



REAL
JAPAN
MADE



CARTENDER

カーテンダー

MOTOR OIL



Brand Statement

REAL JAPAN MADE

In Japan, cars are treated like family, cared for with meticulous attention. This dedication makes Japanese used cars highly valued worldwide for their reliability and excellent condition.

We want people everywhere to develop that same bond with their cars. That's why we created CARTENDER—to give drivers around the world access to high-quality, Japanese-made engine oil that helps keep their vehicles running smoothly and efficiently.



Why Choose CARTENDER?

1. We offer authentic "Made in Japan" products, crafted by Japanese companies in Japanese factories, ensuring top-notch quality.
2. Our products are built on 30 years of TAU's automotive expertise in Japan, enhanced by insights from the WRC-winning AJRT rally team.
3. We meet global industry standards, with certifications like API, ILSAC, ACEA, and JASO, among others.

* 2022 World Rally Championship [Forum 8 Rally Japan] Rally 4 class winner.

A.J.R.T. + CARTENDER

Ahead Japan Racing Team

At the 2022 World Rally Championship [Forum 8 Rally Japan], the Ahead Japan Racing Team (AJRT) took an impressive win in the Rally 4 class. As a top Japanese team competing on the world stage, they continue to push the limits of rally racing. CARTENDER, known for delivering authentic Japan-made quality globally, proudly supports them. We had the privilege of sitting down with AJRT freelance driver Mahito Inaba to hear his thoughts on our engine oil.

The Ahead Japan Racing Team (AJRT) is one of Japan's top rally teams, with outstanding results in the world's most prestigious races.

- 2022 World Rally Championship [Forum 8 Rally Japan] Rally 4 class winner.
- 2024 All Japan Rally Championship [Tour de Kyushu 2024 in Karatsu] JN-1 class winner.



Driver Interview

AJRT Rally Driver

Mahito Inaba

Exclusive Interview

In rally racing, having reliable engine oil is crucial for success in the toughest conditions.

Rallying pushes engines to the limit, making the right oil essential for protection. However, high-durability racing oils aren't suited for daily driving, as they can increase vibration, reduce comfort, and raise fuel consumption. Choosing a reliable oil with the right viscosity is key to keeping your car in top condition.



CARTENDER Engine Oil Real-World Trial Review

Smooth performance and a comfortable ride.

An oil that's perfect for both racing and everyday driving.

The acceleration is smooth, and the way it picks up speed and revs up at high RPMs feels great. During deceleration, the RPMs drop smoothly without dropping too quickly, which can happen with overly thick oil. Idling is stable, and there's no vibration from the steering wheel. It's also surprisingly quiet—you almost forget the engine is running. The ride is comfortable, yet it responds when you need power. I'd definitely use this engine oil, both for tough rally races and everyday driving.



Acceleration

Stability

Quietness

Vibration

Smoothness

Vehicle driven: Vehicle driven(NCP131)

*2023 class winning car *Shibuka wa-Ikaho C-2:Vitz 1500cc Limited(NCP131/NCP91).

CARTENDER

Lubricating oil Series



HS(Honesty)

Our HS series passenger car engine oil is designed to reduce emissions and improve fuel efficiency. Branded as “HONESTY,” it’s crafted for drivers who care for their vehicles and want to keep them running smoothly for years to come.

HS DIESEL

A specialized blend of additives that reduces DPF clogging in trucks and buses, extending filter maintenance intervals and enhancing fuel efficiency.

PS(Progress)

The PS series is a cutting-edge passenger car engine oil featuring the latest PAO (Polyalphaolefin) ester base oil. Designed as a premium-grade product, it delivers top-tier quality and performance, making it ideal for large sports cars and turbocharged vehicles.

ES(Euro)

The ES (Euro) series meets ACEA standards and is approved by GM, Mercedes-Benz, and Porsche. It provides outstanding engine protection, easy cold-weather starts, and works with most 4-stroke engines.

RS(Racing)

CARTENDER’s flagship engine oil, made with an ester + PAO base, offers top-tier performance for daily driving or circuit use. It ensures superior protection at high temperatures, perfect for sports and tuned cars.

LS(Legacy)

This series is specially formulated for specific vehicle generations using traditional blending techniques. It’s perfect for everyday city driving and helps maintain long-lasting engine performance.

MS(Motor Cycle)

Meets JASO MA standards, offering high-friction properties to reduce slippage and improve fuel efficiency. For 250cc and smaller engines, use 10W30. For larger engines, use 10W40. Recommended for motorcycles with 4-stroke engines.

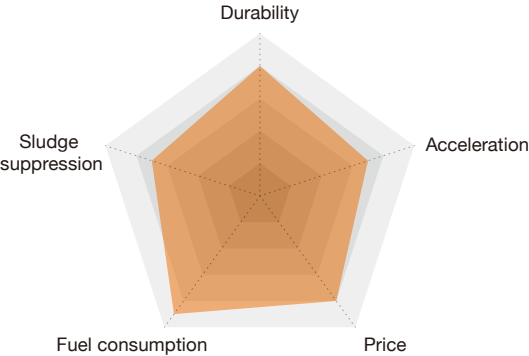
ATF

Provides superior power transmission and oxidation stability. Reduced friction extends service life. Available in a versatile multi-type and a low-viscosity option for fuel-efficient vehicles.

CVF

Ensures smooth power transmission, lasting vibration dampening, and improved fuel efficiency. Available in a versatile multi-type and a low-viscosity option for fuel-efficient vehicles.

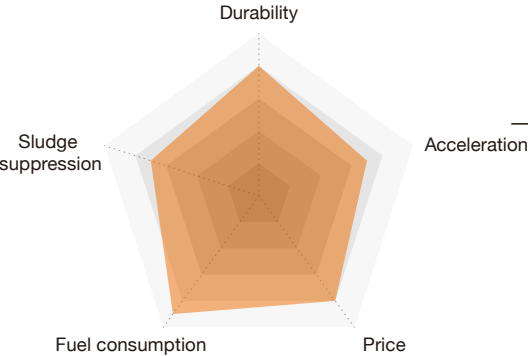
HS Series



SP GF6A
CF Performance
SYNTHETIC

HS 0W-20
HS 5W-30
HS 5W-40
HS 10W30
HS 10W40

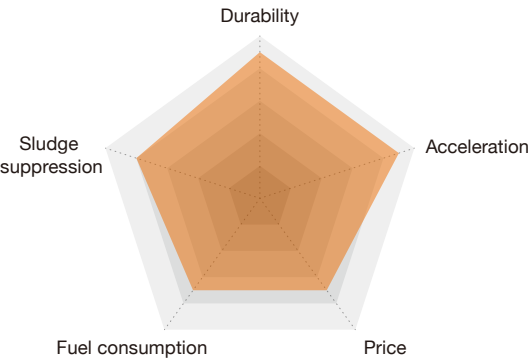
SEMI Synthetic



API CF-4
JASO DH-2
SEM SYNTHETIC

HS D 5W-30
HS D 10W-30
HS D 10W-40
HS D 15W-40

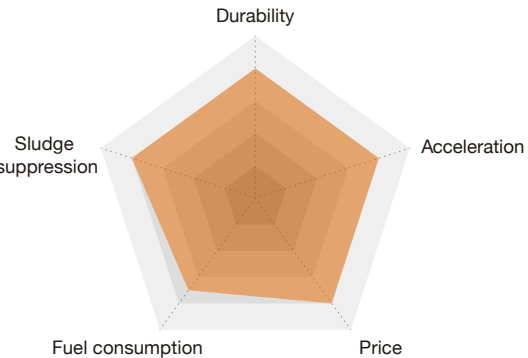
PS Series



SP GF6A
CF Performance
SYNTHETIC

PS 0W-20
PS 0W-30
PS 5W-30
PS 5W-40

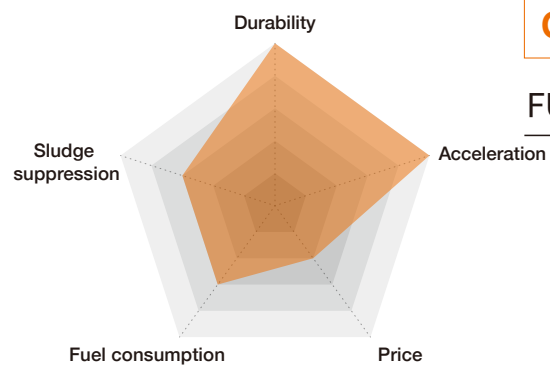
ES Series



SP GF6A
CF Performance
SYNTHETIC

ES 5W-30
ES 5W-40

RS Series

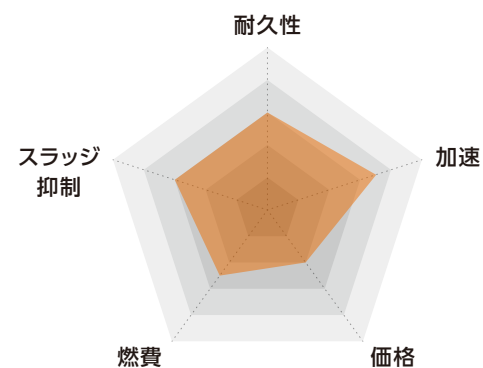


Coming soon

FULL SYNTHETIC

RS 0W-40
RS 5W-50
RS 15W-50
RS 15W-60

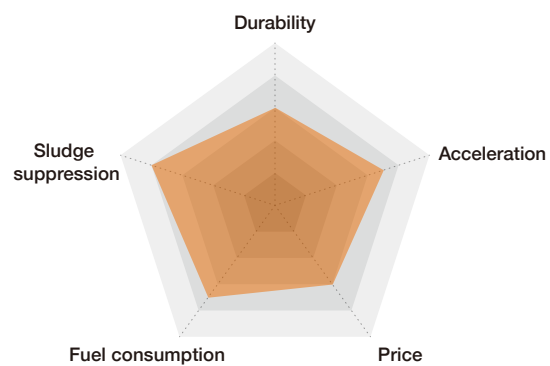
LS Series



MINERAL

LS10W-30
LS10W-40

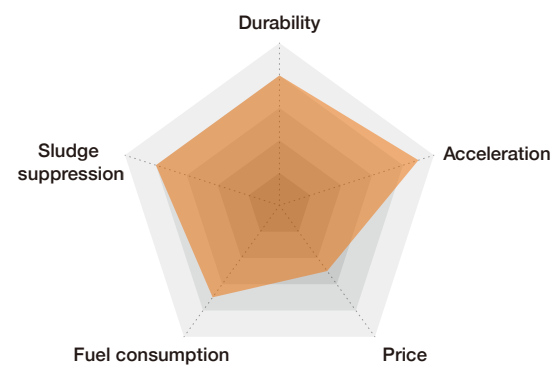
MS Series



SL JASO MA
SYNTHETIC

MS10W-30
MS10W-40

ATF/CVTF Series



SYNTHETIC

«ATF»
CT-T4
CT-WS
«CVTF»
CT-TC
CT-FE

CARTENDER

COATING AGENT

NEW DIAMOND COAT

This product contains 85% active glass coating ingredients and diamond micro-particles, creating a premium protective layer on your car. It enhances durability, water repellency, and flexibility, safeguarding against heat expansion, contraction, and impacts. The result: a long-lasting, brilliant shine with superior protection.



Package	50ml	Hardness	9H
Required applying quantity	35ml	Durable period	3years(once every 1 years)

CRYSTAL COAT

This product contains 70% glass coating components, offering a rich, glossy finish and exceptional water repellency. It covers your car in a crystal glass-like protective layer, ensuring long-lasting brilliance and protection.



Package	200ml	Hardness	6H+
Required applying quantity	35ml	Durable period	1 years (once every 6 months)

GOLD COAT 180

This advanced glass-based coating delivers exceptional water repellency and a glossy finish. Its ultra-hydrophobic layer causes water to bead up and roll off effortlessly, providing next-level protection and shine.



Package	300ml	Durable period	6months
Required applying quantity	60 ml		

AQUIC COAT

This fast-drying coating fills scratches, enhancing gloss and water repellency. Easy to apply even in heat and humidity, it leaves your car ready to drive instantly.



Package	300ml	Durable period	3months
Required applying quantity	60 ml		

	NEW DIAMOND COAT	CRYSTAL COAT	GOLD COAT 180	AQUIC COAT
Coating Type	Ceramic Coating	Ceramic Coating	Ceramic Coating	Ceramic Coating
Resistance to fouling	★★★★★	★★★★☆	★★★☆☆	★★★☆☆
Protection	★★★★★	★★★★☆	★★★☆☆	★★★☆☆
Water-Repellent Properties	★★★★★	★★★★☆	★★★★☆	★★★☆☆
Gloss	★★★★★	★★★★☆	★★★☆☆	★★★☆☆
Luster	★★★★★	★★★★☆	★★★☆☆	★★★☆☆
Durability	★★★★★	★★★☆☆	★★★☆☆	★★★☆☆
Effectiveness	4-10 days after construction	4-10 days after construction	30 minutes after construction	30 minutes after construction
Recommended Reapplication Interval	Once every 3 years	Once every 1 year	Once every 6 months	Once every 3 months



CARTENDER Brake Pads

Co-developed with a leading Japanese manufacturer, CARTENDER brake pads use copper-free materials for powerful braking with less dust, noise, and vibration, ensuring a safer, smoother ride.

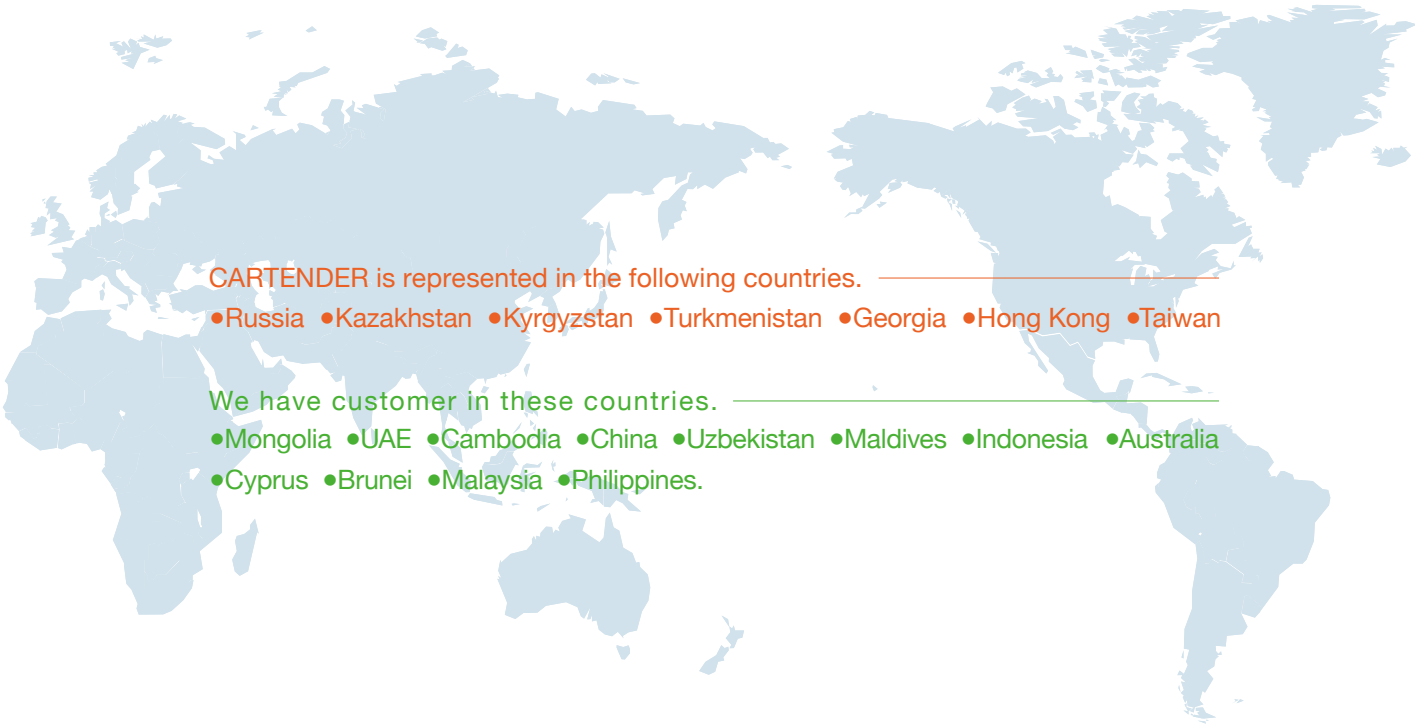
CARTENDER Oil Filters

Developed in collaboration with a genuine manufacturer utilizing top-tier Japanese technology, CARTENDER oil filters help maintain your engine's peak performance. They ensure optimal engine protection and unleash its full horsepower for a smooth, comfortable driving experience.





**Experience the ultimate
driving lifestyle
with CARTENDER**



CARTENDER(Owned and operates by TAU)