

MOTOREX

magazine

No. 72/23
August 2004

HIGHLIGHT

*Shape
language at
the POS*

GEAR OILS

*4..3..2..1
kick-down
and go*

REPORT

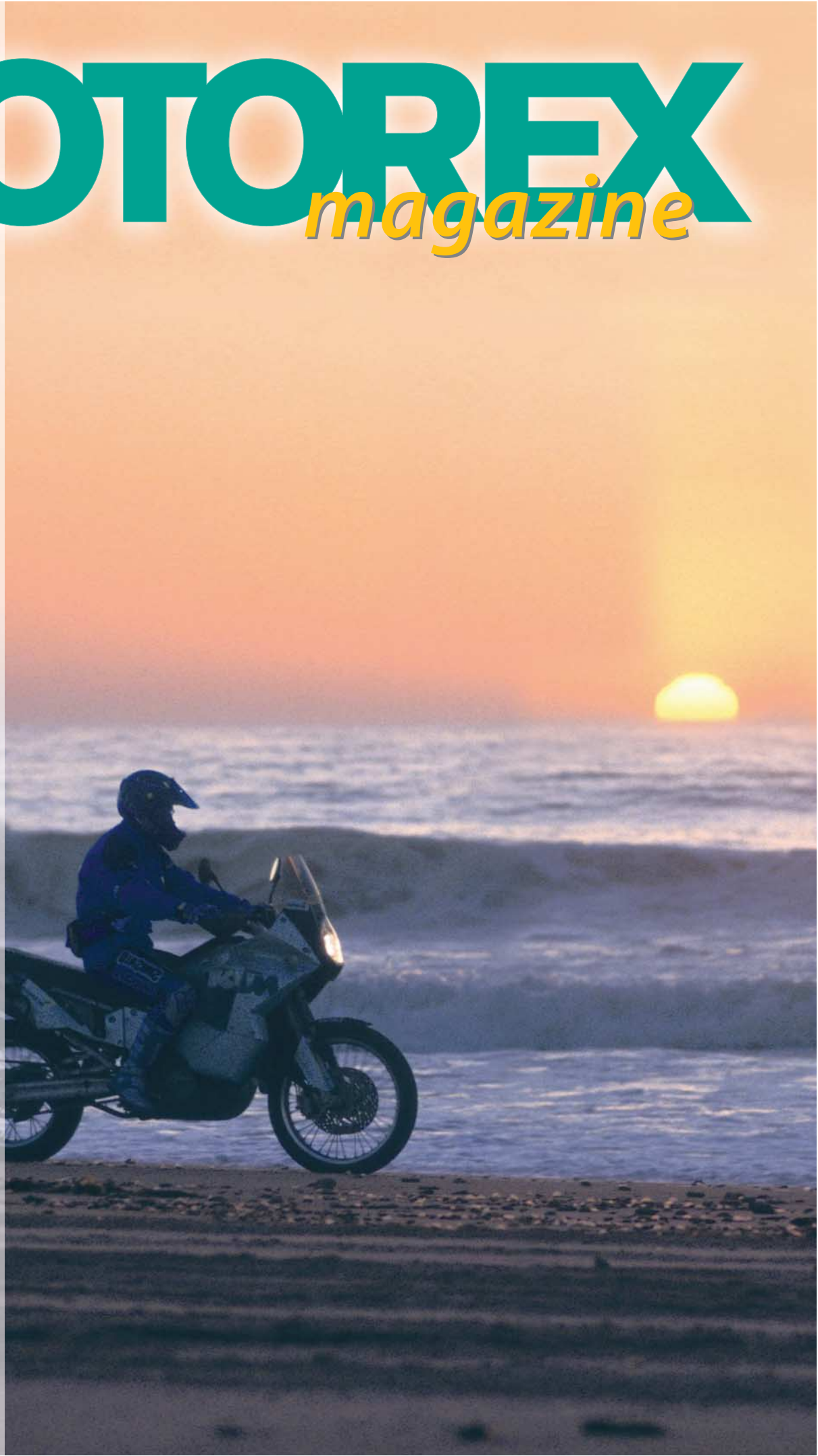
*KTM Adven-
ture Tour
in Brazil*

INDUSTRY

*Cut your
tool costs*



www.motorex.com





**CHALLENGE
THE LIMITS.**

Records are there to be broken. The only way to do the impossible is to keep on going when others stop. And no matter where you want to go, the oil to get you there is MOTOREX. + 41 (0)62 919 75 75, www.motorex.com



Editorial



Dear readers,

The cover picture – a motorbike on a lonely beach at sunset – could be from a travel agent's brochure. But it's not. KTM's Adventure Tours give the company's customers the chance to take part in the motorbike trip of a lifetime. Most of them return so thrilled by the experience that they become lifelong KTM devotees. An innovative idea?

The word innovation is almost like an incantation, invoked to protect the future viability of the economy and companies everywhere. That only innovative companies can be sure of long-term success is the received wisdom. And we at MOTOREX see no reason to disagree. But we also believe that no company can expect to be successful if it adopts an innovative course today and implements it tomorrow, only to supersede it with another "good idea" the day after. MOTOREX firmly believes that innovation is a long-term concept and should be treated as such. This requires stamina, consistency, openness to new ideas, good partners and the willingness to take sensible entrepreneurial risks.

MOTOREX has been following this philosophy for years – as many of our customers and partners know, because they may have made their own contribution to it in some form or another.

Once again we will be presenting innovations in this latest edition of the MOTOREX magazine. These include new quality products and the sales aids that are of particular importance for ensuring repeating purchases. One thing we can promise: we've got plenty of ideas for the future!

E. Fischer

Edi Fischer
Head of Marketing and Sales

Photo: ZF



PAGES 8/9

Transmission fluids The automatic transmission, soon to be a centenarian, has reached its peak in today's 7-speed units. Our transmission fluids section brings you up to date.

Photo: O. Behrend, Jever



PAGES 10/11

Report A motorbike adventure in the jungles of Brazil: KTM's Adventure Tours make a dream come true – to the delight of KTM fans from around the world. Read our exciting first-hand report!



PAGES 12/13

Industry

The choice of machining fluid plays a major role when it comes to cutting tool costs. MOTOREX's new Vmax-Technology.



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IMPRESSUM

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A snapshot from the opening day: (r. to l.) J.P. Gantner (Honda) and W. Günthör (Olympic medal-winner)

The fascination of MOTOMOTION

The Swiss Museum of Transport and Communication in Lucerne is holding an impressive special exhibition on motorbikes, entitled "MOTOMOTION".

The exhibition, which runs until October 17, 2004, is subtitled "The motorbike – adventurer's machine and cult object".

Thanks to the support of its many partners, the exhibition takes an in-depth look at the fascination of motorbikes from all over the world and the cult that has grown up around them.



The exhibition also includes a large program of special shows – good reason for at least one repeat visit to Lucerne! As a partner of the exhibition, MOTOREX is also represented with a variety of thrilling activities at MOTOMOTION.

Find out more about it at www.verkehrshaus.ch.

Winning with KART LINE

The MOTOREX KART LINE is now a complete dozen: Twelve specially selected top-of-the-range products ranging from engine oil to helmet and visor cleaners are creating a stir in the international kart racing world.

The lubricants have been type approved for international championships by FIA KARTING and are also being successfully used in the ROTAX MAX CHALLENGE.

Order the current four-page KART LINE brochure from your MOTOREX partner. It gives you a full overview of the entire range in German, French, English, Spanish and Italian.

MOTOREX wishes all go-karters a successful 2004 season!



Reaching the customer through Custom Chrome

Harley-Davidson® fans in Europe have recently found MOTOREX's complete MOTO LINE lubricant and bike care range at Custom Chrome Europe. With over 25,000 high-quality items, the two and a half inch thick catalog plus update presents Harley® dealers and custom bike manufacturers with a wealth of choice. Orders are fulfilled quickly by mail or courier.

Custom Chrome originates in the United States. They founded its European subsidiary in Germany in 1984. The company made a name for itself as a supplier of Honda Gold Wing® accessories. However, to cater for the huge demand for Harley-Davidson® spares, the company was very soon only selling accessories for the "Milwaukee Marvel".

www.custom-chrome-europe.com



MOTOREX DRY LUBE – Ideal for summer conditions



DRY LUBE, MOTOREX's tried-and-tested biodegradable chain lubricant, is perfect for hot, dry summers.

It reduces friction and wear noticeably when sprayed on bicycle chains and other moving parts. DRY LUBE forms the perfect lubricating film for dry and dusty conditions and protects your chain against dust penetration and abrasion. This extremely high-adhesion chain lubricant is endorsed by such users as the well-known Phonak Cycling Team.

Moreover, when conditions are damp or wet, professional riders swear by MOTOREX WET LUBE. Both WET LUBE and DRY LUBE are available in 300 ml spray cans and 100 ml bottles.



MOTOREX MOTO LINE now also available through Parts Unlimited USA!

From humble beginnings in Edgerton, Wisconsin, Parts Unlimited has evolved over the course of 30 years into one of the biggest motorbike parts and accessories wholesale companies in the United States. Parts Unlimited does not sell direct retail, or on-line, to the general public. As a wholesale distributor for retail dealers they deliver the products consumers demand.

MOTOREX's products first came to Parts Unlimited's attention through the success

of the Yoshimura-Suzuki team. MOTOREX has been working closely with the team for ten years and has been able to share many victories in the AMA Superbike and Supersport classes. We would like to wish Parts Unlimited and all dealers an exciting start with the sales of the successful MOTO LINE from MOTOREX.

Further information of Parts Unlimited can be found at www.parts-unlimited.com

MOTOREX's mobile laboratory

Thanks to the new "mobile laboratory", MOTOREX Industry field force can now conduct a range of on-the-spot tests on customers' machining fluids.

For example, water-miscible coolants can be tested for pH, concentration and a wide range of other parameters. If there are problems, appropriate action can then be taken straight away.

Time is an extremely important factor, especially in complex series production activities. MOTOREX's mobile laboratory cuts reaction times by huge margins. Having the test results straight away is a valuable service for customers.

Contact your partner at MOTOREX headquarters straight away and mention the mobile laboratory.



Bike trade fairs in tandem: EUROBIKE and INTERMOT

We look forward to seeing you this fall at two international bike fairs.

The first is the world-famous EUROBIKE bicycle show in Friedrichshafen from September 2 to 5, and the second is the 4th INTERMOT in Munich, which this year takes place from September 15 to 19. 1,000 of the world's leading motorcycle and scooter manufacturers along with companies associated with the industry will be displaying their products on over 100,000 m² of the huge exhibition halls. MOTOREX will be present at both fairs, promoting its recently launched "CHALLENGE THE LIMITS" campaign along with best-selling products from the MOTOREX MOTO und BIKE LINE ranges.

We would be delighted to see you in person at our stand in either Friedrichshafen or Munich.



Did you know that perfect product design and professional presentation can persuade customers to buy in just a fraction of a second?



Shape speaks volumes at points of sale



The new sales stands give MOTOREX products the prominence they deserve at the point of sale. With their modular design, the stands can be expanded to suit dealers' needs.

Form and function

Tests with neutral subjects have shown that "shape language" exists. The human brain uses past experience to directly link certain shapes to certain functions and simultaneously trigger particular emotions. This and many other factors have a major impact on the decision to buy.

MOTOREX has traditionally paid great attention to product design and has acquired a wealth of packaging design experience over the years.

New-look 4-liter container

MOTOREX's four-liter container has recently been remodeled along the lines of the company's latest successful packaging innovation, the 1-liter oil bottle with built-in filler.

The new-look container will make a particular impact in the MOTOREX CAR and MOTO LINE ranges, where the four-liter container is popular with people who like to do their own oil changes. The new container features a safety closure and cast-in transparent level indicator.

The new container will be gradually introduced in export markets over the next few months.

Practical sales stands

The MOTOREX sales stands are another perennial favorite and can be seen in a variety of shapes and sizes at thousands of MOTOREX outlets throughout the world. The new design will enable dealers to customize the sturdy metal stands to their own needs by fitting wide or narrow shelves. As a new feature, compartment trays can be fitted to both sides of the stands, doubling the display area in a matter of seconds. A prominently positioned header sign makes sure that no one can ignore the MOTOREX sales point.

Your MOTOREX partner will be happy to provide further information about availability prices and delivery times for the new sales stands.



Tuesday morning, 6:23 am. Martin Romang and his truckload of MOTOREX products set off on their delivery tour. Martin is one of the 11 dedicated drivers in MOTOREX's logistics team.

Always at your service

As Switzerland's biggest lubricant manufacturer, MOTOREX has always relied on efficient logistics. Rapid, on-schedule and flexible delivery and personal, on-the-spot service are so important that even today MOTOREX still supplies its customers in Switzerland with its own truck fleet.

Valued outstanding service

Anyone who has daily dealings with customers from all sectors of industry quickly gets a feel for which services customers genuinely value and derive benefits from. By outstanding logistics service, MOTOREX means:

- rapid delivery times and short journeys
- friendly, personal contact with customers
- delivery right up to the appropriate building (especially important for drums)
- drivers can take orders, oil samples, etc.
- drivers can collect and report customer feedback
- direct communication of important safety information

Smaller companies in particular do not always have the necessary equipment to move the heavy drums, so MOTOREX drivers regard it as part of their job to

deliver 200-liter drums right to the spot where customers need them. This service has saved many a bruised toe!

The MOTOREX truck fleet travels a total of about half a million kilometers every year in the service of the company's customers in Switzerland. The experienced specialists in the forwarding department are responsible for trip planning and preparing documents such as delivery notes, pick-up orders etc.

Mobile billboards

MOTOREX's fleet of trucks also make ideal mobile billboards. Some of them are already provided with the new designs used in the current "CHALLENGE THE LIMITS" campaign.

The MOTOREX trucks are as much part of Switzerland's roads as green MOTOREX overalls are part of the country's workshops.

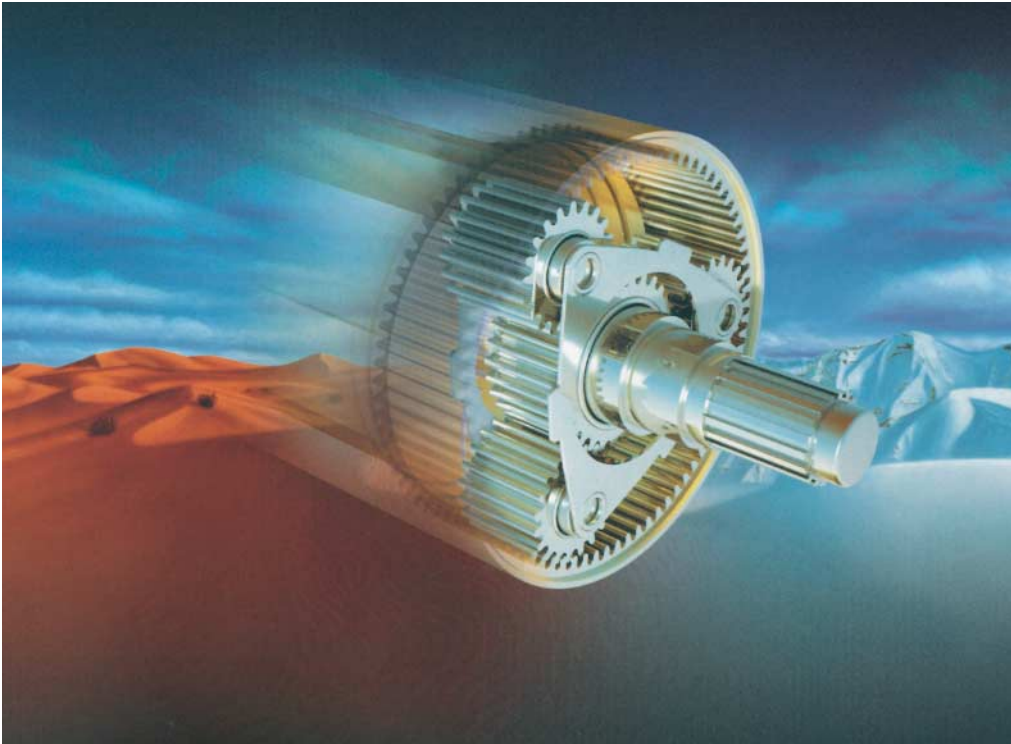


Trucks are normally loaded up in the evening for the next day's tours at the large loading ramp in Langenthal.



Service included: BUCHER MOTOREX's drivers are always more than willing to help.

Photo: RohlMax GmbH



4 ...
2 ...
3 ...
1 ...

... kick-down and go!

An increasing number of drivers in western Europe and Switzerland are opting for the simplicity and convenience of automatic transmissions (ATs) when they come to buy a new car. Gone are the days of manual shifting: just kick-down and go. The car takes care of shifting, all the way up to 5th, 6th or even 7th.

Planetary transmissions the key

The beginning was inauspicious. The Frenchman Didier designed the first planetary transmission as far back as 1906. This ingenious invention, which is still one of the major components of automatic transmissions, provided the foundation for the design's breakthrough. Zahnradfabrik Friedrichshafen, or ZF, produced the first four-speed pre-selector transmission with no shift lever in 1921. A clever gear selector mounted on the steering wheel or dashboard let drivers preselect gears. A spring then automatically shifted the transmission to the appropriate gear when the driver pressed the clutch pedal.

General Motors (GM) commenced series production of automatic transmissions in 1932 and, by 1939, was manufacturing a four-speed AT with reverse and Hydramat hydraulic clutch. In those days, of course, there were no special automatic transmission fluids (ATFs) to lubricate the gears.

ZF presented its pre-selector transmission at the 1921 Berlin Motor Show. The transmission failed to make a major impact because of the relatively high production costs.

Any oil that was good enough for the engine was good enough for the transmission, regardless of its viscosity.

7G-TRONIC from Mercedes-Benz: The world's first seven-speed automatic transmission

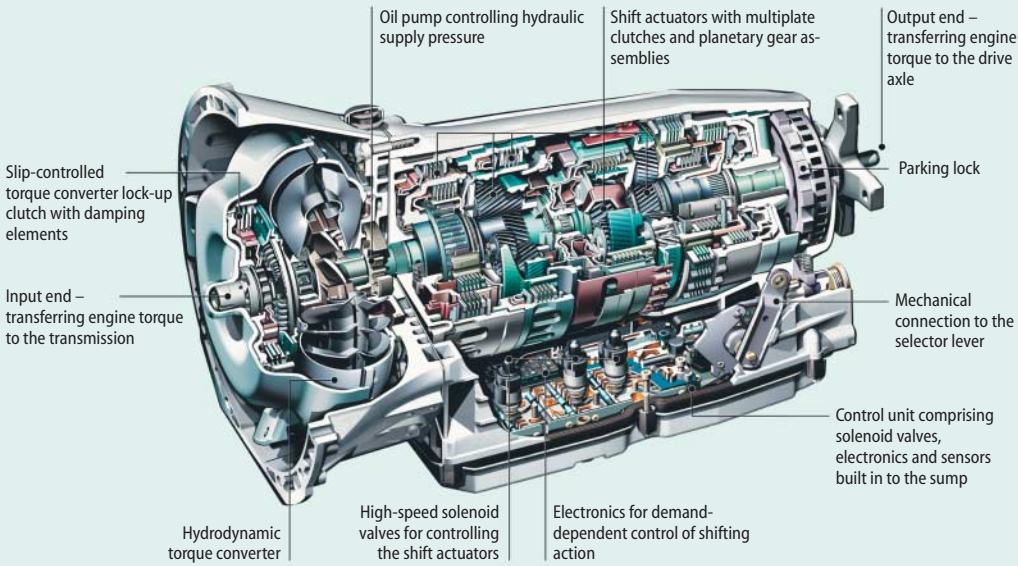


Photo: Presse MB

The first specification for automatic transmission fluids – Type A – did not appear until 1949 and, while automatic transmissions quickly became a huge success in the United States, they have always lagged behind manual transmissions in Europe.

New specifications in 1957

A new ATF specification – Type A, Suffix A, or TASA – was issued in 1957, and ZF started series production of its hugely popular 3HP12 3-speed transmission for 1.5 to 2.2-liter engines in the year 1965. This masterpiece of engineering featured a mechanical planetary transmission with three forwards gears mounted behind its hydraulic torque converter.

The layout of three forwards and one reverse gear remained unchanged for almost two decades. It was not until the 1973 oil crisis that car manufacturers were compelled to seriously reexamine a longstanding weakness of automatic transmissions – they are more expensive and less fuel-efficient than their manual counterparts. There are no loopholes in physics:

the only way of staying in the most economical engine speed range for longer is to increase the number of gears.

Electronics and “intelligent” transmissions

In 1982/83 ZF set new standards by launching the first four-speed automatic car transmission with “intelligent” control: for the first time the engine electronics were networked with the transmission's control system. As a result, the number of gears was increased from five to six or today even seven.

However, precision mechanics and transmission management can only work together effectively if the fluids make their own substantial contribution to maximum performance. Just as an automatic transmission needs intelligent electronics, so it needs the right ATF to ensure perfect function.

Our chemists and engineers have taken up this challenge. MOTOREX produces a full range of ATFs, from a simple Type A to its state of the art Dexron III H or its ATF for the latest generation of 7-speed transmissions.

ATF specification	Year	MOTOREX ATF
DC 7-speed	2004	Field trials
Dexron III H	2003	ATF DEXRON III H
Dexron III G	1997	ATF DEXRON III H ATF DEXRON III
Dexron III	1994	ATF DEXRON III
Dexron II E	1991	ATF DEXRON II E PLUS ATF II E SYNTHETIC
Dexron II D	1981	ATF SUPER
Dexron II	1973	ATF SUPER
Dexron B	1967	ATF SUPER
TASA Type A Suffix A	1957	ATF SUPER ATF TYPE A
Type A	1949	ATF TYPE A

Growing requirements:
Low temperature behavior
Aging resistance • Constant friction coefficient

Photo: ZF



In the torque converter the ATF transmits the engine torque to the automatic transmission.

Photo: Presse MB



28% of Swiss cars have today an automatic transmission, making Switzerland Europe's leader. It still lags far behind the United States 85% though!

KTM, the Austrian manufacturer of top-quality motorbikes, is always able to wow fans and customers with special motorbike trips and deals. When KTM organized an Adventure Tour to Brazil this February, we went along for the ride.



Photos: Ottmar Behrend, Jever

KTM jungle tour in Brazil



A KTM goes diving. This waterhole was completely invisible. The bike needed cleaning after its dip.



Every Brazilian boy dreams of owning a motorbike. We were greeted with great interest wherever we went.

With an area of 8.51 million square kilometers, Brazil has more to offer than just the Rio carnival, beautiful beaches and brilliant soccer players. The biggest country in South America has plenty for bikers to see and experience off the beaten tourist track.

KTM Adventure Tours

KTM has been organizing Adventure Tours and training sessions at various locations worldwide for a number of years. The tour guides are often top-notch ex-stars of the sporting circuit. It goes without saying that everyone rides a KTM bike. The cost of the adventure package includes use of the bike, fuel, hotel accommodation and all meals – with a knowledgeable guide and non-stop fun and adventures thrown in!

A feast for off-road gourmets

After landing at 3:00 am, the group immediately set off on an exploratory tour of Rio de Janeiro. The next morning, tour guide Chris Attiger was waiting for us at the Hotel Aldeia dos Ventos (Windmill) in Macaé with a KTM EXC 400 Racing bike for each of the six of us. The hopelessly

congested inner-city arteries are typically south American – Rio is a textbook example of unadulterated traffic chaos! But KTM didn't want to put us through that, so on the second day after our arrival we climbed on our EXC 400 Racing bikes and headed towards the seemingly boundless jungle of the Brazilian outback. For the next five days time stood still, as, with wide eyes, we Europeans discovered the exotic wonders of the rain forest.

The great thing about the one-day trips under the leadership of a professional guide was that we didn't have to worry about organization or carry luggage with us. All we had to think about was riding, and the trips offered something for everyone. All of us – without a single exception – mastered the deep-red laterite tracks that cuts through the steaming jungle as far as the horizon. But it wasn't all easy riding. There were continual challenges to keep us on our toes, such as fording rivers or traveling through the jungle on narrow, overgrown tracks.

As well as testing our concentration skills, the tour proved to be a rigorous trial of our Enduros' reliability. When not submerged in waterholes, the bikes proved

totally reliable. What's more, as far as we were able to measure, our EXC 400 Racings did not consume any oil at all. All KTM bikes are factory-filled with MOTOREX lubricants and we maintained the chains of our tour bikes every evening with MOTOREX's CHAIN-LUBE 622 spray.

Tracks in the white sand

Each of the one-day tours had one thing in common: the sights and experiences were so intense that we had difficulty taking it all in. But when we rode north across the seemingly endless beige sand dunes of Macaé beach (actually between 50 and 70 kilometers) each one of us felt like Steve McQueen in "On Any Sunday". Brazil is a country that makes any offroad biker's long-cherished dreams come true.

No matter where we went, lunch was always one of the highlights of the day: hearty and varied meals such as the exquisite Churrascos (grilled meat) or hot and spicy bean dishes (complete with after-burn). The natural pools formed by rivers offered an inviting opportunity to bathe, freshen up our sweat-drenched bodies and revive the enthusiasm we needed to tackle the remaining kilometers back to the hotel.

The camaraderie of adventure

All the participants struck up an immediate rapport. Even though we came from a wide range of professional backgrounds, we all seemed to speak the same language. Each evening, when we arrived back at our simple yet spotless hotel, tired and with aching muscles, we still had plenty to talk about, recounting the day's events and reliving our experiences from beginning to end. The view of the Atlantic Ocean and a delicious dinner were handsome recompense for the trials, tribulations and countless potholes of the day.



After dinner, we would very often meet up for a beer or glass of wine in "Willi's Bar", where Willi – an expatriate Swiss – was the perfect host until late into the evening.

"The real Brazil – the joie de vivre and energy of the people who live here – is addictive", said one of the participants, reluctantly handing back his hired motorbike at the end of the trip. Well, any traveler will have his or her tales to tell.

And even more so if they've just been on a KTM Adventure Tour!

Like the idea of a trip to Brazil or in search of an adventure?

KTM will be running its Brazilian tours on the following dates:

August	7 – 14, 2004
August	14 – 21, 2004
December	13 – 20, 2004

Further information can be found at www.ktm.com



Toucan



The day trip north up the beach from Macaé was one of the many high spots of an unforgettable tour.



Welcome refreshment. With temperatures of 35°C we made the most of any opportunity to cool down – even with all our gear on!



After a day packed with adventure, we all looked forward to a reviving shower and dinner back at the hotel.



Substantially lower tool costs



It is not just cutting oils that have advanced rapidly; ultra-modern tools are also revolutionizing the market.



Tools are becoming ever more resilient and, combined with the right machining fluid, can have extremely long service lives.

If you analyze the costs of manufacturing a workpiece in a modern machining facility, the old adage “The whole is more than the sum of the parts” springs to mind. Saving money in the wrong place just means that the purported economy has a negative impact on the entire result. MOTOREX has investigated what effect cutting oil has on tool lives and output.

Saving in the right place

It’s happened to almost everyone at least once. With the best of intentions we’ve tried to save money or picked up a bargain only to find out that cheaper is ultimately more expensive – and a source of major inconvenience. A professional metalworking company simply cannot afford to economize in the wrong place. The choice of machining fluids should also not be based primarily on price, but on such interdependent factors as suitability for the machining process, the maximum possible cutting rates, the service life of the medium and its effect on tool lives. Optimizing at the right place will often pay dividends several times greater than the original investment.

The effect of cutting oil

The launch of MOTOREX’s new ^vmax-Technology (increased cutting rates and

higher productivity) clearly shows that the company understands the industry’s needs. If the cutting parameters were calculated and optimized by the machine operator, machining must of necessity take place in a clearly defined temperature range. To achieve this, both tool and workpiece have to be cooled as accurately as possible and lubricated correctly. It is only then that the exponential increase in performance of MOTOREX’s ^vmax-Technology really begins to bite.

SWISSCUT ORTHO NF-X

The latest addition to the SWISSCUT ORTHO family is the MOTOREX ORTHO NF-X high-performance cutting oil. It is ideal for all materials, degrees of difficulty and operations. The product contains no chlorine or heavy metals and can be supplied in all three ISO viscosity classes (ISO 10, 15 and 22).

The SWISSCUT ORTHO cutting oils are formulated with refined additives to increase cutting rates and substantially lengthen tool lives. Apart from the productivity gains, the lower tool requirement is another significant source of potential savings and demonstrates clearly where sustainable cost savings can be achieved. An accurate record must obviously be kept of all the action taken so that the most important factors can be subsequently identified.

Figures that speak for themselves

The potential savings were impressively illustrated in a long-term trial conducted at a neutral supplier of one of Switzerland’s most important industrial sectors. The company currently has over 68 machine tools designed for complex multiple operations and series production.

The fact that ORTHO NF-X can be used to machine all metals made it particularly attractive, since various parts made of different materials could be processed on the same machine.

The team responsible for the trial reported the following result:

Potential tool cost savings in relation to the cutting oil used			
Standard cutting oil		MOTOREX SWISSCUT ORTHO NF-X	
Cutting oil 12,000 liters p.a.	€ 23,760.00	Cutting oil 12,000 liters p.a.	€ 35,400.00
Mean tool costs	€ 438,700.00	Previous mean tool costs	€ 438,700.00
Extended tool life not possible	€ 0.00	Tool cost saving of 12% thanks to longer tool life	– € 52,644.00
Previous costs	€ 462,460.00	Optimized costs	€ 421,456.00
Saving	€ 0.00	Saving	€ 41,004.00

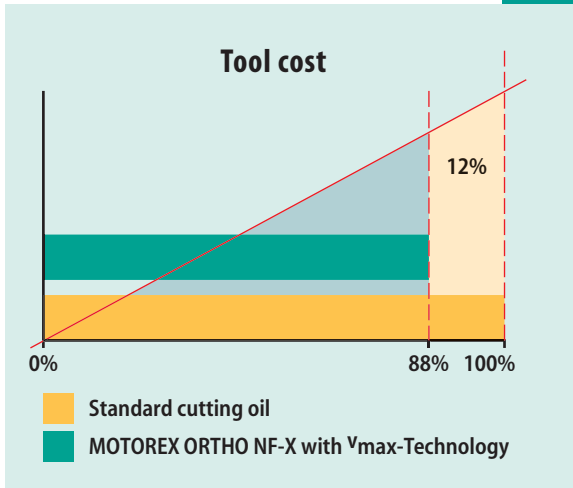
Note:
We have deliberately only considered cutting oil and tools.

Important situational analysis

A real-life test is the best way of ascertaining whether your company can achieve similarly impressive savings and additional output using the latest cutting oil and tool technologies.

MOTOREX’s specialists and partners can provide a detailed analysis of your machining fluids and offer the ideal solution for every application. On-site analysis costs you nothing and frequently results in impressive savings after only a short time.

Ask your MOTOREX partner now about the benefits of the new SWISSCUT ORTHO cutting oils and the revolutionary MOTOREX ^vmax-Technology.



Using MOTOREX ORTHO NF-X with the new ^vmax-Technology reduced tool costs by 12%.



To reduce costs perceptibly it is important to achieve a perfect balance of production factors. This is a task for the professionals.

Cool: MOTOREX cap for 50°C temperatures

This dromedary, photographed in the Dubai desert, really earned its MOTOREX cap. Firstly it stood beautifully still while the photographer took its photo. And secondly when temperatures are 50°C in the shade, some form of head gear is anything but a luxury!

While some of us might break out in perspiration at the mere thought of sporting activity in the scorching heat, this "ship of the desert" was perfectly relaxed and enjoying a break. Just a few meters away, several fellow dromedaries were being prepared for one of the ever-popular dromedary races. Races of this type are always an excuse for a carnival in Arab countries, and successful teams are highly feted.

The prospect of fame seems to leave this particular animal a little cold though...



Photo: F. Baumann Atelier Maus-Kick Belp

Did you know that... ...there's MOTOREX know-how in every Airbus®?

Despite the testing times in the aviation industry, production at Airbus® is running at full capacity. The European manufacturer's current familiar line-up of aircraft will soon be joined by the A380, the world's biggest airliner, which will set new standards in air travel (see also MOTOREX magazine 62/13 – April, 01). The A380, which will seat 555 passengers in a typical three-class interior layout, will enter airline service in 2006. About 130 A380s have been ordered so far and the first aircraft is set to take the skies under its own power next year.

Airbus® and many of its suppliers in Europe have been using MOTOREX machining fluid with great success for several years. For example, MOTOREX's SWISSCOOL 7755 AERO-X high-performance coolant is used for the machining of aluminum aircraft components. MOTOREX would like to wish everyone involved in the A380 good luck as they start production and a successful take-off in 2005. www.airbus.com

Photos: supplied Airbus S.A.S.



The Vmax-Technology.



• Optimized performance
guaranteed



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CH-4901 Langenthal
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Fax ++41 (0)62 919 76 96
www.motorex.com



The new summer t-shirts are available!



SPORT LINE T-shirt

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Available in sizes S – XXL.
Article no. 7.00 + size



Polo shirt white

100% cotton piqué.
Available in sizes S – XXL.
Article no. 7.12 + size



SPORT LINE polo shirt

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Available in sizes S – XXL.
Article no. 7.01 + size



T-shirt men white

100% cotton, single jersey.
With attractive print and embroidery on chest.
Available in sizes S – XXL.
Article no. 7.10 + size



T-shirt ladies white

100% cotton, single jersey.
With attractive print and embroidery on chest.
Available in sizes S – XXL.
Article no. 7.11 + size

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www.motorex.com