

THE NEW **Kixx**





COVER DESCRIPTION

THE COVER FEATURES Kixx'S RENEWED LOGO AND NEWLY UPDATED PACKAGE DESIGN FOR ITS PRODUCTS.

A GRAPHIC MOTIF VISUALIZING THE BRAND'S FUTURE-ORIENTED APPROACH HAS BEEN ADDED,
CAPTURING Kixx'S IDENTITY AS A TECHNOLOGY-DRIVEN BRAND THROUGH A REFINED AND MODERN DESIGN.

CONTENTS

01

Prologue ----- p.04



02

What Our Customers Say ----- p.12

03

Brand Personality ----- p.14

04

Kixx Products ----- p.16



05

Milestones ----- p.24



06

Company Highlights ----- p.26

Korea's No. 1

07

Kixx Facilities ----- p.28



08

Our Core Values ----- p.38



09

Kixx Technologies ----- p.50



10

Lubricants Are Everywhere ----- p.54

11

Next-Generation Lubricants ----- p.56

12

The New Kixx ----- p.64



13

Humans of Kixx ----- p.70



Appendix:
Product Update Sheet ----- p.90



PROLOGUE

We're excited to open the first chapter of "The New Kixx" together with you. This storybook is a record that reflects on the journey Kixx has taken so far and shares the path we envision moving forward.

Since 1969, GS Caltex has built over 55 years of expertise in the lubricants business, and our journey, which truly began with the introduction of the "Kixx" name, has now reached a new turning point. Thanks to the steadfast trust and support of our customers and partners, we have lived up to our "Kick"-inspired brand identity with strong, fast growth and have established Kixx not only as a leading name in Korea but also as a global lubricants brand.


Today, the lubricants industry stands at the center of rapid and sweeping change. As the AI and high-performance semiconductor sectors advance at an extraordinary pace, immersion cooling, a next-generation thermal management technology, is gaining significant attention, while sustainability has become a key factor in determining brand competitiveness. In response to these evolving demands, Kixx is continuously developing next-generation lubricants, from biodegradable bio-based products to immersion cooling solutions, building a more innovative and sustainable product portfolio.

Kixx is now stepping into a new chapter with a redefined look, ready to unlock its boundless potential as a brand that lubricates the future. This brand renewal marks the starting point of a rebirth, building on past achievements to establish a new vision and brand identity.

We will continue to place our commitment to customers as our highest priority, set new standards in lubrication technology, and move forward into the future together with everyone.

We sincerely thank everyone who has been part of the journey Kixx has taken so far and who continues to support its growth into the future.

Sung Woo Hur
Head of GS Caltex Chemical & Lube Business

A close-up, low-angle shot from the driver's perspective inside a car. The driver's hand is on the steering wheel, and the dashboard and side mirror are visible. The background shows a sunset or sunrise over a body of water with buildings in the distance. The lighting is warm and golden.

A world that never stops,
technology that never wavers,
and lubrication that never dries.





WHAT OUR CUSTOMERS SAY



**MADE IN KOREA. GREAT QUALITY.
GREAT OIL SMOOTHNESS HAS INCREASED.
NOTICEABLE DIFFERENCE IN PICKUP AND
MILEAGE! BETTER THAN SHELL/CASTROL.**

Review of "Kixx G1 Synthetic 5W-30" on Amazon India



**Scary to think what the world
would look like without these!**

Comment on Kixx's YouTube campaign video
"The World Without Lubricants"



**I've been using Kixx PAO engine oil for a long time.
It's a well-known brand and
I think it offers the best value for money.**

Review of "Kixx PAO C2/C3" on the online automotive
products store "CARSEN FACTORY"



Great value for money!

Review of "Kixx Ultra 4T Scooter SN 5W-40"
on Lazada Vietnam



I always order this product.

Review of Kixx PAO C2/C3
on the online engine oil store "Best Oil"



**GS Caltex lubricants feel like a friend that
reduces all the friction in the world.**

Comment on Kixx's YouTube campaign video
"You Are My Lubricant, Kixx"



Price:10/10 Viscosity:10/10 Brand:10/10

Review of "Kixx Ultra 4T Scooter SN 5W-40"
on Lazada Vietnam



**I've driven the same car for just over 10 years
and have tried several types of engine oil. Among
the more affordable options, I haven't found
anything that matches the quality of this product.
While some of the more expensive oils are
indeed good, I believe this one delivers more
than enough performance without spending
that much.**

Review of "Kixx PAO A3/B4"
on the online price comparison site "Danawa"

**Kixx is part of our everyday lives,
driving us toward a frictionless world and
lubricating the future for everyone.**

Kixx is All About

“

”



Kixx is All About

“Trustworthiness.”

Kixx has been setting new standards in quality and reliability, backed by the technical expertise of GS Caltex, which has been producing lubricants since 1969 for over 50 years. This consistent reliability is one of the main reasons consumers have continued to choose the brand over time.

“Striving for Nothing but the Best.”

Being ranked No.1 in the lubricants category of Korea's First Brand Awards is more than just a number. It reflects real user experiences with product performance and satisfaction. The proven ability of our products to maintain performance under demanding conditions, such as high temperatures and heavy loads, leads to continued repurchase and strong word-of-mouth recommendations.

*Ranked No.1 in the Lubricants Category of Korea's First Brand Awards for 9 consecutive years (as of 2025)

“Moving Forward.”

Kixx is responding to change with new technologies designed for future generations. As transportation and energy use continue to evolve with the rise of hybrid vehicles, electric cars, and specialized industrial equipment, Kixx is expanding its sustainable, technology-driven product lineup, from biodegradable bio-based lubricants to immersion cooling solutions.

Kixx PRODUCTS: FOR PASSENGER CARS

Lubricating for Engine Boosting

1 Kixx Sustainable Product Lineup
From biodegradable products to lubricants made specifically for hybrid vehicles, a lineup designed to minimize environmental impact



2 Kixx GX Lineup
Kixx's flagship product lineup, optimized for passenger cars and built for reliability and efficiency



3 Kixx PAO Lineup
A high-performance engine oil lineup that uses premium synthetic polyalphaolefin base oil



Kixx PRODUCTS: FOR COMMERCIAL VEHICLES

Lubricating for Long Protection

4

Kixx DX Lineup

A lineup optimized for heavy loads and long-distance driving conditions of commercial vehicles and diesel trucks



Kixx PRODUCTS: FOR MOTORCYCLES

Lubricating for Fast Moving

5

Kixx MX Lineup

An engine oil lineup designed to handle the high-rev, high-power riding conditions of motorcycles



호남정유공장

GROUND-BREAKING CEREMONY OF HOHNAM OIL REFINERY.



MILESTONES

Let's look back on the defining moments that have made Kixx what it is today.



1967

Foundation of Honam Oil Refinery Ltd. (predecessor of GS Caltex)

In 1967, Honam Oil Refinery Ltd. was established as Korea's first private oil refinery through a joint venture between Korea's LG Group (formerly known as Lucky Geumseong) and the U.S.-based Caltex.



2005

Launch of Kixx, the Lubricants Brand of GS Caltex

In 2005, following the corporate name change to GS Caltex, Kixx was officially introduced as an automotive lubricants brand, marking its full-scale market entry.

Kixx quickly gained recognition as a high-quality, high-performance engine oil brand and later expanded its range to include industrial lubricants as well.



2020

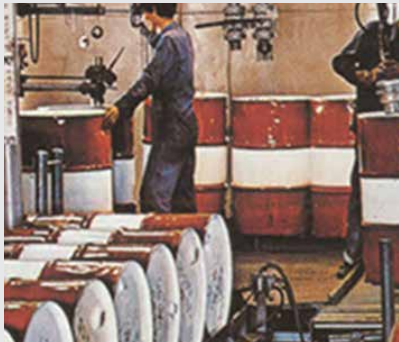
Strengthening Sustainable Product Portfolio

In 2020, Kixx launched Kixx HYBRID engine oil for hybrid vehicles, followed by Kixx EV for electric vehicles in 2021 and Kixx BIO (formerly Kixx BIO1), a plant-based engine oil, in 2022. Kixx continues to lead efforts to meet the growing societal demand for sustainability.

1969

Lubricant Production Begins

In 1969, lubricant production began at the Incheon Lubricant Factory. Today, the factory produces approximately 9,000 barrels of lubricants per day.



2010

Expansion into Global Markets

In 2010, Kixx established its first overseas branch in India, followed by new offices in Russia in 2012 and Vietnam in 2017. Today, Kixx has grown into a global lubricant brand trusted by customers around the world.



2025

Brand Renewal

In 2025, Kixx redefined its brand identity by updating its product system, package design, brand logo, and slogan, creating a stronger and more lasting impression.



COMPANY HIGHLIGHTS

Explore the key figures that reflect Kixx’s journey and achievements.

Korea's No. **1**

The No.1 lubricant brand trusted by consumers*

*Ranked No.1 in the Lubricants Category of Korea's First Brand Awards for 9 consecutive years (as of 2025)

Annual Lubricants Business Revenue of

2 Trillion KRW

Achieved approximately 2 trillion KRW (1.44 billion USD) in revenue from lubricants and base oil sales

*As of 2025

4th Largest Single-site Refinery in the World

Holds the world’s fourth-largest crude oil refining capacity for a single facility

*Based on the Yeosu Base Oil Plant

5 Global Networks

Operating five global networks, including locations in India, Russia, and Vietnam

Over **55** Years of Heritage

Since launching lubricant production in 1969, Kixx has led the lubricants industry in Korea

*The Kixx brand was officially launched in 2005

Kiix FACILITIES



GS Caltex Yeosu Refinery
918 Yeosusandan-ro, Yeosu, Jeollanam-do

Kiix FACILITIES

GS Caltex Yeosu Refinery

Daily base oil production capacity of

26,000 barrels

Total area

6,000,000 m²



GS Caltex Incheon Lubricant Plant
Jungbong-daero, Seo-gu, Incheon

Kixx FACILITIES

GS Caltex Incheon Lubricant Plant

Daily lubricants production capacity of

9,000 barrels

Total area (Largest in Korea)

68,100 m²



OUR CORE VALUES

A brand should not exist simply for the sake of existing. It must begin with a thoughtful understanding of why it exists and what drives it.

What gives Kixx its purpose—yesterday, today, and into the future? What values fuel the movement behind Kixx?

Through the eyes of our employees and customers, we explored the core values that guide what Kixx strives for.



Manager of autoOasis at GS Tower

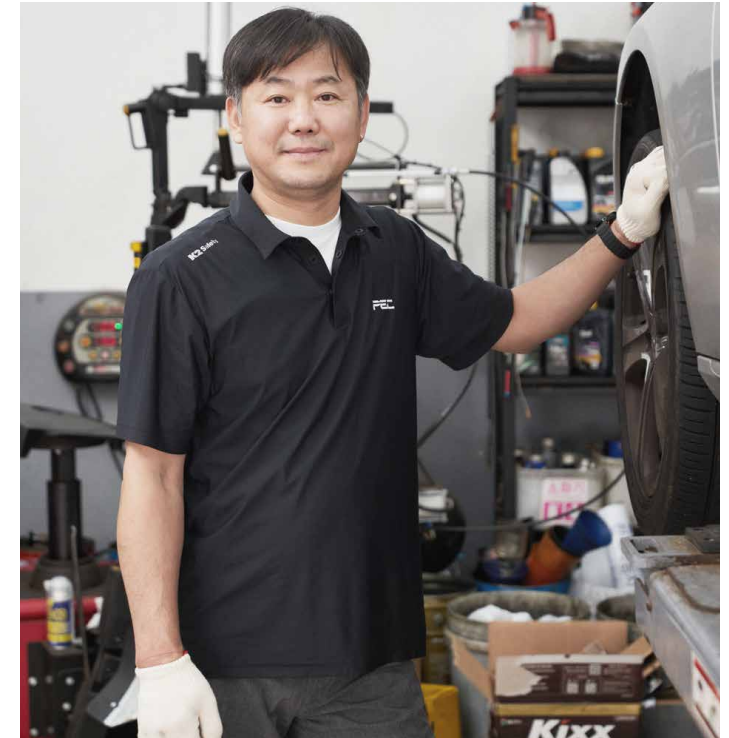
Kyung Soo Lee

For the past 16 years, Kyung Soo Lee has led the autoOasis GS Tower branch, a specialized maintenance franchise under GS Mbiz. To Kyung Soo, vehicle maintenance is more than just a technical task; rather, it is about keeping a promise to the customer. And that promise is always fulfilled through customer satisfaction.

Kyung Soo believes that “there is no such thing as a bad customer.” He thinks that if you truly understand a customer’s needs, everyone walks away satisfied. Kyung Soo names Kixx as a trusted partner that helps him keep that promise, consistently delivering reliable performance.

We spoke with Kyung Soo, who pays close attention to every customer and is always dedicated to meeting their expectations.

COMMITMENT TO CUSTOMERS



What kind of work are you doing now?

I earned my nationally certified Master Technician license in automotive maintenance in 2009. I joined the autoOasis GS Tower branch through a recommendation from a colleague and have been working here ever since. I’ve always enjoyed working with machines, and I picked up a lot by helping out at a repair shop run by a friend’s father. That experience even led me to serve in the military as a certified technician. My official career in maintenance began in 1994. I have been walking the path of an engineer ever since.

What do you find appealing about the job of a technician?

I think cars are a lot like people. When something is wrong, they make a sound, and it is the technician’s job to listen and diagnose the issue. Maintenance is not just about fixing things, it is about accurately identifying a problem and resolving it so the customer can feel reassured. When the issue is solved and the customer is satisfied, I feel a sense of satisfaction, too.

Over your long career in maintenance, have you developed a personal philosophy or a core value?

For me, accurate diagnosis is always the most important. Identifying exactly what the customer is concerned about gives meaning to everything that follows. The first step is having a deep and detailed conversation with the customer.

That is why our branch operates on a 100% reservation and consultation system, to recommend the right solution based on each customer’s driving habits and vehicle condition.

We also use a scope diagnostic tool to take photos and explain the issue to the customer. It is important to help them understand exactly why they are spending their money. When the customer is convinced and satisfied, that is what I believe real maintenance is all about.

Do you have your own criteria when recommending engine oil to customers?

For first-time visitors, I always start by asking about their

Commitment
to
Customers

약속

고객과의

Lời cam kết với
khách hàng



Обещание клиентам

COMMITMENT TO CUSTOMERS

driving habits, like their average mileage, whether they mostly drive in the city or on highways, and how often they usually change their oil. Based on that, I recommend the most suitable product from the Kixx lineup.

In fact, I believe what matters more than using expensive engine oil is choosing the right one for the vehicle and replacing it properly.

We see you keep a wide selection of Kixx engine oils. Have you been using Kixx for a long time?

Unless a specific imported engine oil is required for certain vehicles, I primarily use Kixx products as the standard. Over the years, I have come to trust their consistent performance and reliability. I also recommend premium products like Kixx's PAO lineup depending on the specification of the customer's vehicle as those who have used them tend to be very satisfied.

Putting aside the fact that autoOasis is a GS Mbiz franchise, many other service centers also use Kixx engine oil. It is easy to source, offers a wide range of grades and viscosities, and is a reliable choice from a technician's point of view. Kixx also supplies products as an OEM to many Korean car manufacturers, which further reinforces its credibility as a trusted brand.

Personally, I prefer using Kixx PAO 100 (previously Kixx PAO1) 0W-30. However, in my younger days, when I enjoyed driving fast, I mostly used Kixx PAO 5W-50 (discontinued), a product that was well-suited for high-speed performance.

Then, have you noticed any standout qualities while using Kixx?

Kixx is a brand that consistently delivers the level of quality I expect. It has never let me down, and customer feedback has been very positive. GS Caltex gives off a strong, dependable image as a familiar and trustworthy Korean brand, which also plays a big part, and many customers feel that "if it's Kixx, it's something they can trust."

Additionally, while Kixx is seen as a "domestic brand" in Korea, it has the image of being a "premium imported lubricant" overseas.

There are a lot of certificates and awards on the wall. Could you briefly tell us about them?

Throughout my career, I have taken part in many activities and put in a lot of effort to grow personally and professionally. I currently serve as the head of the Seoul branch of the Korea Master Association Special Technician of Automotive (KMASTA). I am also a member and the executive secretary of the Professional Engineer Club (PEC), which has a selective membership process.

Maintenance work is never a solo effort. When dealing with a wide range of vehicles and situations, there are countless times when you need to share opinions, discuss, and learn alongside other professionals. This kind of collaboration helps individual engineers grow, improves the accuracy of maintenance, and ultimately leads to higher customer satisfaction.

What goals do you hope to achieve in the future?

Rather than having some grand ambition, my goal is to continue working on the front lines just as I do now, doing my part to ensure customer satisfaction. Earning customer trust and continuing to sharpen my skills as a technician are ongoing efforts that never really end.

To be honest, I do not believe there is such a thing as a "bad customer." If I do my job a little better, the customer will be satisfied. In this line of work, your skills and the customer's satisfaction speak for themselves. That is why I will keep learning and keep pushing myself, so every customer walks away feeling confident and satisfied.



Manager of the Finished Lubricants R&D Team at GS Caltex

Rae Wook Cho

Kixx's lubricant technology, now recognized not only in Korea but across the globe, wasn't built in a day.

It was forged through dozens of ingredient reviews, hundreds of laboratory experiments, and the analyses of thousands of data points. Behind it all is the unwavering dedication of researchers who dig deep—even down to the smallest decimal.

To learn more, we sat down with Rae Wook Cho, a researcher who digs tirelessly into every detail until he finds the perfect solution.



What kind of work do you do on the Finished Lubricants R&D Team?

I've been involved in the development of a wide range of products, from automotive lubricants such as Kixx HYBRID—specifically designed for hybrid vehicles—and EV battery coolants to industrial lubricants like immersion cooling fluids for data centers. Currently, I'm managing the engine oil portfolio.

The Finished Lubricants R&D Team takes on a key role in pushing technological boundaries and is responsible for identifying the optimal combination of raw materials and refining the formulations through repeated testing and performance evaluations.

Please explain the process of turning the product development goals of Kixx into reality.

The main role of the our team is to evaluate raw materials in line with the target material properties and to identify the optimal formulation, taking into account functionality, cost, and supply stability.

To achieve target performance, the team first defines the overall development direction and scope—such as reviewing raw materials and setting the range of material property combinations. Then, within that framework, they meticulously compare and evaluate the intricate details, such as the correlations between, and effects of, different raw material combinations, changes in material properties, and costs in order to find the perfect material formulation.

From a technological development perspective, what do you consider the most important factor?

I believe the accuracy of experimental data is especially important. If the earlier experimental results, which serve as the foundation, are inaccurate, it becomes difficult to identify correlations with subsequent outcomes, and the entire direction of development can go off track.

In order to produce accurate data, a number of factors must be taken into account, such as the condition of the testing equipment, the operator's proficiency with the tools, and the overall experimental environment. As we continue testing, there are times when we get results that are hard to understand. In those cases, we have to trace everything back step by step to find the cause, whether it's an equipment error, a discrepancy in the amount dispensed by the pipette, or a variation in the raw materials.

We're curious about the procedures or tests that are carried out during the development process.

One of the most well-known properties of lubricants is

Superior
Quality

저품질

민원

Chất lượng sản phẩm
đáng tin cậy

Надёжное качество
продукции

SUPERIOR QUALITY

viscosity. To measure it, we conduct a viscosity test, which involves dropping the liquid and measuring the speed at which it flows. There are also low- and high-temperature tests to assess whether the product maintains its lubricating performance under extreme temperature conditions, such as minus 30 to 40 degrees Celsius.

We also conduct wear resistance tests to evaluate how well the lubricant protects the surface of components that are continuously subject to friction. There's the oxidation stability test as well, which measures how much the lubricant degrades over time, and the anti-foaming test, which assesses how effectively the lubricant suppresses foam that could interfere with equipment operation.

And those are just a few examples—there are many more. Our lab is equipped with hundreds of testing instruments, and the product's quality can only be fully verified after it undergoes both laboratory and bench tests in a controlled environment, as well as field tests using actual equipment.

Are there cases in which it is difficult to carry out development according to the established procedures?

As technology advances, the requirements placed on lubricants are becoming increasingly complex. Newly developed product categories often have no precedent, which means the performance standards they must meet are not always clearly defined.

One project that stands out in my memory is the development of immersion cooling fluid. We had no established standards to work from, and each client had different requirements, which made the process challenging.

How do you respond to situations like that?

We start by forming hypotheses about the operating conditions and consulting theoretical papers to develop multiple candidate formulations. Alongside lab-based material property evaluations, we also test the formulations in real customer environments, repeating the process of identifying and resolving issues. Communication with related departments and maintaining close collaboration with our clients is therefore a crucial part of the process.

Lubricants aren't developed by a single team alone. The process involves seamless cooperation between the Finished Lubricants Technology Solution Team, which analyzes market trends and sets clear objectives; the Sales Team, which listens closely to customers and communicates their needs and feedback; and the Production Team, which brings the developed formulations into actual production.

In the case of immersion cooling fluids, I believe the role of Woo Kyoong Shin was especially important. He reached out directly to companies across a wide range of industries that rely on data centers and successfully brought in new clients. I'd like to take this opportunity to express my heartfelt gratitude.

Could you share an example of Kixx's initiative aimed at strengthening the technological development and quality assurance process?

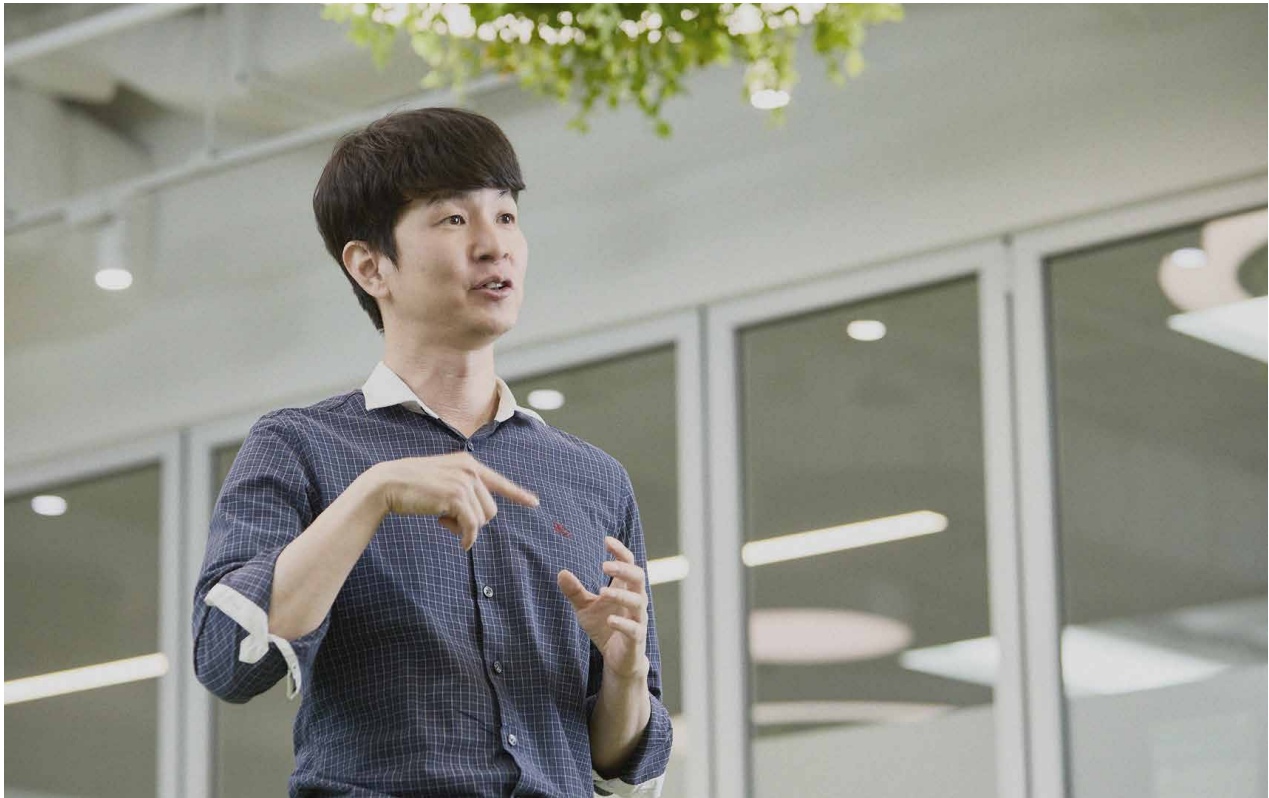
Recently, GS Caltex developed an in-house IT tool called the LubeData, a data-driven system that digitizes the entire engineering process, including raw materials inventory management, formulation design, experiment requests, and test results. All related data is stored and shared so that anyone can access and refer to it when needed.

However, even when the framework is in place, it's ultimately people who bring it to life. Mastery of each piece of lab equipment and the ability to interpret data all depend on individuals. At Kixx, we are constantly working to enhance our capabilities through self-directed learning, internal research projects, and academic seminars.

Lastly, what does Kixx mean to you as a brand?

I see Kixx as a brand that should never stay stagnant but keep moving, just like lubricants.

Every year brings new challenges, and the performance requirements keep getting tougher. But that's a sign that the brand is alive and evolving. Thanks to our team leader, who constantly brings new energy into our work, we're able to keep pushing forward without losing momentum.



Manager of GS Caltex’s Lubricants Technical Solution Team

Kwanhee Choi

“Kixx is a brand that embraces change rather than inaction,” says Kwanhee Choi, who joined GS Caltex in 2018 and has been responsible for developing Kixx engine oils for passenger cars for the past eight years. He explains that Kixx never stops innovating or taking on new challenges in order to stay closely in tune with the fast-moving lubricants market and support a smoother, more prosperous life for future generations.

Recently, there’s been a growing market demand for sustainability, so we asked Kwanhee how Kixx is responding.



What brought sustainability to the forefront in the engine oil and lubricants market?

In 2015, allegations surfaced that a major automotive group had manipulated diesel emissions data, leading to what became known as “Dieselgate.” This incident cemented the perception that internal combustion engine vehicles, whether diesel or gasoline, are harmful to the environment, and sparked a growing societal demand for more eco-friendly alternatives. Furthermore, government policies also began shifting in favor of hybrids and electric vehicles. In response to this rapidly changing landscape, Kixx introduced its first product designed to meet these new demands: Kixx HYBRID.

Engine oil made specifically for hybrid vehicles—could you explain that to us?

At the time, there were no hybrid-specific engine oil products

available in Korea, but Kixx was the first to take action. We faced a lot of challenges in figuring out how to appeal to consumers with a hybrid-specific engine oil. We had to carefully consider which performance features to highlight as key advantages. Since this was during the early stages of hybrid vehicle adoption, and the product was being developed in response to shifting mobility trends, we knew we needed to be especially thorough in our planning before full-scale development began. After much deliberation, Kixx HYBRID was launched as the first engine oil for hybrids in the Korean lubricants industry, and in 2021, the lineup was once again expanded with the launch of Kixx EV, a lubricant made for electric vehicles, and Kixx BIO, a sustainable engine oil made with a plant-based base oil.

Technology
For
Tomorrow

기술

내일 위한

Công nghệ vì
ngày mai

Технологии ради
завтрашнего дня

TECHNOLOGY FOR TOMORROW

Kixx HYBRID and Kixx EV were developed based on vehicle type. What about Kixx BIO?

Kixx BIO is a low-carbon oil derived from plant-based materials, with a base oil made from sustainable raw materials. In the case of petroleum-based engine oils, decades of development experience and a vast database of performance data make new product development relatively straightforward. But it's a different story for sustainable products. For Kixx BIO, we went through a long and meticulous process, from identifying raw materials that aligned with the needs of a sustainable engine oil to verifying whether those materials were actually suitable for use in engine oil formulations.

There must have been concerns about whether a plant-based base oil could really deliver the expected performance.

Think of paper straws—an example of compromising performance for the sake of environmental benefits. We were determined to avoid that. Our goal was to achieve performance equal to or better than that of conventional petroleum-based engine oils. Sustainable products inherently come with limited options for raw materials, so we went through countless rounds of testing and validation to identify ingredients that could meet our performance standards.

Why is it important for Kixx to maintain a portfolio of sustainable products?

Products like Kixx HYBRID and Kixx BIO are certainly less profitable, but they weren't created with short-term economics in mind. They are the result of Kixx staying flexible in response to shifts in the industry and the world. Even if they don't bring immediate returns, the team believes it was a challenge that needed to be met. Even more so as South Korea's leading lubricants brand.

Some people may ask, "If you care about the environment, why not just drive an electric vehicle instead of a car with an internal combustion engine?" But the reality is that many consumers still choose internal combustion engine vehicles

because of ongoing issues such as cost, limited charging infrastructure, driving range, and battery safety. Among them are individuals who feel a strong sense of environmental responsibility, and we wanted to create a truly meaningful alternative for those people.

A product can take hold in the market only when automakers, consumers, and lubricants manufacturers like Kixx are all aligned and moving in the same direction. In the case of eco-conscious products like Kixx BIO, that balance hasn't yet been fully achieved. The market isn't quite at the stage where demand and infrastructure are responding sufficiently. Nevertheless, Kixx continues to move forward with the belief that someone has to take the first step.

How do you foresee trends in the automotive and engine oil industries evolving in the future?

Whether it takes 20 years or 30, no one can say for sure, but ultimately we will enter the era of electric vehicles. It's only a matter of time. Along the way, hybrid vehicles will attract even more attention. In fact, interest in Kixx HYBRID has grown significantly in recent years, more so than when it was first launched. This reflects how Kixx stayed one step ahead of the curve. Just like Kixx HYBRID, I believe Kixx BIO will attract more attention in the future. For now, we've only released a version of Kixx BIO for internal combustion engine vehicles, but based on the experience and technology we gained through its development, we're planning to expand into a wider range of bio-based lubricants beyond just engine oil.

Lastly, how would you describe Kixx as a brand in your own words?

Kixx is a brand that embraces change rather than inaction. Above all, we hope to stay closely in tune with the fast-moving lubricants market and respond quickly to new technological demands. My hope is for Kixx to continue to thrive as a long-lasting brand—not just for the next 20 years but for the next 200 and beyond.



The Power That Drives the Future Begins With Technology

The role of lubricants may be unseen, but it lies at the center of every movement. Kixx has continuously evolved within the intense environments of machines operating at their peak. Backed by GS Caltex's relentless research and innovation, the advanced technology behind Kixx lubricants is the solution that is lubricating the future.

Kixx LUBO: The Standard for High-Quality Base Oil

Kixx LUBO, the premium base oil brand from Kixx, is produced at the Yeosu Refinery using advanced hydrocracking (HCR) technology. This two-stage process enables flexible production of both Group II and Group III base oils, serving as the foundation for a wide range of high-performance lubricants.

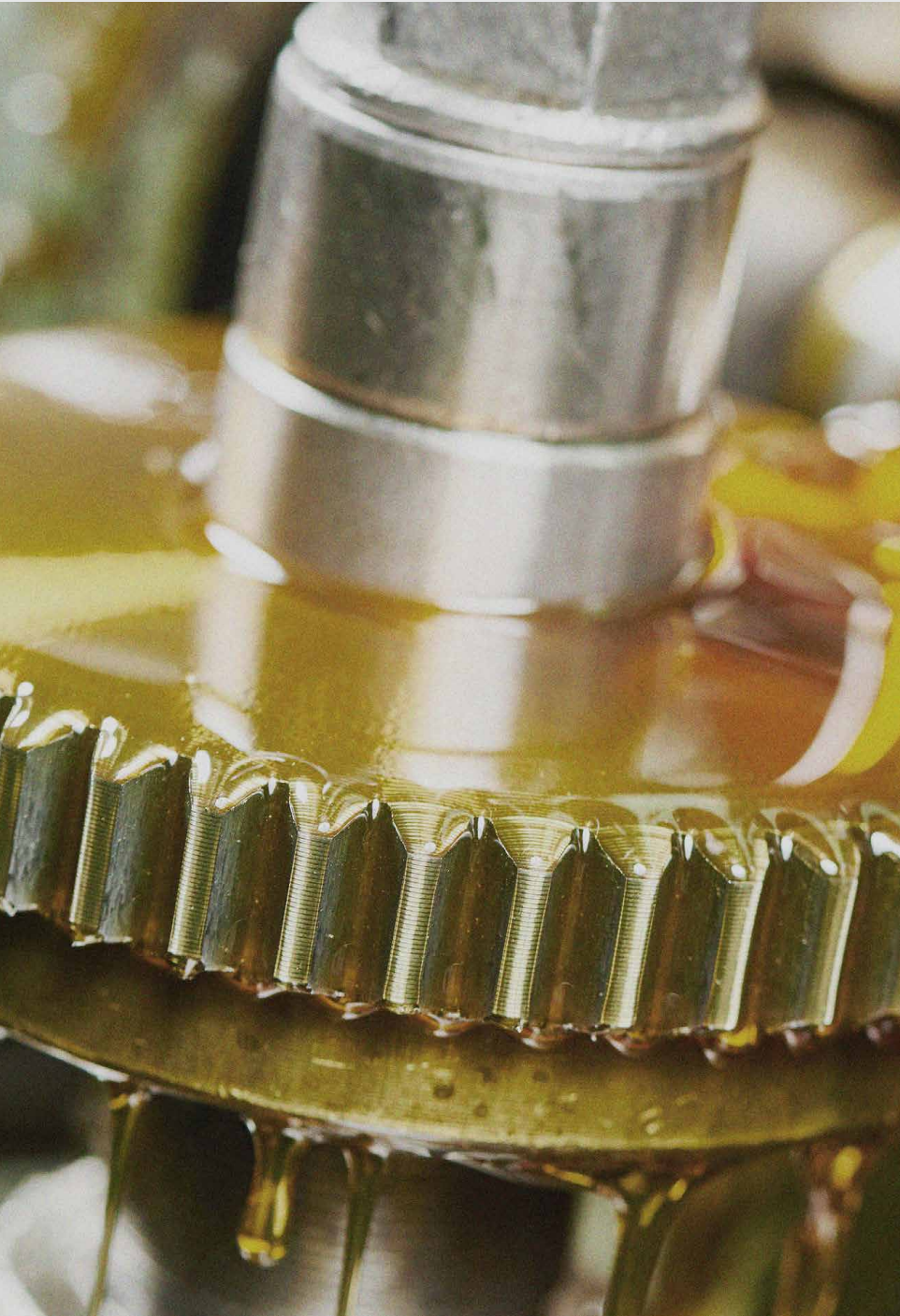


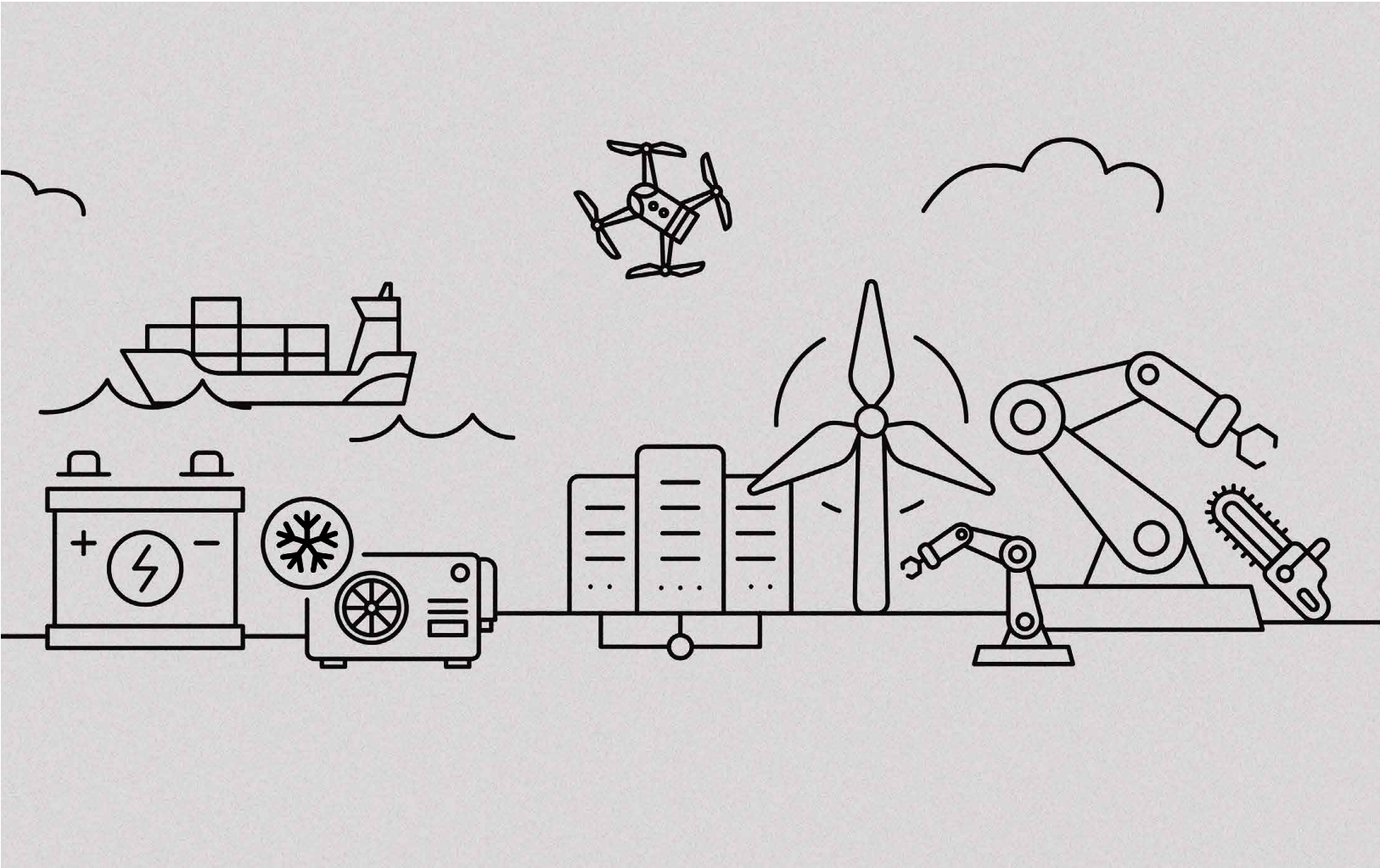
Kixx Triple Double:
Triple Anti and Double Boosting Technology

Kixx Triple Double Technology is an exclusive innovation applied to the Kixx GX and DX product lines. It combines Triple Anti Technology, which protects against friction, oxidation, and wear, with Double Boosting Technology, which enhances temperature and shear stability. Together, these features ensure optimal performance even in the most demanding conditions.

Kixx Dual Plus:
Smooth and Stable Diving with Premium PAO

Kixx Dual Plus Technology is an exclusive innovation applied to the Kixx PAO lineup. It combines Smooth Driving, which reduces friction and wear, with Stable Driving, which ensures excellent temperature stability. The result is a consistently smooth and stable driving experience, anytime and anywhere.





Lubricants Are Used in More Places Than You Might Think

Lubricants are not used only in cars. They are all around us. In fact, they are found in many unexpected types of equipment. Explore the infographic below to discover the wide range of applications for lubricants in everyday life.



Robot
Hydraulic Fluid
Even the precisely moving joints of robots require lubrication.



Wind Turbine
Turbine Oil
Lubricants are essential inside turbines that rotate blades weighing hundreds of tons.



Air Conditioner and Refrigeration System
Refrigeration Compressor Oil
Refrigeration oil works quietly behind the scenes to keep cold refrigerants moving.



Marine Vessel
Marine Lubricants
Even the massive engines out at sea cannot sail without lubricants.



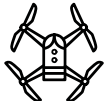
Chainsaw
Chainsaw Oil
A sharp chainsaw cutting through wood also requires lubrication to overcome friction.



Transformer
Transformer Oil
The lubricants that insulate and cool electrical equipment: Transformer oils.



Data Center
Immersion Cooling Fluid
High-performance lubricants are also used in immersion cooling systems to cool the servers in data centers that operate without rest.

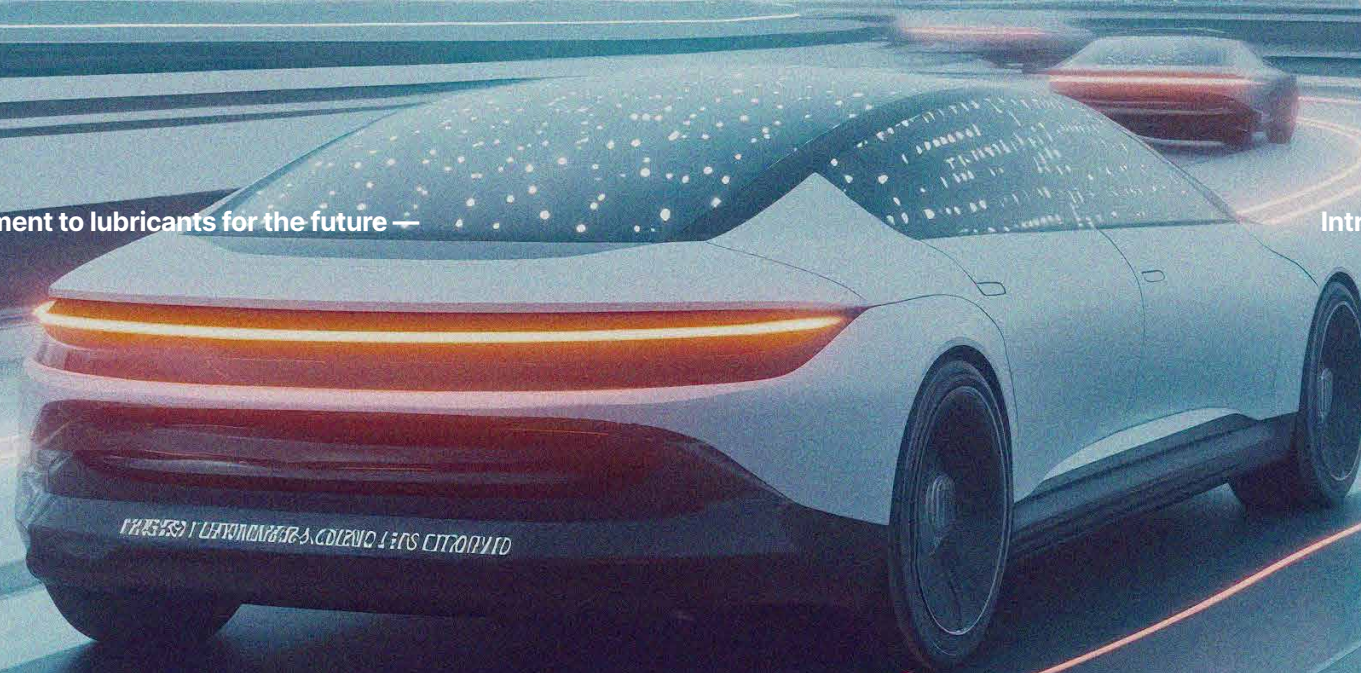


Drone
Grease
Drones fly by spinning their propellers with motor power, and wherever that rotation creates friction, grease is essential to keep them running smoothly.

Next-Generation Lubricants

From lubricants for equipment to lubricants for the future —

Introducing Kixx's next-generation lubricants.



Kixx Immersion Fluid S

Immersion Cooling, the Technology Advancing the Future

Our modern world runs on data powered by servers at data centers that process, host, and store our digital information. As heat-induced server failures can lead to unplanned outages and major disruptions, a growing number of data centers are turning to immersion cooling systems as an innovative solution that promises both efficiency and sustainability.

As various cooling methods are developed and utilized for effective thermal management, immersion cooling has recently gained significant attention as a viable option. Immersion cooling at data centers involves submerging IT equipment, such as servers, in on-conductive fluids to dissipate heat. This same method can be applied to chargers, energy storage system (ESS) batteries, and electric vehicle (EV) batteries. Air cooling, which cools servers by circulating air like a laptop fan, is the most common method of thermal management in data centers. However, as high-performance and high-density equipment becomes more widespread, the limitations of air cooling in terms of efficiency and power consumption are becoming apparent.

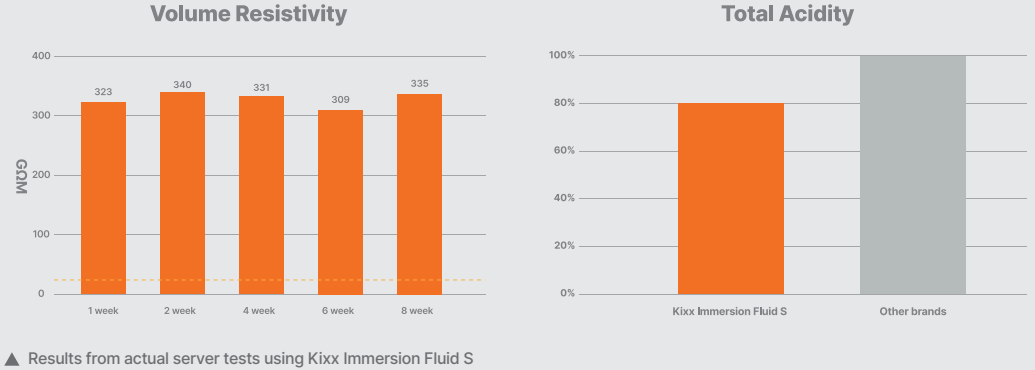
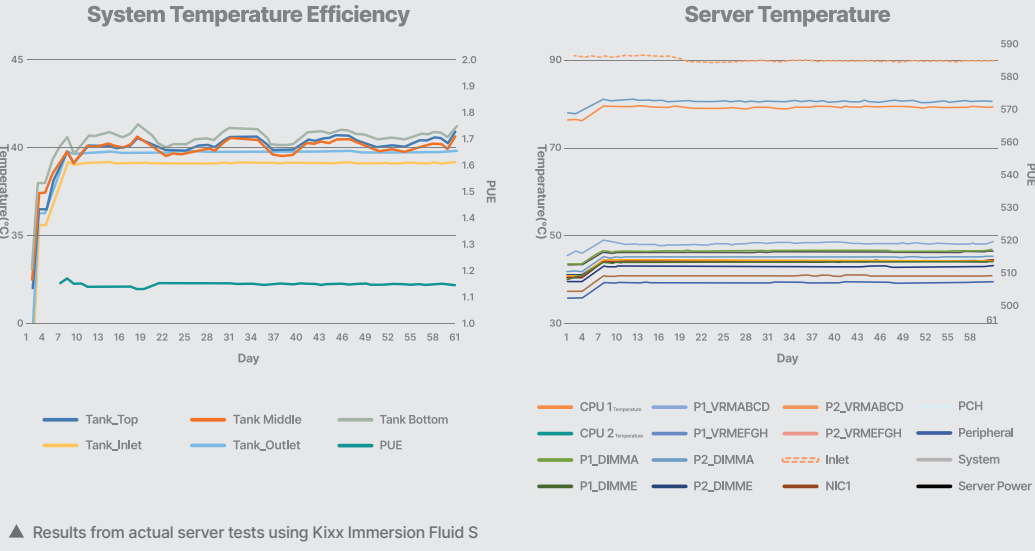
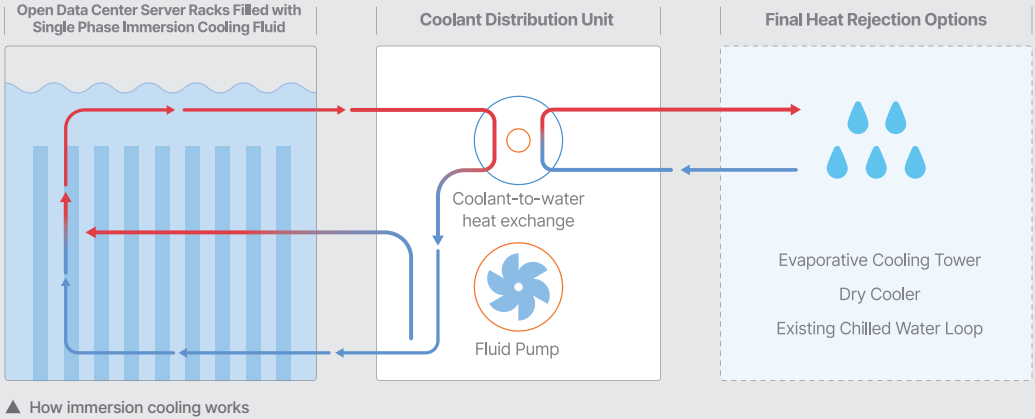
As a result, immersion cooling has emerged as a promising alternative. Immersion cooling uses a non-conductive fluid to disperse heat, eliminating the risk of electrical shorts or equipment failure. The heat from the equipment is transferred directly to the fluid, leading to a high cooling efficiency. Most notably, this method can reduce power consumption by nearly half compared to traditional cooling technologies, making it a leading thermal management solution in the era of carbon neutrality.

There are several types of immersion cooling technologies, but the most widely used technique is single-phase immersion cooling—which has a simpler structure, helping to reduce installation costs, and has no fluid evaporation loss, making it more economical and efficient.

In 2023, Kixx entered the thermal management market for the first time with the launch of its immersion cooling fluid for data centers, Kixx Immersion Fluid S. Since then, the company has expanded its product portfolio and now offers customized immersion cooling solutions for a wide range of industries. Kixx Immersion Fluid S's performance

has been proven through actual server tests through collaborations with global server companies and startups. Kixx products are currently supplied to data centers operated by major companies such as LG U+ and Samsung SDS. Through practical demonstrations, they have proven effective in maintaining stable server operations and reducing energy consumption in immersion cooling environments.

Since most data centers need to be operational 24/7, Kixx Immersion Fluid S was also tested for longevity to ensure it can maintain the highest quality protection for servers even after repeated use. Kixx Immersion Fluid S proved its ability to maintain the key properties required by the Open Compute Project (OCP) for equipment protection and outperformed competitors in service life comparison tests. In addition, Kixx Immersion Fluid S is made with human-friendly materials and is NFS food-grade-certified. It's made with biodegradable materials that help to minimize its impact on both the human body and the environment.



Results from actual server tests using Kixx Immersion Fluid S

Minimize
Environmental
Impact



Kixx Bio-Based Lubricants

Kixx BIO

This biodegradable engine oil is made with plant-based oil and has been certified as a bio-based product by the USDA (United States Department of Agriculture). It is formulated using only high-quality, renewable plant-derived ingredients such as soy, coconut, rapeseed, and palm.

It is recommended for drivers who want to minimize their environmental impact without compromising on lubricant performance or engine protection.

Kixx Chain BIO

This chainsaw oil is made with 98% bio-based carbon content. It offers excellent biodegradability, low levels of ecotoxicity and bioaccumulation, and has earned EU Ecolabel certification, which represents one of the highest environmental standards.

It is designed to minimize the environmental impact of chainsaw oil leakage that inevitably occurs during forestry, landscaping, and other work carried out in direct contact with nature.

Kixx RD BIO

This is a biodegradable hydraulic fluid designed for hydraulic systems, construction equipment, industrial vehicles, and agricultural machinery. In addition to its biodegradability, it offers stable performance and excellent equipment protection even under high-temperature and high-pressure conditions.

It is well-suited for use in environmentally sensitive areas where water and soil contamination are a concern.

For Sustainable Equipment

Next-generation Lubricants

Kixx EV

Kixx EV was a lubricant developed specifically for electric vehicles, taking into account their unique structure and driving characteristics, which differ from internal combustion engine vehicles. It helps lubricate and cool the motors and reducer, while helping to regulate temperature throughout the vehicle, including the battery.

This product is recommended for EV drivers who are committed to achieving sustainable mobility.

Kixx HYBRID

Kixx HYBRID was the first product in Korea developed specifically for hybrid vehicles. It is designed to deliver optimal fuel efficiency even in conditions typical of hybrid driving, such as frequent starts and lower engine temperatures.

This product is well-suited for hybrid drivers who value both energy efficiency and engine protection.

Kixx Gear EP S Wind

Kixx Gear EP S Wind is a synthetic industrial gear oil for wind power applications and made with state-of-the-art synthetic base oil technology. It delivers outstanding performance under the harsh operating conditions typical of wind power generation.

As a key lubricant solution, it supports the next generation of energy industries.

Kixx RF P 85

Kixx RF P 85 is a synthetic refrigeration oil, designed for use with low global warming potential (GWP) refrigerants, providing reliable lubrication in refrigeration and air conditioning systems. It is compatible with a wide range of refrigerants, including those developed to reduce carbon emissions.

As the refrigeration industry moves toward carbon neutrality, this product offers a sustainable alternative for global markets.

THE NEW **Kixx**

As the paradigm of
mobility shifts,

Kixx has been reborn
with a new look to
answer that change.

The world around us is always in motion, and Kixx is there for every moment.

From cars racing down the road to industrial machines that run tirelessly, Kixx has been there. For the past 55 years, since GS Caltex first began producing lubricants, Kixx has supported the smooth and efficient operation of all kinds of machinery.

Kixx is now moving into its next chapter. Through this brand renewal, Kixx aims to go beyond its foundation of technical reliability and evolve from a lubricant brand for machines into a brand that helps keep the wider world moving smoothly.

With bio-based solutions, Kixx supports a more sustainable future. Through technological innovation, it drives the future of mobility.

Ultimately, Kixx envisions a world we create together—one that runs smoothly and thrives without friction.

Kixx's new slogan, "Lubricating the Future," marks the brand's rebirth and serves as a clear statement of the direction we are heading. Moving forward, Kixx will continue to deliver consistent quality, reliable performance, and innovative technology, providing optimized solutions for every kind of movement and standing with you in a smoother world for tomorrow.

We are Kixx, the brand that keeps the future running smoothly.

Lubricating the Future

NEW BRAND IDENTITY

In 2025, Kixx unveiled a new look. So, what has changed from before?

LOGO

The updated logo retains the bold and dynamic impression of the previous design while refining its sharp, rigid lines with smoother curves that reflect the fluid nature of lubricants.

SLOGAN

The slogan has been updated to reflect the characteristics of lubricants conveying the value of going beyond products to help the world run smoothly and serve as a driving force for a brighter future.

PACKAGE

Information delivery has been improved by streamlining redundancies and differentiating information, while the radial pattern graphic has been incorporated to visually express dynamic performance and advanced technology.

BEFORE



AFTER



All Ways with You

Lubricating the Future



HUMANS OF Kixx



HUMANS OF Kixx



Leader of Public Relations Team 1 at GS Caltex

Ji Seon Park

박지선 팀장



Kixx is a brand that connects cars with drivers, and people with one another.

Kixx dreams of a frictionless world and strives to create a smoother, more efficient future.

For Ji Seon Park, leader of Public Relations Team 1 at GS Caltex, Kixx is far more than just a brand. Rather, it's a thread woven through her two-decade-long career and an emblem of the connection between cars and people, and even among people themselves. From joining the company in 2002 to witnessing Kixx's origin and global expansion, Ji Seon has had a front-row seat to every chapter of its journey.

It's been 20 years since Kixx was first introduced to the market.

Wow, it's been 20 years already? Time really does fly. Over the years, I've had the privilege of witnessing Kixx's growth up close and working alongside many talented, passionate colleagues who helped make that growth possible.

How was the Kixx brand created?

We underwent a major overhaul of our corporate identity in 2005, rebranding from LG-Caltex Oil Corp. to GS Caltex, as GS Group was established following its separation from LG Group. During this period, we introduced the gasoline brand Kixx, inspired by the word "kick" from soccer to symbolize speed, strength, and dynamism. A few months later, the lubricant brand was introduced under the same name.

What did the early advertising look like?

At the time, the company's advertising team conducted various campaigns to raise awareness of the Kixx engine oil brand. These included a creative commercial depicting engine oil as a circus performer, centered around the playful idea that "even engine oil needs proper conditioning."

Another notable advertisement parodied an iconic Marilyn Monroe movie scene, cleverly emphasizing that just as certain clothing highlights Marilyn Monroe's charm, specific lubricants are better suited for Korea's road conditions.

In 2016, we launched our first international TV commercial in Russia, and I even traveled there on a business trip for the shoot. It was a significant milestone—not only for me personally but also for Kixx as a brand. Seeing how widely recognized Kixx has become in the Russian market today fills me with a sense of pride and accomplishment.

Marketing language must have evolved over time as well.

From my perspective, Kixx has embraced this shift, leveraging diverse platforms and messaging approaches rarely seen in the traditionally conservative lubricants market. Breaking the mold of generic engine oil commercials with speeding cars and gushing oil, Kixx ventured into fresh, emotional territory.

Campaigns like "You Are My Lubricant," which personified engine oil to explore themes of friendship and connection, or our latest global campaign "The World Without Lubricants," which uses AI to visualize a lubricant-less world, go far beyond just cars. They stir emotion and engage audiences in new ways, which makes them great examples of how we've evolved our storytelling to match the times without changing our core values.

What about things that haven't changed?

There are values that don't change, even as the world does. Knowing what should evolve and what must remain is one of the most important decisions in our work. We must adapt to the times but also protect the essential values that define us.

How do you define Kixx?

Kixx truly embodies the concept of connection. Reflecting the slogan "All ways with you," the brand goes beyond connecting cars and their drivers. Just as lubricants are essential for everything in motion, Kixx aims to be a brand that fosters genuine connections between people, working toward a frictionless world that runs smoothly. Like a trusted companion that has quietly supported us over the years, I hope Kixx continues to grow globally and actively shape a sustainable future in our daily lives and across diverse industries.

AD HISTORY

It has been over 20 years since Kixx took its first step onto the global stage.
How has its communication evolved over time?

01 2007 Marilyn Monroe TVC

Just as the right outfit brings out the best in Marilyn Monroe, the right engine oil is made to match Korea's road conditions!
A clever ad that connects the cultural icon Marilyn Monroe with engine oil.



2007 Circus-Themed TVC

Even engine oil needs proper conditioning.

An ad that highlights the importance of using the right engine oil, featuring not circus performers or animal as the star of the show, but a passenger car performing precision tricks to deliver the message.



02



03 2008 Kixx PAO Ad

What makes a great car? Great engine oil.
An ad that captures the premium quality of Kixx PAO products in a simple, powerful message.



04 2018 Russia TVC

Kixx protects your vehicle, no matter how severe the driving conditions.
An advertisement for Kixx's engine oil products, created for the Russian market.



2021 Made in Korea, Works Around the World

Made in Korea and loved around the world.
A global campaign video that brings Kixx's international reach to life through a dynamic 3D diorama concept.



05



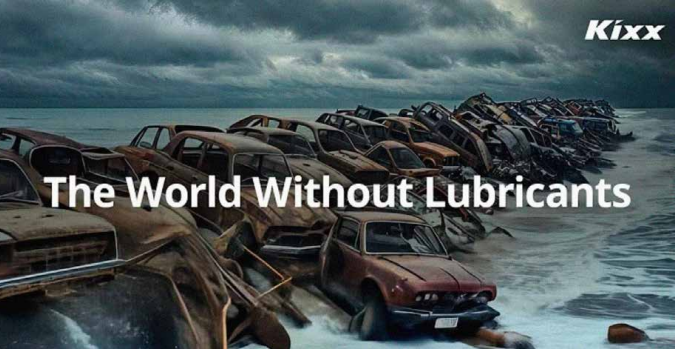
06 2023 You Are My Lubricant

A heartfelt Korean campaign that personifies lubricants as a reliable friend always by your side in everyday life.



2024 The World Without Lubricants

What if lubricants were gone?
The engine oil industry's first AI-generated advertisement, highlighting the essential role of lubricants by exploring what happens in their absence—revealing what many people overlook in their everyday lives.



HUMANS OF Kixx



Manager in GS Caltex's Lubricants Global OEM Team

Hyun Wook Kim

김현욱 책임

**Kixx is no longer a brand only for the Korean market.**

As a global lubricants brand, it is stepping onto the world stage.

Hyun Wook Kim, a manager in GS Caltex's Lubricants Global OEM Team, may speak modestly of his 30 years at the company, but within those years lies a rich accumulation of insights and affection for the brand.

Could you please tell us about yourself?

I've dedicated the past 30 years to the Finished Lubricants business since joining GS Caltex in 1995. When Kixx established its representative office in Vietnam in 2017, I moved there as the regional head of the office and led the market until last year. Currently, I work in the Lubricants Global OEM Team, where I oversee the automotive OEM business in Korea.

When did Kixx begin to expand into overseas markets?

We started ramping up exports in the mid-2000s. We chose our target countries strategically, focusing on places where Korean car exports were already strong. Russia, Vietnam, Mongolia, and Pakistan, to name a few.

What did Kixx prioritize when first stepping into the global market?

The first thing to consider when introducing a lubricant brand overseas is the distribution strategy. Rather than choosing an engine oil brand themselves, most consumers rely on recommendations from automakers or mechanics.

What challenges did you face along the way?

When Kixx first established its office in Vietnam, the brand had already secured a fair share of distribution channels in the local market, but sales had begun to stagnate. We were competing with established global brands, while new ones kept entering the market. So, we needed something specific to set us apart. After all, from a distributor's perspective, it's much easier to recommend a brand they can confidently stand behind—one that has both recognition and credibility with consumers. Balancing the branding strategies based on the market environment was exactly the task set out for Kixx's Vietnam office.

How did you approach marketing to local consumers to raise brand awareness?

We focused more on long-term localization and partner collaboration. Product placement in local dramas, as well as social contribution programs that provided room and board to youth for two months while training them in the automotive repair trade, were a few of the projects we did. We also appointed Nguyen Quang Hai, Vietnam's most popular football star, as Kixx's ambassador, while launching several online and offline campaigns.

What are some unique aspects of the Vietnamese market?

Since motorcycles are the main mode of transportation, demand for motorcycle engine oil (MCO) is relatively higher in Vietnam, and the consumer base is younger. Building public brand awareness was both necessary and an effective strategy considering the short oil change intervals for motorcycles and consumers' sensitivity to brands. As a result, Kixx saw a significant increase in aided brand awareness, meaning more people recognized the brand when its name was mentioned. In addition, more mechanics and distributors began asking for Kixx by name within the distribution network.

There was a time when I came across a brand awareness survey in a competitor's YouTube ad, and I saw that Kixx was included as one of the examples. Then, once again, while on a family trip to Da Lat, a provincial city, I saw a Kixx sign hanging outside a repair shop at the entrance of a narrow alley. Seeing that Kixx had reached even this part of the country gave me a quiet sense of pride.

How would you assess Kixx's current standing in the global market?

Kixx is growing into a global brand, and that growth is clearly reflected in the numbers. Before 2010, overseas sales accounted for less than 30% of Kixx's total sales, but now that figure is approaching 60%.

How can Kixx continue its expansion into other regional markets?

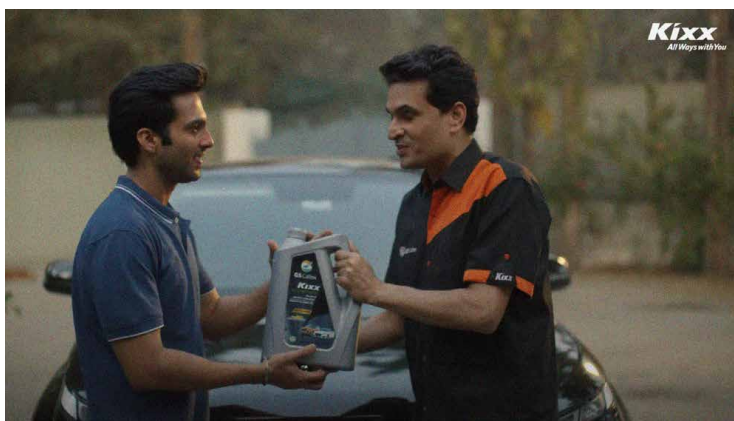
Drawing on past market expansion experience, Kixx will continue to focus on its key target countries moving forward. We need to work closely with our partners in each market, thinking and acting together so that Kixx can establish itself as a leading local brand.

Lastly, how would you describe Kixx as a brand in your own words?

After 30 years with the brand, Kixx feels as familiar as my own name. I've come to identify with it so much that I jokingly think of myself as "Kixx Kim." I'd like to take this opportunity to express my sincere thanks to Mr. Dennis Yang and Mr. Vũ Thanh Giang, who played key roles in localizing Kixx alongside the company.

OVERSEAS CAMPAIGN

Kixx develops uniquely tailored campaigns in key overseas markets such as Vietnam, India, and Russia, taking into account the distinct culture of each region.



Vietnam

Kixx appointed popular Vietnamese icons such as national football star Nguyen Quang Hai and beloved rapper Rhyder as global ambassadors, leading a variety of online and offline campaigns.

India

Drawing inspiration from the relationship between engine oil and vehicles, as well as the bond between drivers and their cars, we designated the first Sunday of August each year as "Friendship Day" and launched a video campaign highlighting friendship and connection.

Russia

Reflecting the interests of local consumers who are highly interested in car maintenance, a TV and radio campaign was launched to promote the engine oil brand Kixx.

HUMANS OF Kixx



Manager of GS Caltex's Lubricants Business Operation Team

Changbeom Lee

이창범 책임

**Kixx continues to move forward.**

It's a brand that delivers technology for the next generation and leads the industry through constant challenges.

Changbeom Lee, manager of GS Caltex's Lubricants Business Operation Team, is a "marketing challenger." Having been with the brand for eight years, he has helped shape the face of Kixx. For him, innovations and challenges are simply a part of everyday life.

How did your journey with Kixx begin, and what kind of work are you currently involved in?

I've been in charge of marketing for Kixx lubricants since 2018. My field of business is marketing, which involves everything in making a brand known to people. From official channels like the Kixx newsroom and LinkedIn to product detail pages on the website, product brochures, key visuals, brand campaign videos, digital content, and even banners used at offline events.

You've been involved in every aspect of promoting Kixx. How is this different from the other marketing work you've done in the past?

Kixx is a complex brand that has the characteristics of both consumer and industrial products. Engine oil used in vehicles has a B2C aspect—targeting individual consumers, while industrial lubricants have a B2B aspect—targeting corporate clients. Even within engine oil, there are multiple audiences to consider, including distribution channels, repair shops, and the drivers themselves. Each demographic requires a different approach to brand communication.

As the person in charge of the brand, what do you consider most important when promoting Kixx in the market?

In overseas markets where brand awareness is still relatively low, the recognition of South Korea as a brand often works to our advantage. In the Korean market, Kixx already has a strong foundation of trust, but its image as a future-oriented brand is relatively unknown. That is why we are currently working on branding efforts to build a more premium, forward-looking, and progressive brand image. The recent brand renewal is a part of that initiative.

Could you tell us more about the brand renewal?

The renewed Kixx will be a more future-oriented brand, unafraid of change and ready to lead the way for the next generation. We refined every aspect of our communications, from the logo to the packaging design. Our new slogan, "Lubricating the Future," reflects that commitment.

In this era of future mobility, what kind of future is Kixx preparing for?

What matters going forward is the ability to read changes in the environment and carve out new opportunities. A good example would be Kixx's immersion cooling fluid launched in 2023, as well as biodegradable lubricants like Kixx BIO, Kixx Chain BIO, and Kixx RD BIO.

Do you ever feel nervous about these kinds of challenges?

Not at all. Marketers, by nature, should be curious about new things, enjoy trying them out, and take pleasure in learning. The same goes for the Kixx brand. Kixx is still a young brand, and it holds unlimited potential for future growth.

Which marketing campaign stands out to you the most?


What stands out most is when a new approach leads to a great result. One example is the 2023 campaign titled "You Are My Lubricant." It was a domestic brand campaign that took a different approach by not featuring lubricants directly. Instead, the campaign told a story that compared the relationship between a vehicle and its lubricant to the emotional bonds between people. Emotional storytelling is quite rare for a lubricants brand, right? And the response from consumers was very positive. There was also a global brand film titled "The World Without Lubricants" that we created using AI. The campaign illustrated a world where lubricants suddenly disappeared, highlighting just how essential they are. The storyline was bold, and the overall concept was a fresh and exciting challenge. It was also the first AI-generated advertisement of its kind in the industry.

How would you describe Kixx as a brand as someone involved in every aspect from A to Z?

A brand full of potential. A brand with a future to look forward to. A brand unafraid to take on challenges. Even at 20 years, Kixx is still in its early to mid stages as a brand. I believe the brand will strengthen its presence by building on its strong growth potential. As one of the many people helping to shape that journey, I want to do my part to the fullest.



Lubricants are deeply woven into our everyday lives —
yet they rarely take center stage.
Quietly, but impactfully, they support every motion in the world,
enduring heat and friction.



Behind every big move is a little lubricant.



Building on the years gone by,
Kixx is ready to make its mark once again.
Stronger. More precise. For tomorrow.
The all-new Kixx redefines
the standard of performance.



NEW
Kixx
GX7

SQ
5W-30

API SQ-RC, ILSAC GF-7A
FOR GASOLINE ENGINE



Kixx
PAO100

0W-40

ACEA C3, API SP



Kixx
HYBRID

0W-16

API SG-RC, ILSAC GF-6B

Kixx
PAO
Euro

A3/B4
5W-30

ACEA A3/B4, API SP





Kixx

MX9

4T

**SN/MA2
10W-40**

API SN, JASO MA2

MA2

TRIPLE
DOUBLE
TECHNOLOGY

JASO T 903 (2020)
PERFORMANCE IS GUARANTEED BY
68 Castrol Corporation

1L

Fully Synthetic

APPENDIX:

Kixx PRODUCT UPDATE SHEET

| Old | | New | |
|----------------------------|-----------------|--------|------------------|
| Passenger Car Motor Oil | Kixx PAO 1 | 0W-30 | Kixx PAO 100 |
| | Kixx PAO 1 | 0W-40 | Kixx PAO 100 |
| | Kixx PAO A3/B4 | 5W-30 | Kixx PAO Euro |
| | Kixx PAO A3/B4 | 5W-40 | Kixx PAO Euro |
| | Kixx PAO C3 | 5W-30 | Kixx PAO Diesel |
| | Kixx PAO C3 | 5W-40 | Kixx PAO Diesel |
| | Kixx BIO 1 | 0W-20 | Kixx BIO |
| | Kixx BIO 1 | 5W-30 | Kixx BIO |
| | Kixx HYBRID | 0W-16 | Kixx HYBRID |
| | Kixx HYBRID | 0W-20 | Kixx HYBRID |
| | Kixx G1 Dexos1 | 0W-20 | Kixx GX9 Dexos1 |
| | Kixx G1 Dexos1 | 5W-30 | Kixx GX9 Dexos1 |
| | Kixx G1 A3/B4 | 5W-30 | Kixx GX9 Euro |
| | Kixx G1 A3/B4 | 5W-40 | Kixx GX9 Euro |
| | Kixx G1 A3/B4 | 10W-40 | Kixx GX9 Euro |
| | Kixx G1 A5/B5 | 5W-30 | Kixx GX9 Euro FE |
| | Kixx D1 RV | 5W-30 | Kixx GX9 Diesel |
| | Kixx D1 RV | 5W-40 | Kixx GX9 Diesel |
| | - | - | Kixx GX7 |
| | - | - | Kixx GX7 |
| | - | - | Kixx GX7 |
| | - | - | Kixx GX7 |
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| | - | - | Kixx GX7 |
| | - | - | Kixx GX7 |
| | - | - | Kixx GX7 |
| | SP | 0W-16 | Kixx GX7 |
| | Kixx G1 SP | 0W-20 | Kixx GX7 |
| | Kixx G1 SP | 0W-30 | Kixx GX7 |
| | Kixx G1 SP | 5W-20 | Kixx GX7 |
| | Kixx G1 SP | 5W-30 | Kixx GX7 |
| | Kixx G1 SP | 5W-40 | Kixx GX7 |
| | Kixx G1 SP | 5W-50 | Kixx GX7 |
| | Kixx G1 SP | 10W-30 | Kixx GX7 |
| | Kixx G1 SP | 10W-40 | Kixx GX7 |
| | Kixx G1 SP | 20W-50 | Kixx GX7 |
| | Kixx G1 SN PLUS | 0W-20 | Kixx GX7 |
| | Kixx G1 SN PLUS | 5W-20 | Kixx GX7 |
| | Kixx G1 SN PLUS | 5W-30 | Kixx GX7 |
| | Kixx G1 SN PLUS | 5W-40 | Kixx GX7 |
| | Kixx G1 SN PLUS | 10W-30 | Kixx GX7 |
| | Kixx G1 SN PLUS | 10W-40 | Kixx GX7 |
| | Kixx G1 SN PLUS | 20W-50 | Kixx GX7 |
| | Kixx D1 C3 | 5W-30 | Kixx GX7 DL-1 |
| | Kixx DL-1 | 0W-30 | Kixx GX7 DL-1 |
| | Kixx DL-1 | 5W-30 | Kixx GX5 |
| | Kixx G SP | 5W-30 | Kixx GX5 |

| Old | | New | |
|----------------------------|-----------------------------|--------|------------------|
| Passenger Car Motor Oil | Kixx G SN PLUS | 10W-40 | Kixx GX5 |
| | Kixx LPG SP | 10W-30 | Kixx GX5 LPG |
| | Kixx G SL | 5W-30 | Kixx GX5 |
| | Kixx G SL | 10W-30 | Kixx GX5 |
| | Kixx G SL | 10W-40 | Kixx GX5 |
| | Kixx G SL | 15W-40 | Kixx GX5 |
| | Kixx D1 Turbo A3/B4 | 10W-40 | Kixx GX5 Diesel |
| | Kixx G SJ | 5W-30 | Kixx GX5 |
| | Kixx G SJ | 10W-30 | Kixx GX5 |
| | Kixx G SF | 20W-50 | Kixx GX5 |
| | Kixx G SF | 10W | Kixx GX5 |
| | Kixx HDX PAO CK-4/E8 | 15W-40 | Kixx DX9 PAO |
| | Kixx HDX Euro CK-4/E8 | 10W-30 | Kixx DX9 Euro |
| | Kixx HDX Euro CK-4/E8 | 15W-40 | Kixx DX9 Euro |
| | Kixx HDX CK-4/E9 | 10W-30 | Kixx DX9 |
| | Kixx HDX DH-2 | 10W-30 | Kixx DX9 DH-2 |
| | Kixx HDX DH-2 | 15W-40 | Kixx DX9 DH-2 |
| | Kixx HD1 C.J-4/E11 | 10W-30 | Kixx DX7 |
| | Kixx HD1 C.J-4/E11 | 10W-40 | Kixx DX7 |
| | Kixx HDX C.J-4/E9 | 15W-40 | Kixx DX7 |
| Heavy Duty Engine Oil | Kixx HD1 CI-4/E7 | 10W-30 | Kixx DX7 |
| | Kixx HD1 CI-4/E7 | 10W-40 | Kixx DX7 |
| | Kixx HD1 CI-4/E7 | 15W-40 | Kixx DX7 |
| | Kixx HD CH-4/E7 | 10W-30 | Kixx DX5 |
| | Kixx HD CH-4/E7 | 10W-40 | Kixx DX5 |
| | Kixx HD CH-4/E7 | 15W-40 | Kixx DX5 |
| | Kixx HD Power CH-4 | 20W-50 | Kixx DX5 |
| | Kixx HD CG-4 | 10W-40 | Kixx DX5 |
| | Kixx HD CF-4 | 5W-30 | Kixx DX5 |
| | Kixx HD CF-4 | 15W-40 | Kixx DX5 |
| | Kixx HD CNG | 10W-40 | Kixx DX5 CNG |
| | Kixx HD CNG | 15W-40 | Kixx DX5 CNG |
| | Kixx G SF | 10W | Kixx DX5 |
| | Kixx 300 | 40 | Kixx DX5 CF |
| | Kixx 300 | 50 | Kixx DX5 CF |
| | Kixx Ultra 4T SN/MA2 | 10W-30 | Kixx MX9 4T |
| | Kixx Ultra 4T SN/MA2 | 10W-40 | Kixx MX9 4T |
| | Kixx Ultra 4T SN/MA2 | 20W-50 | Kixx MX9 4T |
| | Kixx Ultra 4T Scooter SN/MB | 5W-40 | Kixx MX9 Scooter |
| Motorcycle Engine Oil | Kixx Ultra 4T Scooter SN/MB | 10W-30 | Kixx MX9 Scooter |
| | Kixx Ultra 4T Scooter SN/MB | 10W-40 | Kixx MX9 Scooter |
| | Kixx Ultra 4T SL/MA2 | 10W-30 | Kixx MX7 4T |
| | Kixx Ultra 4T SL/MA2 | 10W-40 | Kixx MX7 4T |
| | Kixx Ultra 4T SL/MA2 | 15W-40 | Kixx MX7 4T |
| | Kixx Ultra 4T SL/MA2 | 20W-40 | Kixx MX7 4T |
| | Kixx Ultra 4T SL/MA2 | 20W-50 | Kixx MX7 4T |
| | Kixx Ultra 4T SL/MA2 | 25W-60 | Kixx MX7 4T |
| | Kixx Ultra 4T Scooter SL/MB | 10W-40 | Kixx MX7 Scooter |
| | Kixx Ultra 2T FD | - | Kixx MX7 2T |
| | Kixx M 2T FB | - | Kixx MX5 2T |

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