New Engine Oil Software Helps Fleet Managers, Oil Sales Reps and Automotive Do-It-Yourselfers Select Motor Oil

With the large number of new motor oil products recently introduced, we have a greater variety to choose from than ever before. Using the new software application, Engine Oil Selector 2005, fleet managers, lubrication sales representatives and private individuals can now use a motor oil database and flexible, computerized process to make highly educated motor oil selection decisions.

([PRWEB](#)) May 6, 2005 -- MWWCorp Software today released Engine Oil Selector 2005, a new motor oil software package engineered to facilitate motor oil selection decisions. Fleet managers, lubrication sales representatives and private individuals now have an automated method for selecting or recommending motor oil, with the best set of properties, to help maximize fuel efficiency, engine longevity & performance, oil drain intervals and bottom line.

The system is designed to eliminate the guesswork and help make motor oil selection a straightforward, educated process for anyone. Using data for close to twenty various oil properties, and intangibles, such as manufacturer marketing claims and personal experience factors, the software calculates a composite score for an oil product. Auto care do-it-yourselfers will find this immediately useful, since the score can be used to quickly track down oil with top-ranked properties. Oil sales reps may prefer to select oil using their own criteria and will find the custom data filter, report generator and user-updatable, 200-plus oil product database useful in locating products with the properties their customers desire. In addition, fleet managers will find the included oil change module very useful as it tracks subsequent product performance, for an unlimited number of vehicles. This allows the user to update the systemÂs Âpersonal experience factorÂ and correspondingly increase the accuracy of the productÂs score.

ÂExperts know that the quality of motor oil can be the single greatest factor that influences an engineÂs reliability and performance. With the large number of new motor oil products on the market, we have a greater variety to choose from than ever before. When you include price differentials easily eclipsing 500% and oil property differences greater than 250%, itÂs easy to want to avoid sifting through hundreds of products and instead choose the Âignorance is bliss routeÂ,Â says Michael Frank, the software divisionÂs marketing director. Frank also notes that, ÂWith Engine Oil Selector 2005, the oil selection task becomes highly automated, consistent and even addicting.Â

Engine Oil Selector 2005 is designed for cars and light trucks and is available for immediate download for $19.95. For a free demo, additional information or to purchase, visit www.EngineOilSelector.com

About MWWCorp Software
MWWCorp Software is a new software division of McGillis, Wilcox, Webster & Co., Inc. MWWCorp Software publishes easy-to-use, automotive-related software for home users, professionals and companies. McGillis, Wilcox, Webster & Co., Inc., located in Chicago, is a technical publishing company founded in 1993 and is the publisher of the former #1 bestselling book, ÂThe Secret Path To Contract Programming Riches.Â

Contact:

Michael Nigohosian, Project Manager
MWWCorp Software Division
877-511-4893 x8973
www.EngineOilSelector.com

# # #

Contact Information
Michael Nigohosian, Project Manager
MCGILLIS, WILCOX, WEBSTER & CO., INC.
http://www.engineoilselector.com
877-511-4893 8973

Online Web 2.0 Version
You can read the online version of this press release here.