

THE

MOLYSLIP[®]

MAY/JUNE 1978

CHALLENGE



The busy spring "show season" is over, for this year at least. Our last major show before the start of the equally-busy summer racing season, was the bi-annual AIA Show, held at the Canadian National Exhibition grounds in Toronto. This show, which was an overwhelming success, capped a busy six-month period that saw Moly Slip (Canada) Inc. involved in no less than eight major trade and consumer shows in Toronto, Chicago, San Francisco, and Las Vegas. Our AIA display had a strong motor racing involvement, thanks to veteran racing driver Willy Goebels of Toronto, who kindly provided us with his immaculately-prepared Porsche Carrera for this show. Watch for Willy and his partner Hans Berner in the 2nd Annual Moly Slip Endurance Series, which recently got underway.

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We were pleased to have Baron Rolf Beck, Chairman of the Board of the Slip Group of Companies of England, on hand to officially endorse our agreement for sponsorship of the 2nd Annual Moly Slip Endurance Series. Les Joyce, on the left, President and General Manager of Moly Slip (Canada) Inc., and Steve Robson (right) Race Director of the Oakville-Trafalgar Light Car Club, witnessed the signing ceremony. Robson's Club organized the opening event of the series, sponsored by Autosport Canada magazine, at the Nelson International Raceway near Shannonville, Ontario, on May 27th.



1978 SERIES UNDERWAY

The 2nd Annual Molyslip Endurance Series, which is going national this year, got underway at Nelson International Raceway near Shannonville, Ontario on May 27th.

The three-hour race, sponsored by Autosport Canada Magazine, was won by a pair of veteran endurance drivers, Jacques Bienvenue of Granby, Quebec and Marcel Talbot of Montreal, in the same Porsche RSR that Toronto's Klaus Bytzek drove to victory in the 1977 Molyslip Endurance Series. Bienvenue purchased the car during the winter months.

The Bienvenue-Talbot Porsche covered a total of 193 laps around the twisty 1.1-mile circuit, and at one point held an 8-lap lead over the second-place Porsche RSR of Willy Goebbels and Hans Berner, both of Toronto. A series of fuel problems that forced Talbot to come into the pits several times in the final minutes of the race cut into the lead considerably, and at the finish Bienvenue and Talbot were only one lap ahead of the fast-closing Berner.

Brian Hardacre of Toronto, and his co-driver Dave Csumrik, finished third, in another Porsche RSR, with a total of 187 laps.

Fourth overall, and first in "B" class was the MGB of Torontonians Peter Bulkowski and Bruce Kulczyk, which logged a total of 185 laps. Close behind was the Datsun 710 of Arnold Hoar of Moncton, New Brunswick, who finished second behind Bytzek in last year's series, with 184 laps. Third in the "B" class was the Datsun B210 of Larry Bennett of Guelph, Ontario and Bob Essletine of Wallenstein, Ontario, with 168 laps.

This opening race of our 1978 series, this company's major promotional effort, produced some excellent racing action, particularly in the "B" class, where Bulkowski battled bumper-to-bumper with the Porsche 911 of Montreal's Victor Larose for the first hour, before Larose finally was forced to retire with a blown engine.

The cards were of a much higher caliber than those that took part in last year's events, which bodes well for this year's series.

As mentioned earlier, this year's series will be truly a national affair, with races already scheduled from Argentinia, Newfoundland to the Westwood track just outside of Vancouver, BC. While all the dates have not yet been finalized, it appears that we can realistically expect that this year's series will comprise a minimum of five events, and perhaps as many as seven. At the moment, races are scheduled for Le Circuit, Quebec, the Argentinia airport circuit in Newfoundland, Atlantic Motorsport Park in Nova Scotia, and the finale, at the Westwood track on October 8th. Another Ontario event is also under discussion with officials of the Canadian Automobile Sports Clubs, the governing body of Canadian motorsport, which is sanctioning this series.

We're also most optimistic that this series will attract additional commercial support this year. The Newfoundland round will be sponsored by Molson's, and the B.C. event by the Columbian, a leading weekly newspaper in the Vancouver area. The Nova Scotia race, at the newly-resurfaced AMP track, is also expected to have sponsorship, with an announcement expected shortly in this regard.

This series, Canada's premier endurance racing program, is open to Sports Cars, Sedans and Sports Racing Cars, including such well-known marques as Corvette, Porsche, Datsun, Fiat, Renault, Honda, Toyota, Mazda, MG and Triumph. All races are at least two hours in length, providing an excellent test of both the machinery and their drivers (not to mention our products), and all carry a minimum purse of \$2,000. In addition, the top drivers in this series will share a \$6,000 end-of-the-season points fund provided by our company as part of our sponsorship involvement.

Look for details on this fine motor racing series in future issues of the MOLYSLIP CHALLENGE, or better still, why not make a point of taking in one of these events in the coming months.

DOES MOLYSLIP REALLY WORK?

Letters, letters and more letters.

Our company's increasing penetration of the Canadian additive market (see Autosport Canada survey below), has produced an ever-increasing stream of letters and telephone calls from satisfied Molyslip customers. Typical of these letters is this one from Guy Craste of Gatineau, Quebec, who wrote as follows:

Dear Mr. Joyce,

I wish to let you know my experience as a user of Engine Molyslip.

I bought a 1967 Pontiac Parisienne (293 c.i. engine) in January 1969 in my arrival from France. The car had 27,000 miles on the odometer.

I started to add Molyslip every oil change (3,000 mile intervals) when my mileage was about 35,000 miles, 1970.

In 1973 at 110,000 miles a small valve spring broke and therefore I had a valve job done. Upon lifting the head, we noticed there were hardly any wear on the cylinders; hardly any noticeable ridge.

We are now in 1977, the engine has 188,000 miles, still running strong and not burning oil.

I am so amazed at this result that I feel I should compliment your company about the quality of this product. In this country where mass publicity is a must to market a product (i.e. STP and others), it is refreshing to see that a good product can still sell without heavy publicity investment.

I checked with 3 different Canadian Tire stores about your sales and all of these have very good comments and good sales results.

Hoping this letter will be of some use to you; I remain,

Yours very truly,

*G. Craste,
Gatineau, P.Q.*

MOLYSLIP NO. 1!

AUTOSPORT CANADA READER SURVEY

Our company's growing involvement in Canadian motorsport is starting to pay important dividends.

Autosport Canada magazine, this country's leading consumer automotive/motorsport publication, recently polled is more than 20,000 paid subscribers, on a variety of subjects, as part of its annual Reader Survey. One of the questions asked was "List your favourite brands of the following items," and one of the items listed was oil additives. The answers, and those obtained in a similar survey a year ago, are as follows:

	1977*		1978*
STP	18.50%	Molyslip	18.50%
Molyslip	7.00%	STP	16.50%
Wynn's	2.00%	Wynn's	2.50%
Bardahl	1.50%	Rislone	1.00%
Red-X	1.00%	Bardahl	0.50%
Rislone	0.50%	Not Specified	61.00%
Not specified	69.50%		

* Source: Autosport Canada magazine, with permission.

Enough said?

Meet the Moly Slip Line

'TALK ABOUT PROTECTION'

E OIL SUPPLEMENT

A colloidal suspension of molybdenum disulfide in a high grade, multi-viscosity, engine oil that contains anti-foam agents and corrosion inhibitors. E combines instantly with any premium grade engine oil, which acts as a carrier to take the 0.5 micron particles of MoS₂ to any point where pressure occurs, and within 150 miles has completely "plated-on" to these surfaces. Independent tests shows that E will reduce temperature rise up to 25 percent and gasoline savings from 5 to 25 percent. E is available in an 8-ounce can (which will last up to 6000 miles), and for industrial users, is also available in one- and five-gallon containers.

METAL SAVER

Moly Slip's Metal Saver was developed many years ago, before the advent of containerization to protect machinery and manufactured products that were being shipped from the UK to export markets around the world. Originally developed by the Slip Group of Companies as an industrial product, it was designed to protect against the corrosive attack of salt water and sea air. Now, however, Metal Saver has a number of other applications, both in industry and for the consumer as well. It's available in both the convenient 8-ounce aerosol can and in larger industrial sizes, and with its bright yellow film provides visual assurance that all exposed surfaces are protected. Metal Saver can be easily removed by gasoline, varsol or other similar solvents.

2-STROKE

This product is for 2-cycle engines using gas/oil mixtures. It prevents carbon build-up on plugs, valves and in the exhaust system. Molybdenum disulfide "plates-on" all contact surfaces to reduce friction and heat. It increases rpm on snowmobiles, motorcycles, outbound motors, chain saws, etc. The 4-ounce container will treat 32 gallons.

LIQUID GREASE

A molybdenum disulfide fortified lubricant that penetrates like oil, but remains as grease on control cables, throttle pivot points, leaf springs, door bearings, and such. It will not drain off or dry out like oil. It guards against rust and corrosion and is an excellent chain lubricant for motorcycle, etc. It's available in a n 8-ounce aerosol can, and in one- and five-gallon drums for industrial usage.

COPASLIP

Copaslip Anti-Seize Compound is a combination of copper particles in a non-melting grease base. It eliminates seizure, galling, fretting corrosion of threaded connections etc., and is ideal for anything that goes together that may later be adjusted or removed. This product will not squeeze out or become ineffective through a temperature range from sub-zero to 2000°F, and is available in 3-ounce tubes and a one pound can.

G MANUAL TRANSMISSION/GEAR OIL SUPPLEMENT

G is basically the same as E but with a heavier viscosity oil base and extreme pressure additives to "plate-on" instantly to any surface it contacts. For use in transmissions, differentials and steering boxes to promote finger tip shifting, quiet rear ends and easier steering. It is not, however, suitable for automatics, limited-slip differentials or overdrive units which rely on friction to produce motion. G is available in both 4- and 10- ounce containers, as well as the convenient one- and five-gallon containers that our industrial customers prefer.

RAD SLIP

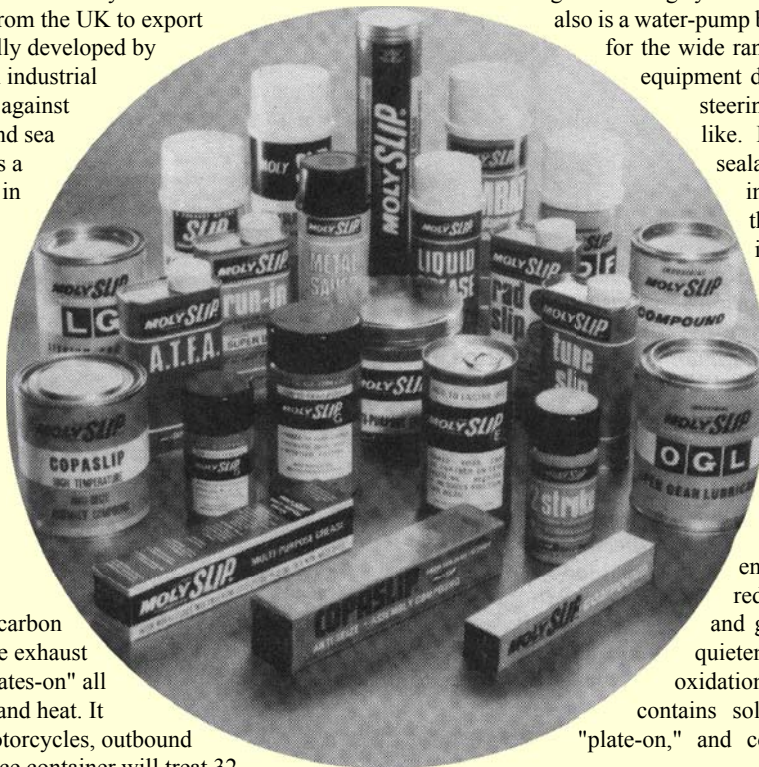
This is a multi-use product for one of the most important systems in liquid cooled engines – the radiator. Rad Slip is the product of many years of extensive development, and has proven to be extremely useful for maintaining the cooling systems of cars, vans and trucks. Rad Slip also is a water-pump bearing lubricant, so essential today for the wide range of vehicles which have "extra" equipment driven V-belts – alternators, power steering pumps, air conditioners, and the like. Rad Slip also acts as a radiator sealant and will help to plug small holes in cores, seal cracks, and to prevent the loss of coolant. Rad Slip is good insurance against expensive coolant system repairs, and is available in the popular 8-ounce can.

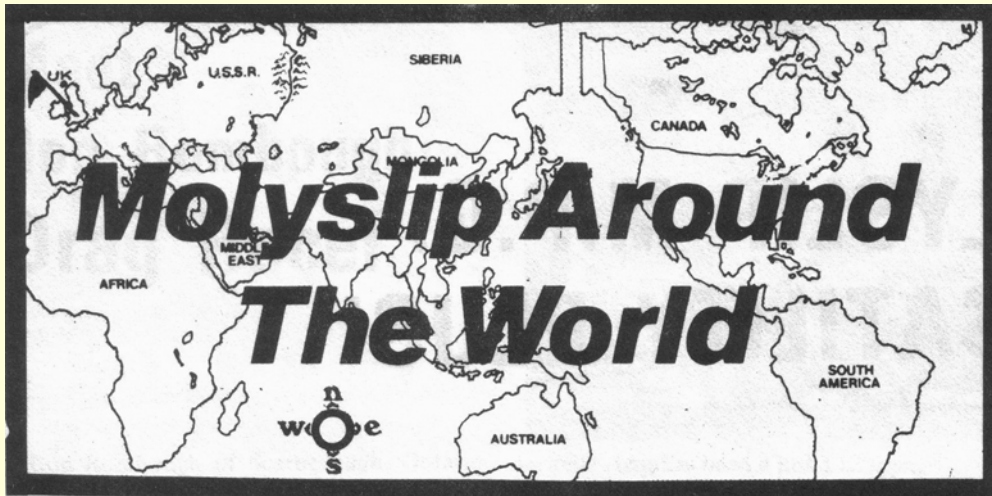
Automatic Transmission Supplement (ATS)

Moly Slip's Automatic Transmission Supplement is formulated to work in automatic transmissions, overdrive units, limited-slip differentials and power steering boxes. It reduces temperature, improves seals and gaskets, gives silent gear changes, quietens rear-end whine, protects against oxidation and reduces maintenance. ATS contains soluble molybdenum that will not "plate-on," and comes in a handy 8-ounce tube.

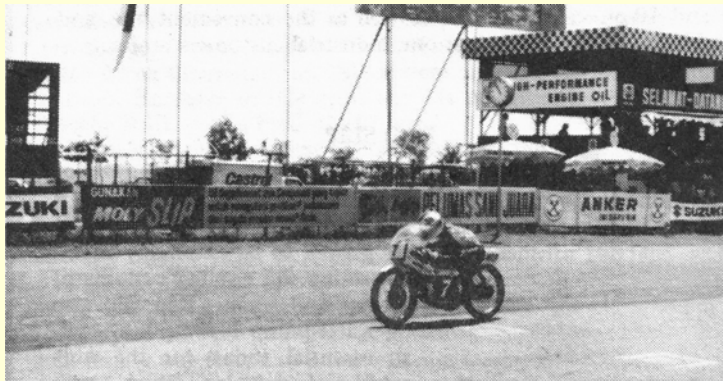
Multi-Purpose Grease (M.P.G.)

M.P.G. does not melt, and is a completely waterproof no. 2 grease containing molybdenum disulfide to sustain loads in excess of 200,000 psi. It's excellent for use on wheel bearings, chassis lubrication, ball hitches, fifth wheel load plates, front end loader pivot and bucket pins, etc., and is effective in a temperature range from -30°F to 425°F. It comes in a 3-ounce tube, a 14-ounce cartridge, and in one-, five- and 25-pound containers as well.





Molyslip Products now in Indonesia



Motor racing, both the four-wheeled and two-wheeled variety, seems to be popular in Indonesia. These pictures were taken at the Ancol Racing Circuit in Jakarta, the country's capital. Note the Molyslip banners in the background.



Molyslip products are now available in Indonesia, through an agreement recently concluded with the P.E. Perennial Paragon organization in Jakarta. Molyslip (Canada) Inc. recently received the following letter from this newest Molyslip distributor:

Dear Mr. Les Joyce,

We are the sole agent of Molyslip products in Indonesia, and we feel very proud and pleased to be appointed.

Baron Beck recently visited us for 3 days, and during his stay here has introduced you to us. Since we are the beginners in handling Molyslip products, we need more information and advice from you in promoting our sales, as we have known that your company has been fantastically successful in the Canadian market and we wish that by your advice, we are able to grow like you.

We were glad to learn that Molyslip products have passed STP products in the recent Auto Sport Canada Reader Survey.

Recently, we have sponsored automobile and motorcycle racing held at the Ancol Racing Circuit in Jakarta. Molyslip products of Radsil (Rad Slip in Canada) and Molyslip E were used in a Mazda 808 which won the class A championship for cars of 1300-1600 cc. According to the driver, after using Molyslip products, the temperature of the water was below what it has been in the past, even though the car was running at maximum speeds for seven full hours, with the stops being for re-fueling and to change tires.

Baron Beck has suggested that we also request from you samples of your souvenir items, such as racing jackets, and some copies of the Molyslip Challenge.

Enclosed please find some photographs taken at the racing circuit, and with our best regards,

We remain yours faithfully,

Mr. S. Pukiat, President Director.

The Molyslip Challenge is produced by:

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