

### Driven Racing Oil™ Releases Three New Web Videos

**Huntersville, NC** - Driven Racing Oil™ has released three new online videos covering the company’s history, the importance of ZDDP and an explanation of ultra-high viscosity oils.

For more than a decade, Driven Racing Oil has been a respected leader in lubricant technology. As a result of its standing in the marketplace, Driven has released a brand new series of videos that will be of interest to engine builders, racers and consumers. In “The History of Driven Racing Oil,” Lake Speed, Jr., General Manager and Certified Lubrication Specialist at Driven, uncovers the company’s roots at Joe Gibbs Racing and traces the events that led to Driven’s current standing as a major player in the industry. In “The Importance of ZDDP,” Lake explains ZDDP’s role as the critical anti-wear element in motor oils and how the proper balance of detergents and zinc are the key to protecting engines. That proper balance is different for race, collector car and street performance engines, and Driven has options for each and every one. Finally, in “Ultra-High Viscosity Oil Explained,” Lake tells viewers how oil needs an ultra-high viscosity index to account for extreme temperatures, and demonstrates how Driven products are designed to withstand greater heat than competitors’ offerings. These and other Driven Racing Oil videos are available on YouTube at [www.youtube.com/DrivenRacingOil](http://www.youtube.com/DrivenRacingOil).



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Lake Speed, Jr. hosts three new videos from Driven Racing Oil

#### About Driven Racing Oil™

Born from Joe Gibbs Racing, one of the most successful NASCAR teams of the past two decades, Driven Racing Oil™ utilizes cutting-edge lubricant technology and on-track research for maximum performance gains from all of its product offerings. Competition drives innovation, and Joe Gibbs Racing originally developed the Driven brand of oils to advance engine and driveline performance on the racetrack. From full synthetic race oils to engine break-in oils, Driven offers a wide range of race-winning products that deliver performance, protection and value.