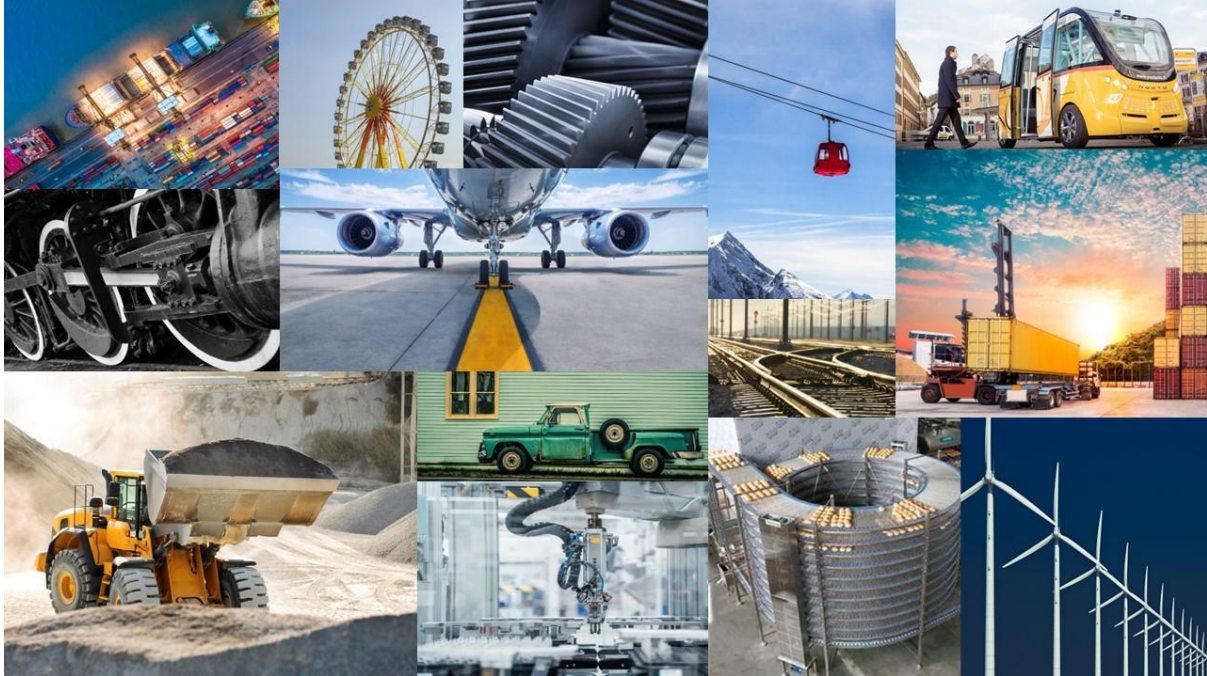


# Welcome to Trevor Gauntlett Consulting

Lubricants is a mature industry facing unprecedented change. As almost every man-made moving part on the planet is lubricated, this means that all the major economic, environmental and societal themes impact on lubricants applications.



**Decarbonisation, legislation** - for example to improve air quality - the enormous changes to personal **mobility**, resource use and **circularity** are all major application challenges.

Changes on the supply side can also be significant; most notable being **chemical regulations**, but also some indirect consequences of those factors listed above.

Change brings opportunity, whether that be in **vehicle electrification**, greater use of **renewable energy**, the **hydrogen economy**, or **on-shoring and re-shoring**.

With lubricants being blends - and applications being so varied - it can be difficult to find the right outlet for your products at the right price. Opportunities exist for both novel chemistry and “me too” products, but the routes to market, volumes and margins are significantly different.

## Your Guide

Trevor Gauntlett is a 25-year lubricants veteran, writer, podcast host, conference speaker and consultant. Trevor’s focus is on new chemistry, business processes, sustainability, circularity and facilitating the energy transition.

Our network includes formulators, experts in manufacturing and quality control for both lubricants and greases, and applications experts.

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# Case Study

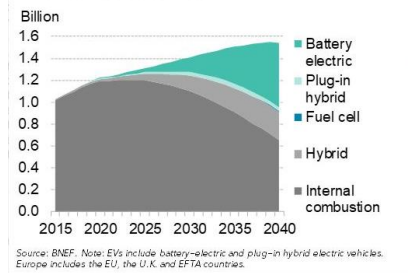
## Vehicle Electrification: Threat or Opportunity?

### Background

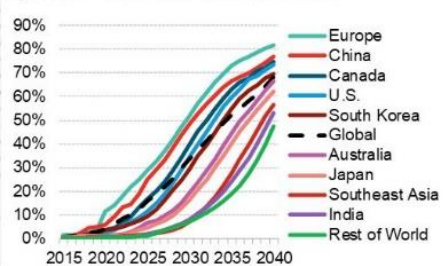
Our client was one of many suppliers into the lubricants industry anticipating a downturn in volumes as electric vehicles (EVs) begin to take market share from those powered by internal combustion engines (ICEs).

Our client had been growing market share in the west but perceived only declining volumes in future.

Global passenger vehicle fleet outlook by drivetrain - Economic Transition Scenario



EV share of new passenger vehicle sales outlook by market - Economic Transition Scenario



### The Task

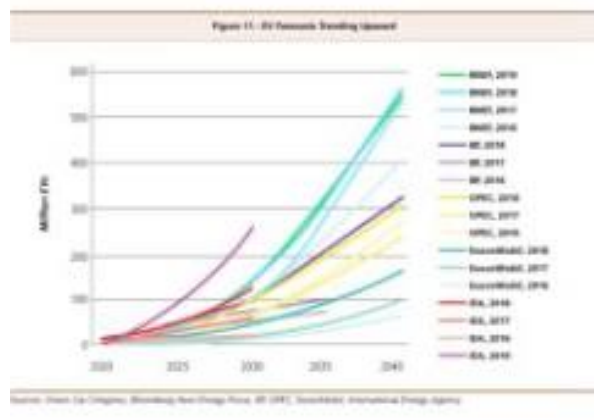
They asked for an estimate by region of the likely decline in Factory Fill and Service Fill volumes for road transport. This includes cars, bikes, scooters, vans, trucks, and buses.

They also asked for an assessment of the likely development of ICE service categories in the interim. These are the specifications against which most automotive lubricants are sold.

### The Solution

We were able to augment publicly available or purchased data and reports - such as those containing the images above - to furnish the client with insight into potential outlets for their products in other lubricants applications and in related areas.

Volumes available to them were at least equal to those they were concerned about losing and some of the applications offered higher margins.



### The Outcome

Six months after we reported, the client announced an investment to increase production capacity and has developed a bullish marketing position in the markets we identified, clearly demonstrating R&D effort in the interim.