



MOTUL LAUNCHES ASIAN IMPORT MOTOR OIL, SPECIFICALLY FORMULATED TO BETTER PRESERVE AND PROTECT DAILY DRIVEN ASIAN AUTOMOBILES

All-new Asian Import motor oil improves efficiency, increases fuel economy, extends engine life and boosts outright performance, all in one affordable product

October 01, 2025 — Today [Motul](#) launched its all-new Asian Import motor oil, a competitively priced product that has been carefully crafted to improve all aspects of engine performance and protection for daily driven Asian automobiles. Made in the USA using the finest synthetic technology, Asian Import motor oil delivers OEM-level quality at a DIY-friendly price point, making Asian Import the absolute best choice for all Asian vehicles.

“The launch of Asian Import represents a major strategic milestone for our company. This product line enables Motul USA to address customer needs in markets where we have not previously had wide coverage, while positioning us to participate in a large segment of the car park,” said Nicholas Bagley, Product Marketing Manager PCMO. “With this launch, we are enhancing our portfolio in a way that supports long-term growth and reinforces our commitment to meeting the evolving needs of drivers and service providers alike.”

When subjected to the most stringent ASTM automotive engine oil testing protocols, Motul Asian Import was shown to produce 13% fewer piston deposits and 33% less oil thickening compared to the API SN standard. What this means for Asian vehicle owners is engines that run better and last longer thanks to cleaner pistons, improved pumpability during cold starts, and superior viscosity control and shear stability even under extreme loads and temperatures.

Motul Asian Import motor oil further redefines real-world engine performance by measurably improving fuel economy — up to an 18% improvement in average fuel economy, according to ASTM testing — in addition to maximizing peak horsepower. All combined, this makes Asian Import the ultimate oil choice for value-conscious consumers who demand quality, protection and performance at the most affordable price point.

No matter what model of Asian import automobile they drive — Toyota’s Camry or Corolla, Honda’s Civic or Accord, the Nissan Altima, Subaru Outback, Hyundai Sonata, or many, many more — Motul Asian Import offers the best balance between performance and cost-effective protection.

[For more information and downloadable images of MOTUL Asian Import motor oil products.](#)

About MOTUL

Founded in 1853, Motul is a global French company specializing in high-performance lubricants for engines and industry. A pioneer in innovation, Motul introduced the world’s first 100% synthetic multigrade lubricant with Ester Core technology in 1971 through its flagship 300V. Today, Motul operates in over 160 countries, serving motorsport teams, manufacturers, and enthusiasts alike. Motul is a trusted partner of legendary competitions including the Dakar Rally, IMSA, 24 Hours of Le Mans, and MotoGP. Find out more by visiting www.Motul.com.

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