



FOR IMMEDIATE RELEASE

WestPier tagged as Petra Oil Company's Canadian Distributor

The Ontario-based lubricants distributor extends its car dealer, repair shop and quick lube product offerings to include the comprehensive suite of automotive lubricants and aftermarket products marketed by Petra Oil Company.

Ontario, Canada (January 2021) – WestPier, the trusted choice for lubrication products in Ontario, Quebec and Atlantic Canada has recently been selected as the Canadian distributor of Petra Oil Company (Houston, Texas – USA) products.

"The addition of Petra products to our portfolio is significant. Their products and related services give us an industry-leading solution to help us meet the extremely diverse needs of our installed segment customers."
— Fernando Francisco, WestPier Business Development Manager.

Founded in 2010, Petra Oil Company aimed to create automotive maintenance products and services that would facilitate superior vehicle performance and world-class customer service. Achieving both, Petra continued to build its strength and value by creating innovative warranty programs and unprecedented vehicle maintenance training unlike anything else in the industry. Petra's promise is to continue to create rock-solid solutions designed to extend a vehicle's life and enhance its overall performance.

Petra Oil manufactures and distributes over 285 products to 36 countries. As the fastest growing provider of premium automotive products in the world, Petra Oil, in addition to marketing through a seasoned automotive distribution network, currently provides private label programs for leading OEM's, including VW, Audi, Toyota and Honda.

The comprehensive line of Petra products meeting the needs of the car dealer, repair shop and quick lube include (but not limited to):

- Engine Oils
- Oil System Cleaners & Treatments
- Gear Oils and Supplements
- Fuel Treatments
- Diesel Fuel Additives & Service Products
- Cooling System Cleaners, Sealants and Treatments
- Air Conditioning Treatments
- Transmission Cleaners, Sealers, Conditioners & Supplements
- Power Steering Fluid and System Cleaners
- Brake Cleaners & Stop Squeak
- Carb & Choke Cleaner, Contact Cleaner
- Battery Cleaners, Acid Detector & Terminal Protectors
- Fluid Exchange & Other Aftermarket Equipment
- Washer Fluid Concentrate

"In the fast-moving automotive service industry, with a historically fragmented supply chain, WestPier is now positioned to drive a high level of efficiency into the product supply chain for automotive service facilities requiring a wide variety of automotive products. Petra gives us that advantage." — Fernando Francisco, WestPier.

Additional Resources:

WestPier website: westpier.ca

Petra Oil Company website: petraoilco.com