



# xSystem Training Pack Contents



1. Unique Selling Points
2. The target customer
3. Specification
4. What's in the box
5. xSystem spares and adapters
6. Features and Benefits
7. Scottoiler Chain Oilers Comparison
8. Handling Objections

# 1. Unique Selling Points



The Scottoiler **xSystem** is the easiest to install and most user friendly chain oiler yet.

It is perfect for your modern commuter or tourer, looking for a discreet solution to chain maintenance.

The **xSystem** eliminates the hassle of both cleaning and lubricating your chain.



# 1. Unique Selling Points



## Easy to install

- The xSystem reservoir can be easily mounted onto the frame, sub frame or under the seat with the simple to fit reservoir mounting bracket
- The 1 Amp fused wiring loom comes with easy to insert spade connectors so connecting to the battery terminals is quick and easy
- The new dispenser mounting bracket makes fitting the dispenser easier and less likely to result in a poor setup

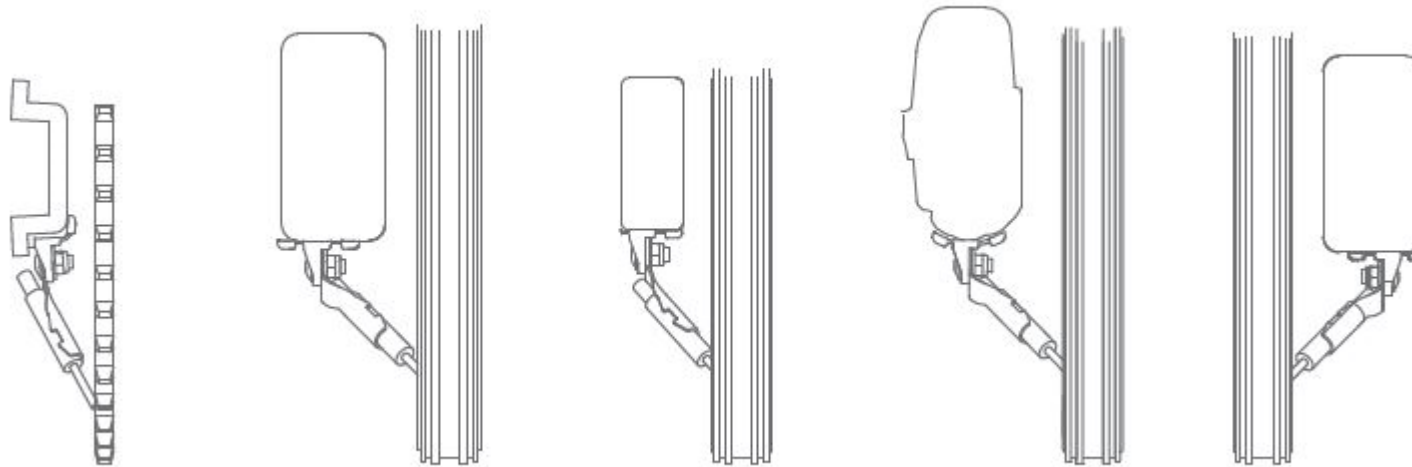
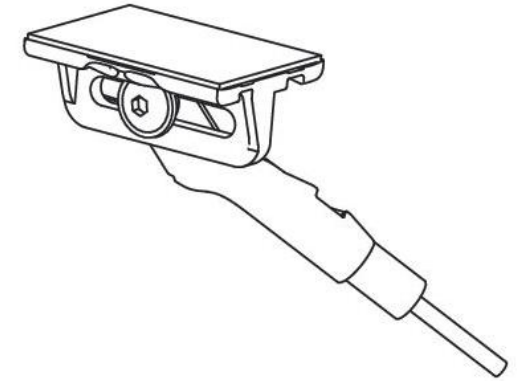


# 1. Unique Selling Points



## Discreet fitment

- The 3M backed adhesive pads on the new dispenser mounting bracket and cable clips ensure the dispenser routing on the swingarm is neat and well hidden removing the need for unsightly cable ties around the swingarm, regardless of your swingarm configuration





# 1. Unique Selling Points



## Easy to use

- Switches on and off automatically
- Primes at the push of a button
- One touch adjustments in set increments
- 'Off' setting for storage, transportation or servicing
- User preferences retained in memory
- No hassle, just ride!

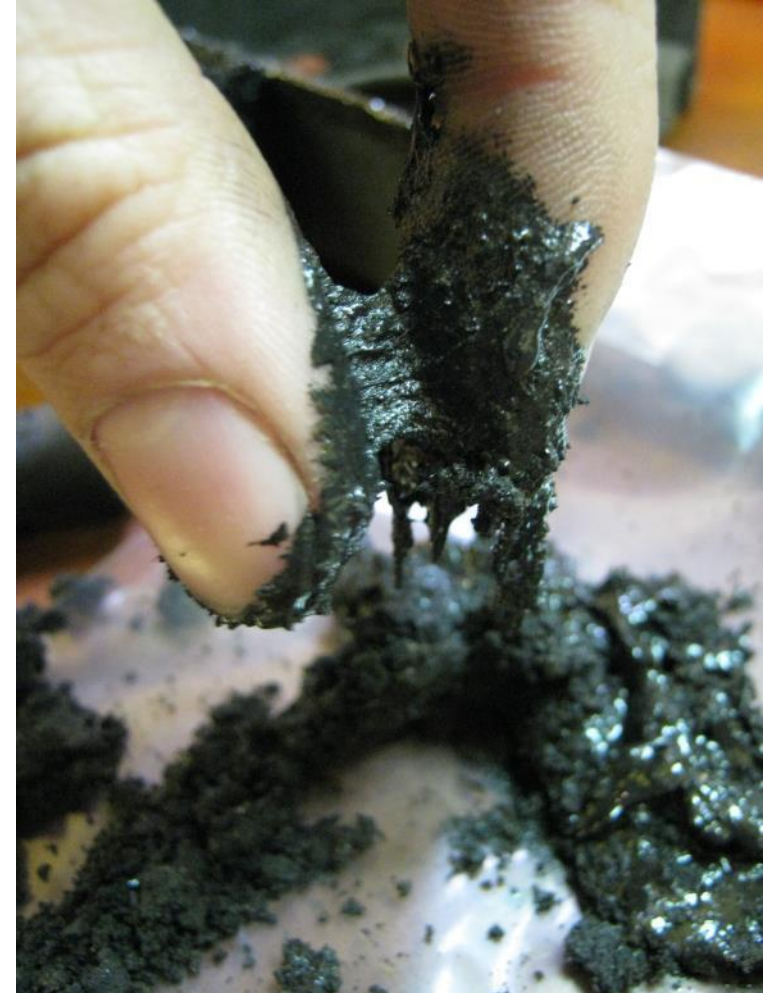


# 1. Unique Selling Points



## Eliminates the hassle of cleaning and lubricating the chain

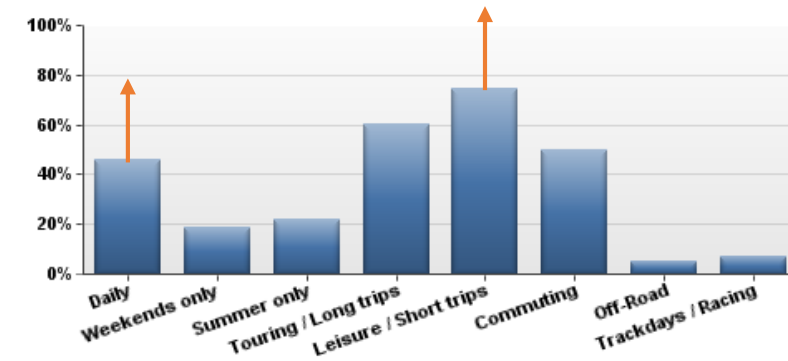
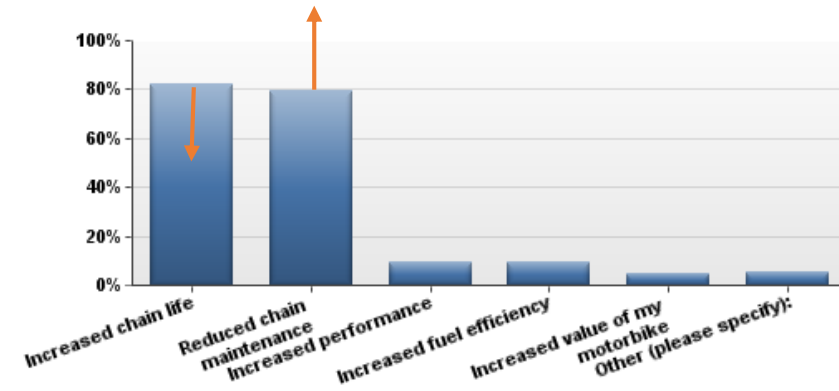
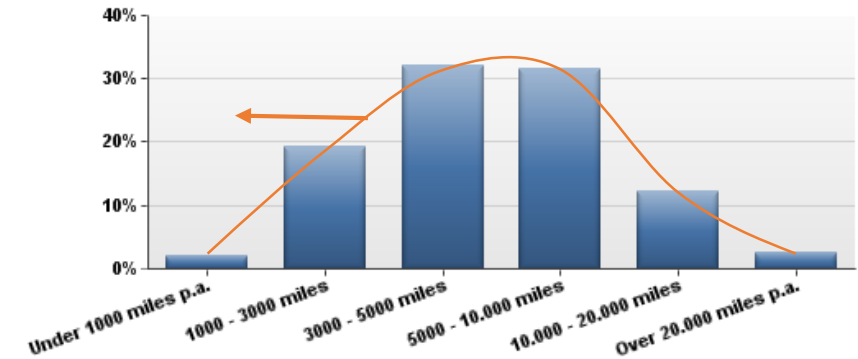
- The xSystem uses low tack Scottoil to lubricate your chain while you ride. Compared to applying spray lube from a can, which requires a centre or paddock stand so you can rotate the wheel, it is much easier, safer and more effective
- Scottoil is significantly cleaner than traditional spray lubes that pick up dirt and build up into a sticky mess, so the difficult task of cleaning your transmission becomes noticeably easier too



## 2. The Target Customer



- The annual mileage of today's motorcyclist is decreasing year on year while at the same time chain and sprocket quality continues to improve
- Our research shows that people are increasingly buying chain oilers more for the hassle saving they offer and less for the increase in chain life they provide
- Scottoilers are also increasingly appealing to lower mileage users, and people doing short trips as well as those who ride big distances every year





## 2. The Target Customer



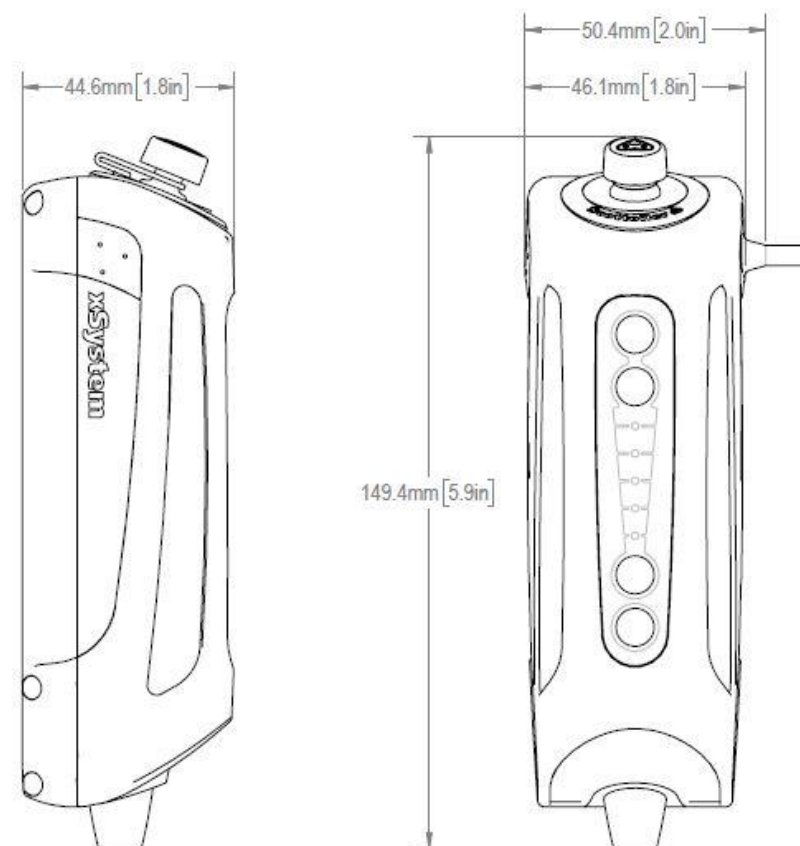
- The xSystem is the perfect product to appeal to the changing needs of the modern motorcyclist
- It is ideal for the iPhone generation - people that are happier with electronic devices than mechanical products
- The xSystem targets those that are looking for electronics without the levels of interaction, upfront display or price of the eSystem
- We expect the first to buy will be early adopters of new technology, previous Scottoiler customers looking for the newest system, our competitors customers looking to the market leading brand for a better solution and customers who are new to chain oilers – those who have been waiting for a simple no hassle product



### 3. Specification



|                    |   |
|--------------------|---|
| Dimensions         | 150mm long x 46mm wide x 45mm deep                  |
| Fluid Type         | Scottoil Standard / High Temp. only                 |
| Volume             | 60ml  |
| Flow Rates         | 5 flowrates – suitable from rainy to dry conditions |
| Range              | up to 1500 miles                                    |
| Battery Connection | Direct connection to bike battery                   |
| Temperature Range  | -10 C to +50 C                                      |
| Activation         | Triple Axis Accelerometer                           |



## 4. What's in the box



- Simple to follow pictorial instructions
- The xSystem Reservoir unit and wiring loom
- A 250ml bottle of Scottoil – Blue or Red – check for the tick on the side of the box!
- xSystem Kit Bag which includes new dispenser mounting bracket and assembly parts, stick on cable routing clips, dispenser plate and hose clip
- Dispenser tubing and a selection of cable ties and stickers



## 5. xSystem spares and adapters



1. Dispenser Assembly
2. Reservoir Mounting Block
3. Filler Plug and Breather Assembly
4. Kit Bag
5. xSystem reservoir oiler unit
6. Dispenser Mounting Block
7. LubeTube Filler Plug Adaptor



## 6. Features and Benefits



### Easy installation and setup

- Appealing to both workshop technicians and home mechanics alike
- Pictorial instructions simplify the fitting process
- New dispenser mounting bracket reduces opportunity for incorrect installation
- Tube routing clips ensure a discreet installation and ensure motorcycle aesthetics are not affected
- No calibration required
- Prime/boost available with one push
- Supporting installation videos available online



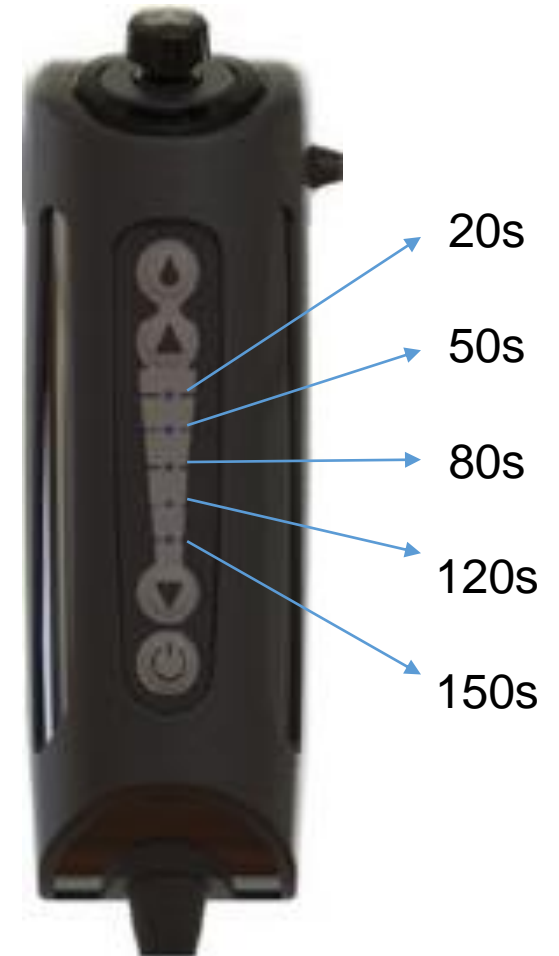


## 6. Features and Benefits



### Easy to use

- Accelerometer and micro-processor sense vibration to automatically lube the chain without any rider input required
- Adjustment up or down at the push of a button
- Settings of 20, 50, 80, 120 and 150s/drop – we suggest starting at 50s and then adjusting from there for preference
- Retains settings when powered off so it operates at the previously determined flow rate once re-activated
- OFF option available for transportation/service and winter storage
- Current draw at sleep of only 2.3mA which is less than half the current of an aftermarket alarm and less than 1% of the natural discharge of a battery
- Fully compatible with Lube Tube and Dual Injector to accessorise kit purchase



## 7. Scottoiler Chain Oilers Comparison



- ▶ **vSystem**
- ▶ Vacuum operated
- ▶ Gravity feed
- ▶ Temperature sensitive
- ▶ Analogue adjustment on res
- ▶ On with engine
- ▶ 50ml reservoir
- ▶ Analogue range of settings
- ▶ No feedback
- ▶ £99.95
- ▶ €139.90



- ▶ **xSystem**
- ▶ Electronic
- ▶ Micro-piezo pump
- ▶ Temperature independent
- ▶ Digital adjustment on res
- ▶ On with engine vibration
- ▶ 60ml reservoir
- ▶ 5 flow rate settings
- ▶ Flashing LED feedback on pumping/adjustment at res
- ▶ £199.95
- ▶ €249.90



- ▶ **eSystem**
- ▶ Electronic
- ▶ Piston pump
- ▶ Temperature independent
- ▶ Remote digital adjustment
- ▶ On with motorcycle motion
- ▶ 60ml reservoir
- ▶ 10 flow rate settings
- ▶ Visual indication of activation on display plus other readouts
- ▶ £239.00
- ▶ €299.90

## 8. Handling Objections



With the new xSystem we have created a product that address all of the common objections that are heard about chain oilers, making the xSystem one of our most exciting products yet as it gives us the opportunity to appeal to a huge number of new customers

**Mess & Aesthetics** – this objection mostly comes from poor installations where dispensers are attached with cable ties and not correctly located on the sprocket face – the new dispenser mounting goes a long way to preventing poor installations and the cable routing clips ensure a neat installation that does not impact on the look of the bike. In short, the xSystem is the most discreet Scottailer yet

**Fear of the installation** – connecting to a vacuum and setting up the dispenser have in the past put people off our products, but the new, easy to install electronic reservoir unit, simple to attach battery connectors and stick on dispenser mean a good installation can now be easily achieved by technicians and home mechanics alike with no fear of damage to the bike. There is also a range of supporting guides available online to supplement the easy to follow pictorial instructions and a suite of video installation guides

## 8. Handling Objections



**Don't do enough mileage** – our customer research shows that people are increasingly buying chain oilers for their hassle saving benefits over that of extended chain life. Even if people are riding low miles the xSystem makes going out for a ride a hassle free experience as it takes away the need for the time consuming process of lubricating and more importantly, cleaning, the chain.

**Cost** – the xSystem is our best value electronic chain oiler yet and surpasses the competition in both specification and price. For the person that is looking for a cost effective hassle saving device the xSystem is perfectly placed to meet their needs. In addition, it will save them money on replacement chains and sprockets and the labour charges that fitting these incur.

### Summary

The xSystem is the most advanced and discreet chain oiler on the market, offering a hassle free solution to chain maintenance that is easy to fit and use. Suitable for all types of bikes and riders the xSystem will make keeping the transmission as clean as the rest of the bike a much easier task, no matter how far you ride.



**Scotttoiler®**