that we don't just sell a litre of oil, we support it by providing education and understanding,"

says Adrian, who will be hosting the sessions.

Free to customers and their employees, the webinars consist of a presentation followed by a live question and answer session, which attendees are invited to participate in. The programme of seminars will cover the general features of lubricants and applications, as well as content that's more relevant to specific sectors.

The first webinar, which took place earlier this month and welcomed guests from the company's distributor in Iraq, covered the main design differences between the three transmission types, and the properties of lubricants required to ensure their smooth operation. For customers looking to obtain a more in-depth understanding of certain subjects, focused training sessions can be arranged.

"There's going to be a whole suite of webinar material so people can pick and mix what they want to listen to, and each virtual training session, depending on the format and content, will have its own benefits," says Adrian, who sees this as a great opportunity to increase direct customer training.

"If it's a smaller group we can keep a more open format and have a bit more two-way feedback, with questions and answers floating around. We encourage openness, and no question is a silly question."

By enabling this safe return to an active programme of 'Ask the Experts' technical training sessions in a fresh virtual format, Adrian hopes to reach a larger global audience whilst helping to reduce the company's carbon footprint.

"I spent one evening talking to 50 attendees from agricultural dealerships in New Zealand via our distributor out there. It was an hour and a half training session at the start of their day, which is our evening. Normally it would have been accommodated by flying out there and transporting the attendees to a large conference centre. This way, our carbon footprint was minimal. That kind of accessibility to our global customers and interaction is something you just can't get through emailing someone a PowerPoint presentation," says Adrian.

"We have recently taken on a new Chinese distributor and have already delivered a training session to five of their sales team from our conference room here in the UK."

ASK THE EXPERTS: ONLINE AGRICULTURAL LUBRICANT TRAINING

The next "Ask the Experts" online training sessions is dedicated to the Agricultural sector. Previously we hosted technical training to help customers understand the basic features of lubricants and lubrication. We now begin to focus on running online training in specific industries, starting with the Agricultural sector. This gives those working with agricultural equipment the help and understanding to maintain and protect their machinery even when working in the harshest of environments. Our training courses are developed and delivered by experienced Automotive Product Manager Adrian Hill. With his 30 years of industry experience meaning you can gain the highest quality of lubricants training you won't find anywhere else.

The next course we will be running is titled: **Agricultural Lubricants, Performance Grown Through Technology**. In addition to this training there will be information on the new rebrand that is coming to Morris Lubricants agricultural range AGRIMAX.

Who Should Attend? Agricultural End users, stockists / distributors and engineers.

Date & Time: 17/02/2021 10am - 11am.

Costs: The training is free to all customers and their employees.

To book your space please email asimms@morris-lubricants.co.uk

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To participate, attendees must register in advance. The sessions will be recorded, shared and archived to form a database of content that can be utilised in the future.

When the public health situation does improve, Morris Lubricants hopes to welcome visitors back to its Shrewsbury headquarters but plans to continue to deliver virtual courses.

"I think there's a place for both going forward because it gives people the option. We can provide a healthy balance of face-to-face onsite visits with virtual training. It's certainly useful for overseas customers, or for people who can't make the journey to Shrewsbury because of geographical or time constraints."

For further information on future training courses or other Morris Lubricants news and updates, subscribe here: <http://eepurl.com/c87XOH>

MORRIS LUBRICANTS LAUNCHES FUEL EFFICIENCY CALCULATOR

Morris Lubricants has launched a fuel efficiency calculator to show clients in the heavy duty diesel market the savings and benefits that can be made by using low viscosity high performing engine oils.

By entering details about their current consumption – including the number of vehicles in their fleet, annual mileage, oil sump size, oil drain interval, fuel usage and diesel cost – the calculator will forecast the financial and environmental benefits that a customer could expect by upgrading to one of the lower viscosity oils produced by Morris Lubricants such as 5W-30.

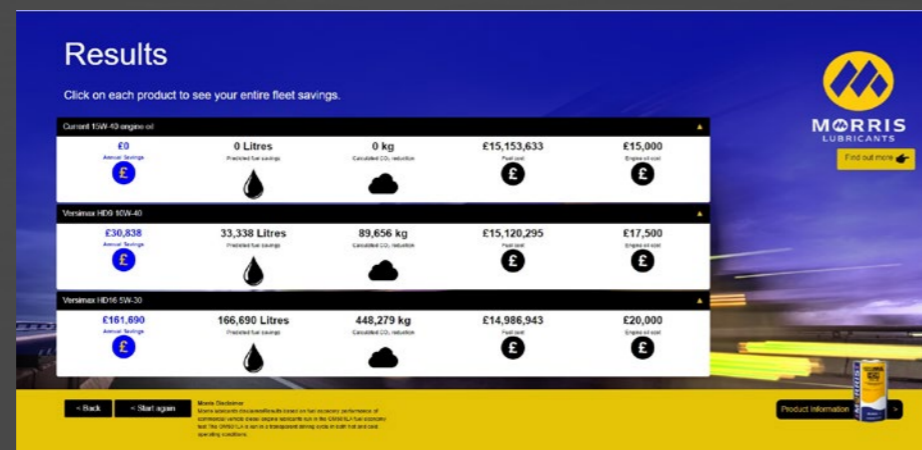
“It’s important to realise we are talking solely about viscosity characteristics here, and not performance level,” explains automotive product manager Adrian Hill, BSc.

“Any lubricant should be selected based on the performance level and viscosity specified by the manufacturer. This will ensure service intervals are reached and the components get the maximum level of protection.”

Available online, and in the Morris AR smartphone and tablet app, the calculator will display how much money could be saved annually. It will then convert this figure into tangible assets that this amount could be spent on, such as the number of tyres or vehicle services, or how many extra miles could be gained – all of which are significant factors when calculating the future prosperity of a fleet.

“Any help we can give to our customers to save money is really useful,” says business development director Ian Douglas, who believes the digital tool comes at a useful time as remote meetings continue to take place instead of face-to-face ones where appropriate due to COVID-19.

“To be able to show a customer how the use of modern, technologically advanced lubricants can make their fleet more efficient and add to their profits is really important. They are tested in the field, under real working conditions, and will also give greater protection to our customers assets. When someone is investing huge amounts of capital in their fleet, they need peace of mind when it comes to the lubricants they choose. The real advantage of this tool is that it shows how the different lubricants have an impact on their fleet and what real savings can be gained, such as how many tyres they could purchase with the savings.”



Recognising the need to reduce vehicle emissions in this sector, the Morris Lubricants fuel efficiency calculator also highlights CO2 savings.

To produce enhanced engine oils that to help achieve these savings, Adrian Hill says it’s necessary to look at how

they behave on a molecular level, where friction reduction takes place.

“If we look at the oil film generated between bearing faces and journals, compression rings and liner, for example, a certain ‘thickness’ is required to keep these components apart,” says Adrian.

“15W-40s and 10W-40s for example, generate a nice lubricant cushion which protects bearings, and maintains a good seal between ring and liner – but energy is expended moving the oil through these lubrication areas. This energy burns additional fuel, which in turn increases CO2 output. So, as we move to 5W-30s, a thinner oil film is generated, reducing internal ‘drag’ and making the most of the energy generated in the combustion chamber to drive the wheels, and of course produce less CO2.”

Visit the Morris Lubricants fuel efficiency calculator here: <https://fuelcalculator.morrislubricants.co.uk/> or download the Morris AR smartphone and tablet app via the app store

Champions Support for Hope House as Morris Lubricants Donate £2,000

In 2020 the board of Shrewsbury-based Paterson Enterprises, parent company of Morris Lubricants and Morris Leisure, unanimously agreed to support Hope House, which has lost £1.25 million in fundraising income due to the COVID-19 pandemic.

By making the donation, both Morris Lubricants and Morris Leisure became Hope House Champions. The money will help to ensure that families continue to receive the bespoke care they need at the hospices.

Andrew Goddard, Joint Executive Chairman of Paterson Enterprises, said: “Having contributed to Severn Hospice recently, we also wanted to help Hope House which is experiencing the same difficult fundraising challenges.

“We are delighted to become a Hope House Champion, which is a fantastic initiative, and are very proud to be doing our bit to help the incredible people who care for and support children and their families at the hospices.”

Lynsey Kilvert, Hope House’s Fundraising Team Leader for Shropshire, Powys, Telford

and Wrekin, thanked Morris Lubricants and Morris Leisure for their continued support and explained that the pandemic is having a significant impact on the hospices.

Having lost £1.25 million in income, Hope House is facing additional costs, including increased PPE for nurses and families, to ensure that the hospices are COVID-safe to continue to provide end of life and critical care to children.

“We need 12 FFP masks and 12 gowns in any one 24-hour period for every child being cared for. This equates to £78 per day for each child. These extra costs, combined with the loss of income, are putting a huge strain on us.

“We are contacting local companies and asking them to help us by donating £780 to cover the cost of PPE for 10 days for one child. This support will ensure that the families we care for continue to receive the bespoke care they deserve this Christmas time.

“Every business that pledges this amount receives our Hope House Champion certificate and virtual logo to display as they



wish. This is a brand new initiative as we begin to build back better for our families.

“We are doing everything we can to weather this storm and to be there for every family who needs us. We still hold true to our mission statement: ‘No one should face the death of their child alone.’

“With pledges from businesses like Morris Lubricants and Morris Leisure, we can ensure this never happens.”

Severn Hospice Welcomes Pandemic Donation from Morris Lubricants

IN 2020 Morris Lubricants also donated £10,000 to support Severn Hospice which has seen fundraising halted by the pandemic.

The generous donation by Morris Lubricants, comes as a welcome boost to the hospice which opened its first superstore in a 6,000 square feet building rented from the company exactly two years ago.

In normal times, the superstore sells a wide range of items donated to the hospice.

However, due to COVID-19 regulations, it is currently not trading and is instead being used as a centralised stock sorting warehouse to support the hospice’s chain of shops.

The charity has 28 high street shops and an eBay shop which, before the pandemic, were contributing more than £1 million towards the hospice’s work.

Severn Hospice cares for and supports thousands of families across Shropshire, Telford and Wrekin and Mid Wales who are living with an incurable illness.

Norma Ross, the hospice’s Director of Income Generation, said the pandemic has created an incredibly challenging financial situation for the charity.

“The impact has been huge,” she said. “We have to raise another £2 for every £1 we receive from the NHS

and overnight we lost almost all of our ability to generate that income. Our shops shut, our fundraising events were cancelled and our supporters were told to stay at home.

“Morris Lubricants’ incredibly generous £10,000 donation is hugely appreciated. We are not out of the woods yet financially and support, such as that from the company, means so much to us.

“We are determined to be able to provide the high standard of care for our patients and their families that we are renowned for. Although the



world has changed, we just can’t stop caring.”

Edward Goddard, Joint Executive Chairman of Paterson Enterprises, parent company of Morris Lubricants and Morris Leisure, said: “We are pleased to be able to support Severn Hospice which does such fantastic work caring for and supporting families across Shropshire, Telford and Wrekin and Mid Wales.

“The pandemic has been an especially tough time for the hospice and we are keen to do whatever we can to help ease this burden.”

Mike Bids Farewell to Morris Lubricants

At the end of 2020 long-serving Area Sales Manager Mike McGreevy retired from his role at Morris Lubricants.

Mike joined the company back in 2005, having spent the previous eighteen years working in the lubricants industry and despite looking forward to retirement, he is proud to have worked with Morris Lubricants for over fifteen years.

“The last fifteen years has flown by and I’ve been lucky to work in a few different departments with a great group of colleagues who have become friends. I certainly won’t miss the computers – they’ve always been out to get me!” commented Mike.

Having started out in the Technical Department providing support for the sales team out in the field, before moving to work in Customer Services and providing technical and commercial advice, Mike then joined the

sales team and when a member of the sales team left, he covered their areas around the country. Soon after Mike helped out in the ever-growing Export Department, before settling into his current role as an Area Sales Manager in Central England.

Mike then added: “It’s crazy to think that I have been with the company for over fifteen years. It certainly hasn’t felt that long. I’m going to miss going out and seeing the customers as I’ve really enjoyed building relationships over this time. As I’m now going to be working on my own, it’s certainly going to be a change from working with a such a great team.”

Mike has been looking forward to retirement and working on vehicle restorations, which is something he has a huge passion for. “I’m looking forward to getting my hands dirty and restoring classic cars. I’ve loved seeing customers’ classic



vehicles and supplying them with Morris oil over the years, so now I can’t wait to continue the good work using Morris oils on my own projects”, before adding, “it’s a shame that we couldn’t get everyone together to say goodbye, but I’d like to wish everyone a very happy new year which has to be better than 2020. Hopefully we’ll have chance to catchup again soon.”

Patrick Retires After Forty-Four Years

The Maintenance Department at Morris Lubricants will be without a familiar face in 2021 as one of its longest-serving members of staff will be retiring.

Patrick George, who has recently celebrated spending forty-four years at the world-famous oil and lubricant company, is looking forward to his well and hard-earned retirement.

Despite looking forward to enjoying retirement by spending more time putting together his hand-made sculptures, Patrick has admitted he will miss the team at Morris Lubricants: “It’s been a wonderful forty-four years at Morris’ and I’ve made some great friends along the way, I’ll miss the team a lot.”

Patrick then added that he’s enjoyed the variation in work that has come with working in the Maintenance Department. “No two jobs have been identical. You name it, I’ve probably fixed it!”, before adding, “the camaraderie is brilliant, there’s a diverse bunch of people here and they’re all fantastic to work with.”

When asked about what he’s looking forward to in retirement, Patrick commented:

“Well, I was looking forward to having a holiday or two, but I’m going to have to wait a little while for that! But I will enjoy my seven-day weekends and spending more time with my wife Mary, children Andrew and Duncan and grandchildren Ezra and Saraya”.



Morris Lubricants Mourns the Loss of Keiron

Heritage and main line railways across the UK lost one of their most enthusiastic supporters in 2020 following the sudden death of Keiron Thorogood.

Keiron, 49, who was Rail and Heritage Account Manager for Morris Lubricants, died in his sleep at the home he shared with his partner, Helen Cottee, in Newton Sudbury, Suffolk.

He had worked for Shrewsbury-based Morris Lubricants for 20 years, following in the footsteps of his father, Nigel, who was the company’s Area Sales Manager for East Anglia for 23 years.

“Everybody in the company is shocked and stunned by the loss of Keiron,” said Andrew Goddard, Morris Lubricants’ Executive Chairman. “He was so passionate about his job, had real knowledge and understanding of railways and the heritage market but, most of all, was such a lovely man.

“His passion also extended to motorsport and was a great ambassador for the company at race events across the country where our sponsored drivers were competing.”

Having inherited his passion for railways from his father, Keiron was involved with North Norfolk Railway, Helston Railway and Mid Norfolk Railway.

He helped to launch the Morris Lubricants Heritage Railway Support Scheme in April 2020 to provide assistance to railways during the Covid-19 pandemic. One of the last orders he secured was from the Severn Valley Railway.

“Keiron was so good at networking and always tried to help railways with his contacts whenever he could,” said his father, Nigel. “He was getting involved with the Mid Norfolk Railway and advising about restoration work.

“He loved working for Morris Lubricants, as did I until I was nearly 70. He started working with heritage railways, then branched out into main line operators and had recently made contact with plant hire businesses associated with railways. He even helped the company to develop a new grease for use on diesel engine bogie units.

“I would like him to be remembered as a pleasant, happy young man who was passionate about his family, work, railways and motorsport. The hundreds of tributes that we have received since the weekend have been comforting and show just how much he was admired.

“Being with Helen made him so happy and they had all sorts of plans for the future, having moved in together just two weeks ago.”

Keiron leaves his partner, Helen, daughter Shania, parents Nigel and Sylvia and a younger brother, Niall.

MORRIS LUBRICANTS HOSTS FIRST EVER AMBASSADOR DAY

You know their names, you know their race results, and you know they're part of the Morris Lubricants family, but do you know what it truly takes to become a standard-setting, record breaking racing driver like Guy Martin, Lydia Walmsley or Dave Jenkins? Well, you're about to find out.

Joining forces for the very first time, Morris Lubricants Racing ambassadors Guy, Lydia and Dave have filmed a six part series of exclusive video interviews that reveal the extraordinary lengths they've gone to in order to realise their ambitions – because racing isn't just about achieving a podium finish, it's a way of life.

“We are all passionate, competitive people that are out to do the best we can in our chosen fields”

says Dave, who hopes their collective insight on topics such as motivation, role models and the mental, financial and physical demands of the job, will help and inspire the next generation.

“We work well together because we're different, and we're all very grounded people who come from humble beginnings. I know it's difficult for youngsters starting out, but Lydia and her dad are doing a very good job at running a family team at a professional level.”

“When we were filming I learnt something from her when she said ‘race the track, not the cars around you.’ It shows a huge amount of maturity, I’m 23 years into my truck racing career and I still suffer from making that mistake when I get into the pack.”

Each episode, which will be available to watch on the Morris Lubricants website, will see the ambassadors discuss a different element of racing. From the impact it can have on family and friends to the importance of building a strong support network, they will also reveal their finest and most unusual achievements alongside personal experiences of injury, regret, staying grounded and dealing with crashes and clashes on, and off, the track.

“It's so interesting to hear about what events have shaped the people they are today,” says 18-year-old Lydia, who races a 1.6 litre Mini Cooper.

“They prove that you can have an elongated career in motorsport. It's inspirational to have that confirmed as that's what I'd like to emulate. Hearing them speak about their passion is very infectious and I hope that I came across the same way. Also, hearing the difficulties they have in raising funds makes me realise that this is something that I have to deal with throughout my career.”

Filed at the Morris Lubricants headquarters in a COVID-secure environment, the project was an opportunity for the team to show off their vehicles – including Guy's project 300 bike – and discuss the key role that quality oil and lubricants plays in their performance.

“Dave's truck is an incredible piece of kit. It was quite daunting to sit in it whilst stationary so I can't even imagine how it must feel to race it,” says Lydia.

He is so knowledgeable about vehicles and their relation to Morris Lubricants products. Clearly this is so important because it allows him to educate the public about the brand and the importance of having the right oil in your vehicle.”

Morris Lubricants staff also had the opportunity to meet the ambassadors following a photoshoot in the yard.

“In the current climate, it was important to keep each other safe so everything was pre-planned which ensured the day ran

smoothly and put us at ease. It's not every day that Guy Martin turns up in your workplace so if you're someone that follows him and enjoys watching his TV shows, that must have been brilliant for everyone too,” says Lydia, whose dedication didn't go unnoticed by Guy, “I like the commitment,” he said.

The launch of the series will be a proud moment for Morris Lubricants in a year that has seen most events cancelled or held behind closed doors.

“Flicking through my diary, there were so many exciting things that had been crossed out due to Covid-19. I think it has been a very difficult year for all of us, so to have something booked, especially something as exciting as this, was brilliant,” says Lydia.

Dave adds: “This project has been a nice opportunity to give something back. On a normal year we will have guests and customers at every racing weekend, and we get a chance to engage with people. We haven't had that opportunity this year so I'm proud to represent the brand in this way. The Morris product is brilliant, I believe in it, it really is second to none.”

Head to the Morris Lubricants website and social feeds for teaser clips, and the full. find out what endurance challenge made Guy Martin cry, and hear all about the record-breaking attempt that made him fear for his life.

www.morrislubricants.co.uk/garage/racing-stories-morris-lubricants



LYDIA REFLECTS ON 2020

When he noticed my car was missing, his heart sank. We all knew it was over

Last year, Morris Lubricants racing ambassador Lydia Walmsley made her TV debut, filmed a series with Guy Martin and obtained top marks in her A-levels, but beyond her achievements, it's the 18-year-old's dignified and steadfast response when things don't go to plan that qualifies her as one of motorsport's most talented rising stars.

Championship defining moments don't always unfold the way racing drivers want, or deserve, them to. Especially when a title is within reach.

Lydia Walmsley's moment came during the first race of the 2020 Mini Challenge Cooper Championship season finale at Donington Park in December.

With added pressure to perform well after a reduced season, the competition was tempestuous. In a thirty car field, close racing and contact was to be expected but 18-year-old Lydia held her nerve and her position, until an error made by another driver diminished her chances of a podium finish in dramatic fashion. It happened on the last lap, just two corners away from the finish line.

"An overly ambitious move from the driver behind started a string of events that ended with me in the barrier," explains Lydia, who, until the crash, was third in the championship, with little more than 20 points between her and the leader.

"Usually, with a seven or eight weekend calendar, the most consistent drivers get to the top of the table. My placement at the time was sixth which was good enough to put me second in the championship with one race to go. With a reduced calendar, every race counted, which meant scoring big points every time. This probably contributed to more aggressive driving," says Lydia, whose father, Mike, a key member of her racing team, abandoned his position on the pit wall to find out what was wrong when she failed to come through the final corner in her Cooper Pro Mini.

"When he noticed that my car was missing, his heart sank. We all knew it was over. I pulled straight into the end of the pit lane because it was pointless to damage the car any further by doing a 'cool down' lap.

"I drove into parc fermé and saw my dad. He was the first one there. I saw the devastation on his face and instantly knew that my whole team were just as, if not even more gutted, than I was."

Up against eleven other drivers who were mathematically capable of taking the title, Lydia's position before the incident is a demonstration of her remarkable capability, and despite a disappointing overall result, she secured victory as top independent driver and fifth overall in the championship.

"I am extremely proud that we were up the sharp end as the only family run team. It's very difficult to be a championship contender, let alone win a championship, and sometimes luck determines whether you are in the fight or not – even if you haven't put a foot wrong.

"You can only control what you do in the car and what your team does around you. I tried my absolute best and my team were outstanding. It makes me more determined to do well next year and prove what we can do."

Maintaining an open and honest narrative about the nature of motorsport, the challenges the community face and keeping people up-to-date with news became increasingly important to Lydia during 2020. Sharing her views and experiences on both BBC Radio and her own social media feeds helped establish her as a trusted spokesperson.

"Events such as Grosjean's F1 crash need to be discussed, and it's an honour to be asked to share my opinion on such important topics. It's important to show the reality of racing and hear from those with differing opinions.

"I think a lot of people watch things like F1 and BTCC which is sometimes glamorised and it is often portrayed that the drivers don't do much apart from turn up, race, and leave – which obviously isn't the case. That is why I believe social media is not only important for me, but also the likes of F1 and BTCC drivers because it provides behind the scenes access and proves that there is more to it than meets the eye."

Further shedding light on life in motorsport, Lydia worked with fellow Morris Lubricants Racing ambassadors Guy Martin and Dave Jenkins to film a series of exclusive video interviews that can be watched [here](#).

"It may have been the first time we had all been together in one place, but it certainly didn't feel like it. It was surreal to be mixing with people of that calibre, I never thought I'd be sitting next to the Guy Martin filming a production. We shared stories, as well as goals for the future.

"Last year proved that even through adversity, Morris Lubricants can not only continue supplying product, but also support their ambassadors. To me, that is amazing. They are always at the end of the phone should I wish to chat and they have promoted me so much. I hope to continue to make them, and my family proud."

Preparing her for this opportunity in front of the cameras, Lydia made her TV debut last year during three weekends of high profile racing. Broadcast live on ITV4, it was not only a highlight, but an opportunity to learn.

"I found it so exciting to walk the circuit on a Thursday or Friday evening and see all the TV cameras set up and ready for Sunday's races. With live TV there are a lot of regulations, and quite a long time is spent waiting on the grid and in the assembly areas for interviews and ad breaks.

"When I lined up on the grid at Thruxton I was on the front row. We were sat there for quite a long time but I just remember thinking 'wow, my Mini is going to be on the front row on national television.'"

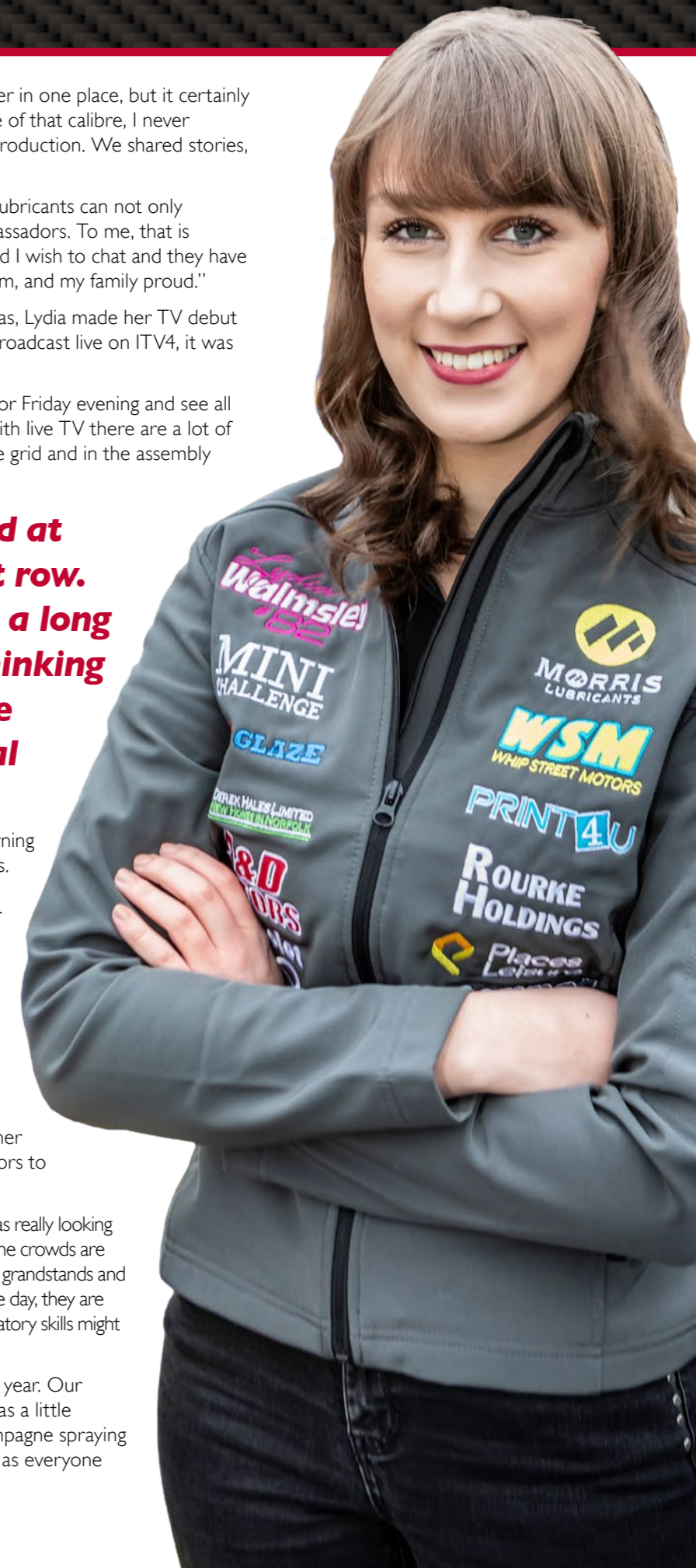
"I'd get home from the circuit at 1am on a Monday morning and watch it immediately, staying up into the early hours. It's good to see how things look from outside the car, and you get to see much more of the action from other drivers too. There did seem to be a direct correlation with televised races and safety cars or red flags!"

With plans for 2021 yet to be confirmed, and good grades achieved in her A-Levels, Lydia, who is selling her Cooper Pro Mini, is quietly confident that her hard work will see results, teasing that there might be "something exciting waiting around the corner."

Ever appreciative of the support motorsport fans give, her biggest hope is that circumstances will allow for spectators to make a safe return to the grandstands.

"I missed the general public last year. That was something I was really looking forward to when being part of the TOCA package because the crowds are huge and the atmosphere to race on a weekend with packed grandstands and people coming to visit you must be amazing. At the end of the day, they are almost as invested as I am," says Lydia, who admits her celebratory skills might need a bit of fine tuning.

"At non-TOCA events, we didn't have any podiums last year. Our trophies were brought round to us individually which was a little anticlimactic. The bonus was that there wasn't any champagne spraying which saved me the hassle of taking three times as long as everyone else to open mine."



DETERMINED DAVE REFLECTS ON A DIFFERENT 2020

“We were so fast, blindingly fast. We are absolutely champing at the bit to go testing and racing again”

After the 2020 championship was cut short, Dave Jenkins is determined to make up for lost time, and if the performance gains he’s seen during winter testing are anything to go by, he’s going to make every second in his bid for victory count

Number 69 can outperform a supercar, and consistently outperforms its championship counterparts. To shift its five and a half tonnes at speed, which tops out at 160kmph, the numbers have to be incredible – 1150 brake horsepower and a colossal 5400 Nm of torque – but to do it nimbly, and effectively, the driving has to be too.

That’s why the man behind the wheel of Number 69, Dave Jenkins, is a standard setter for truck racing’s elite. It’s a shame last year’s streamlined British Truck Racing Championship (BTRC) season didn’t give him as many opportunities to fasten his six-point seatbelt and show them how it’s done.

“We were so fast at Snetterton, blindingly fast,” says Dave, who finished second overall in the championship, just four points behind the winner when the scheduled season finale at Brands Hatch got cancelled.

“It’s a long, technical circuit and the results were proof that our pre-season work was advantageous – we were top point scorer, with the fastest lap.”

Delayed, and reduced from nine rounds to three, it was only one bad race at Thruxton, through no fault of his own, that broke Dave’s consistent finishing pattern, and ultimately cost him the championship. At the time, no one knew it would be the last race meeting, “we were ready to go to Brands Hatch and win.”

In order to make a safe return to the BTRC after a nine month hiatus, Dave scaled down his team to a core group of six to meet covid-safe race regulations. Although supportive of the measures, it’s a selection process he hopes he never has to repeat.

“It was difficult having to tell people that we’d normally take with us that we couldn’t. It’s not nice having to be discriminative, at any level. As much as we wanted them there, as much as we wanted their help, we couldn’t,” explains Dave, who is mindful that volunteers and fans should get the recognition they deserve. Their work and their support, he believes, is crucial in both the good times, and the bad.

“It makes the achievements so much better when there’s people there that enjoy it with you. It’s not just about the crowd in the grandstand, it’s about the people mooching about saying hello to you in the paddock area and stopping for a chat. I miss that interaction, as a society that’s what we’ve got to be working towards, getting back to being allowed to go and do what we want to do.”

Managing the unpredictability of racing during the pandemic, as well as running a business and taking care of his family has been a life affirming chapter for Dave.

Referencing his team’s reaction to the eleventh hour decision to cancel the BTRC closing weekend as something he can draw strength from, 2020 was a year for digging deep to find the positives when negativity could so easily have prevailed.

“It was dinner time on Thursday afternoon, we were loaded up and completely ready to go when the call came. We were ready for the moment when I would say ‘come on boys, we’re going to go and win the championship this weekend’ but we never got the chance. That’s never happened to us before, everybody was physically, visibly, disappointed.

“I did take some strength from that. It was a nice feeling to think that as much as it was disappointing, everybody was up for it. I’m quite confident about what I do, but sometimes I lack a bit of self-belief. Sometimes I wonder if people come and help because they feel obliged to do it, but everybody was bang up for going to Brands Hatch, and everybody was disappointed that we couldn’t. Last year proved to me how much support that I’ve got from the team around me.”

Morale at championship weekends was also given an extra boost by the presence of the Morris Lubricants Racing Ambassador’s newborn son, George, who joined Dave’s partner, Hayley, and big sisters, Flossy and Laila, in a covid-safe spectator area.

“Knowing that there was someone extra there cheering for me was a really special feeling. My little girl is the last one to wave me out of the awning and the first one to wave me back in – whether you’ve done well, or not done well, she just wants to cheer for her daddy.”

As the first sponsor to pledge their support for Dave’s 2021 season, Morris Lubricants is proud to reveal that, true to form, Dave is already making sure he’ll be well ahead of the rest when the time comes.

With fellow Racing Ambassador Guy Martin on board to help out with his winter testing campaign, which began in December, Dave has already seen significant gains in Number 69’s performance after making a radical change to the position of the rear axle.

“It completely alters the way the truck feels, and requires a change in driving style in order to be able to maximise that change,” he says.

“We’ve made a further leap forward and can really push on and sort the pace out. The truck is running faultlessly and we’ve seen gains in lap times already. As a team, we’ve come up with some good engineering solutions, it’s the bulk up that we all needed to bounce us into the winter, and we are absolutely champing at the bit to go testing and racing again.”



PRODUCT UPDATE



In March, Morris Lubricants launches an innovative new range of advanced multifunctional lubricants designed to cover the majority of agricultural requirements. This has been initiated to drive forward the continued growth from the company within the agricultural sector.

Applications for these lubricants include engines, gearboxes, hydraulics and oil immersed brake systems in a wide variety of agricultural equipment. These include tractors, combine harvesters and other agricultural machinery utilising previous and current technologies. Developed with the latest additive technology and high-quality base oils, the range offers superior operational and protective performance even in the harshest of operating conditions.

This is the latest in a series of progressive steps taken by Morris Lubricants to strengthen and professionalise its product ranges and provide brand identity in a competitive lubricants market. Over the past five years, Morris Lubricants has launched sub-brands into varying industries including the 'Multivis' range into the Automotive market and the 'Versimax' range into the Heavy-Duty Diesel market. These have become distinguishable names amongst their competitors and with the proven quality of Morris' agricultural lubricants, the Agrimax range is set to follow.

The Shrewsbury-based company says the positive move brings the product range in line with major competitors and gives the Agrimax brand maximum trademark protection in more than 90 emerging and competitive international markets that they represent.

The Agrimax range has achieved a wide range of OEM approvals, enabling operator's maximum rationalisation potential, while also reducing the risk of misapplication.

Experts at Morris Lubricants have found that agricultural operators are often being overloaded with a myriad of different grades of oil for each vehicle. With this new range the aim is to help them consolidate their inventory and use fewer products.

“The Agricultural sector is one in which we are very strong and have seen significant growth. Our aim is to continue to move forward in that sector and to help those businesses which find stocking a different oil for each vehicle a logistical nightmare.” commented Adrian Hill, Automotive Product Manager at Morris Lubricants.

“We know the huge problems owners have with so many different grades of oil for a mixed fleet of vehicles and equipment. With technical intervention we can identify incorrect lubricants, advise corrective action and help consolidate their inventory so they are using fewer products. Not only will the equipment be getting optimised levels of protection but reduced stocking can provide cost savings.”

We urge customers to get in touch with our technical team who can provide expert advice on OEM approvals and relevant Agrimax grades.

During the lockdown months Morris brand ambassador Guy Martin has been out in the fields working with his tractors, balers and other gear and the team could think of no one better to trail the Agrimax range to its extremes. Having been put to the test, to great success Agrimax is ready for launch in March.

For more information on the Agrimax Range please head to our website: www.morrislubricants.co.uk



Product Name	Previous Name	Pack Size	Part No	Performance Levels
AGRIMAX® HY	LIQUIMATIC HY	25 Litres	LHY 025	Massey Ferguson MF-1127B, Case-IH MS 1207 / 1209 (and earlier specifications)†.
		205 Litres	LHY 205	
AGRIMAX® JDF	LIQUIMATIC JDF	4 x 5 Litres	JDF 005	GIMA M1143 Approved, Massey Ferguson M-1135 / M-1145, Volvo Transmission Oil 97303: 020, CNH MAT 3525 (Ford ESN-M2C134D / NH 410B Fluid), CNH MAT 3540 (No harm in use), John Deere J20C, ZF TE-ML-03E / 05F / 06K. Can be used in tractor transmission applications requiring an API GL4, SAE 80W with wet brake performance.
		25 Litres	JDF 025	
		205 Litres	JDF 205	
		Bulk	JDF 101	
AGRIMAX® STF 60	LIQUIMATIC STF 60	25 Litres	STF 025	Ford ESN-M2C134-D, Ford ESEN-M2C86-A/B, New Holland NH – 410B, Massey Ferguson M-1135 /1143, John Deere J20C, Allison C4, Caterpillar TO-2, API GL-4 (L20).
		205 Litres	STF 205	
		Bulk	STF 101	
AGRIMAX® SUPER FARM 10W-30	SUPER FARM UNIVERSAL 10W-30	4 x 5 Litres	SFU 005	Transmission and Driveline: MF M-1145 Approved, MF M-1144 / M-1139, Ford M2C-159B / M2C-121B, John Deere JDM J27, ZF TE-ML 06B (includes C,Q,R), ZF TE-ML 06D, 06F, 07B, API GL-4, Allison C4, Caterpillar T-02. Engine: API CG-4/SF, API CI-4 (Soot control*), MB 227.1, MB 228.3 (Wear protection* / Piston Cleanliness*), MIL-L-2104D.
		25 Litres	SFU 025	
		205 Litres	SFU 205	
		Bulk	SFU 101	
AGRIMAX® STOU 15W-30	MAGNOL STOU 15W-30	25 Litres	TOU 025	API CF-4/SF, Massey Ferguson M-1139, Ford M2C 159B, API GL-4, Caterpillar TO-2, Allison C4
		205 Litres	TOU 205	
		Bulk	TOU 101	
AGRIMAX® UTTO 10W-40	SUPER VERSITRAC 10W-40	25 Litres	SVT 025	Transmission and Driveline: MF M-1145 Approved, MF M-1144 / M-1139, Ford M2C-159B / M2C-121B, John Deere JDM J27, ZF TE-ML 06B (includes C,Q,R), ZF TE-ML 06D, 06F, 07B, API GL-4, Allison C4, Caterpillar TO-2. Engine: API CG-4/SF, API CI-4 (Soot control*), MB 227.1, MB 228.3 (Wear protection* / Piston Cleanliness*), MIL-L-2104D.
		205 Litres	SVT 205	
		Bulk	SVT 101	

† Suitable for use in equipment requiring this quality of lubricant * Supporting data available

To keep up to date with all of our latest products, sign up for our product bulletins. Just email marketing@morris-lubricants.co.uk

SOCIAL MEDIA

We are extremely social here at Morris Lubricants, we like to share all our news and keep you up to date with what's happening.

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