WHAT IS CLAIMED IS:

1. A lubricating oil composition comprising:
   (a) a major amount of an oil of lubricating viscosity, and
   (b) one or more detergents comprising at least one alkylhydroxybenzoate compound derived from isomerized normal alpha olefin (NAO) having from 10 to 40 carbon atoms,
   wherein the TBN of the alkylhydroxybenzoate compound is at least 600 mgKOH/gm on an actives basis.
2. The lubricating oil composition of claim 1 wherein the TBN of the alkylhydroxybenzoate compound is 600 - 800 mgKOH/gm on an actives basis.
3. The lubricating oil composition as in claim 1 further comprising one or more detergents selected from an alkali or an alkali earth metal sulfonate, phenate, or a salixarate, a saligenin, or a complex detergent, carboxylate or a salicylate, that is derived from an alkyl group with 20 - 40 carbon atoms and different from the alkylhydroxybenzoate detergent compound in claim 1.
4. The lubricating oil composition as in claim 3, wherein the one more detergent is an alkali or alkali earth metal sulfonate with a TBN of 10 – 700 mgKOH/gm.
5. The lubricating oil composition as in claim 3, where the one more detergent is an alkali or alkali earth metal phenate with TBN 100 - 600 mgKOH/gm.
6. The lubricating oil composition as in claim 3, where one more detergent is an alkali or an alkali earth metal alkylhydroxybenzoate derived from an alkyl group with 20 - 28 carbon atoms and having a TBN of 10-590 mgKOH/gm.
7. The lubricating oil composition of claim 1, wherein the isomerized normal alpha olefin has an isomerization level (I) of the normal alpha olefin of from 0.1 to 0.4.
8. The lubricating oil composition of claim 1, further comprising an additional detergent.
9. The lubricating oil composition of claim 8, wherein the additional detergent is an alkylhydroxybenzoate, a phenate, a sulfonate, or a combination thereof.
10. The lubricating oil composition of claim 9, wherein the detergent is derived from a NAO, isomerized NAO, or a combination thereof.
11. The lubricating oil composition of claim 10, wherein the detergent is a magnesium alkylhydroxybenzoate derived from an isomerized NAO.
12. The lubricating oil of claim 9, wherein the sulfonate is a calcium sulfonate or a magnesium sulfonate.

13. A method of lubricating an engine comprising lubricating said engine with a lubricating oil composition comprising:

    (a) a major amount of an oil of lubricating viscosity,

    (b) one or more detergents comprising at least one alkylhydroxybenzoate compound derived from isomerized normal alpha olefin (NAO) having from 10 to 40 carbon atoms,

    wherein the TBN of the alkylhydroxybenzoate compound is at least 600 mgKOH/gm on an actives basis.

14. The method of claim 13 wherein the TBN of the alkylhydroxybenzoate compound is 600 - 800 mgKOH/gm on an actives basis.

15. The method of claim 13 wherein the lubricating oil composition further comprises one or more detergents selected from an alkali or an alkali earth metal sulfonate, phenate, or a salixarate, a saligenin, or a complex detergent, carboxylate or a salicylate, that is derived from an alkyl group with 20 - 40 carbon atoms and different from the alkylhydroxybenzoate detergent compound in claim 1.

16. The method of claim 15 wherein the one more detergent is an alkali or alkali earth metal sulfonate with a TBN of 10 – 700 mgKOH/gm.

17. The method of claim 15 wherein the one more detergent is an alkali or alkali earth metal phenate with a TBN 100 - 600 mgKOH/gm.

18. The method of claim 15 wherein the where one more detergent is an alkali or an alkali earth metal alkylhydroxybenzoate derived from an alkyl group with 20 - 28 carbon atoms and having a TBN of 10-590 mgKOH/gm.

19. The method of claim 13 wherein the isomerized normal alpha olefin has an isomerization level (I) of the normal alpha olefin of from 0.1 to 0.4.

20. The method of claim 13 wherein the lubricating oil composition further comprises an additional detergent.

21. The method of claim 20 wherein the additional detergent is an alkylhydroxybenzoate, a phenate, a sulfonate, or a combination thereof.

22. The method of claim 21 wherein the detergent is derived from a NAO, isomerized NAO, or a combination thereof.

23. The method of claim 22 wherein the detergent is a magnesium alkylhydroxybenzoate derived from an isomerized NAO.

24. The method of claim 21 wherein the wherein the sulfonate is a calcium sulfonate or a magnesium sulfonate.