Synthetic vs. Conventional Oil
Cold Pour Test

0:00 *Opening shot of Mobil1 container. Title flows in.*

0:05 *Narrator, Chris, in an industrial lab setting.*

Hi there. I'm Chris, a product advisor for Mobil1 engine oil.

0:07 *Outdoor scenes of winter.*

We all know Canadian winters are tough, especially on your vehicle.

0:11 *Narrator, in industrial lab.*

And a question I get asked a lot is: What engine oil is best for my vehicle in cold weather, synthetic or conventional?

0:20 *Close-up on Chris*

Synthetic oil costs more. But is it worth it? Does it really make a difference?

Well, instead of getting super-technical on you, I'm going to show you the difference.

0:29 *Synthetic oil container enters screen from left. At* **0:33***, conventional oil container enters screen from right.*

What we're going to do here is a side-by-side comparison test to demonstrate how synthetic oil versus conventional oil perform in cold winter temperature.

0:38 *Chris in industrial lab.*

For this test, we'll compare a synthetic oil to a conventional oil.

0:43 *Close-up shot of oil beaker held in gloved hands*. **0:45–0:47** *Action of hands placing beaker in freezer and closing lid.*

Now, the fun part. To simulate true Canadian winter conditions, I left both containers in this

0:49 *Shot of thermostat.*

freezer overnight—which is set at minus 40 degrees Celsius.

0:51 *Gloved hand lifting beaker from freezer.*

0:53 *Chris, in industrial lab.*

So let's get them out and get to it!

0:56 *Shot of frozen oil beakers.*

Once again, we have synthetic here—conventional here.

1:02 *Person with gloved hand tilts beakers. Oil begins to flow.*

So right away in our Canadian winter here, you can see the difference.

1:09 *Close-up of synthetic oil flowing.*

Even at minus 40 degrees, the synthetic oil still flows,

1:13 *Camera pulls back to show both beakers.*

which is absolutely critical for lubricating moving engine parts.

1:20 *Close-up of conventional oil.*

The conventional oil on the other hand, thickened by the cold, is like molasses—not flowing like your engine needs it to, even after several minutes.

1:27 *Camera pulls back to show both beakers*.

So, what does this mean for your engine? Let's take a look.

1:31–**1:35** *Graphic of key entering ignition and turning*.

The moment you turn the key in your ignition, your engine needs oil.

1:36–2:04 *Animation of engine interior showing effects of differing oils.*

And when oil doesn't flow properly, your engine doesn't get the fluid it needs.

With little to no oil pumping, the critical engine parts will come in contact with each other and eventually wear out. This can cause a lot of damage to your engine.

But the synthetic oil is a different story. Because it still flows, even at minus 40 degrees Celsius, it circulates throughout the engine, keeping everything lubricated and moving freely.

2:04–2:18 *Animation of moving molecules.*

You see, unlike conventional oil, synthetic oil is purified and broken down into its basic molecules. This removes unwanted impurities from the oil and enables individual molecules to flow smoothly.

2:18–2:28 *Benefits checklist*

Ultimately, this helps prevent wear and tear; makes winter start-ups easier; improves fuel efficiency; extends oil change intervals; and ultimately helps keep your engine running like new.

2:29 *Chris in industrial lab.*

So, there you have it. In cold Canadian temperatures, there's no comparison. Synthetic is the clear winner.

2:37–2:41 *Winter scenes*

So be ready for whatever winter has in store. Make the switch to Mobil1 synthetic engine oil.

2:41 *Engine oil container in snow. Type flows in:* Make the switch today.

Learn even more benefits of Mobil1 synthetic oil at mobi1.ca.

Thanks for watching.

2:52 *End on black.*