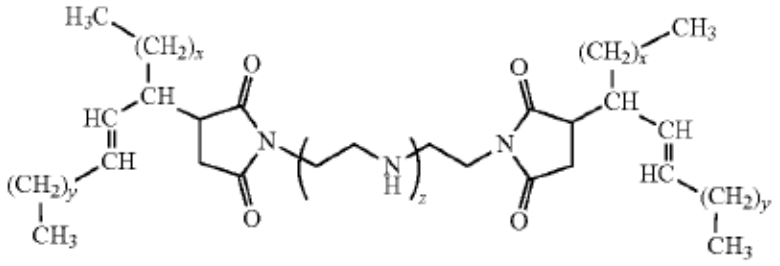
What is claimed is:

1. A method of improving the fuel economy of a vehicle equipped with an automatic transmission, the method comprising lubricating the automatic transmission with an automatic transmission fluid comprising a major amount of an oil of lubricating viscosity and minor amounts of

(a) one or more oil-soluble or dispersible molybdenum-containing compounds selected from the group consisting of molybdenum dithiocarbamates, molybdenum dialkyldithiophosphates, molybdenum alkyl xanthates, molybdenum alkylthioxanthates, and mixtures thereof,
(b) a reaction product of an isomerized alkenyl-substituted succinic anhydride and a polyamine characterized by structure (II):

(II)



wherein x and y are independently zero or integers from 1 to 30, where x+y is from 1 to 30, and z is zero or an integer from 1 to 10,

(c) an ashless dispersant, and
(d) a metal-containing detergent, thereby improving fuel economy by at least 0.9% in an FTP-75 test cycle relative to a comparative automatic transmission fluid comprising a major amount of the oil of lubricating viscosity, a minor amount of the reaction product (b), a minor amount of ashless dispersant (c), and a minor amount of metal-containing detergent (d), but no oil-soluble or dispersible molybdenum-containing compound (a),

wherein the automatic transmission fluid further exhibits comparable paper-on-steel (POS) friction and significant reduction in steel-on-steel (SOS) friction, relative to the comparative automatic transmission fluid so as to satisfy one or both of the following:
no more than a 3% reduction in static POS friction,
measured using a D600 fiber plate against an SAE1035 tumbled steel plate on a small scale Low Velocity Friction Apparatus (LVFA) at about 80°C., relative to the comparative automatic transmission fluid, and no less than a 12% reduction in dynamic SOS friction, measured on a Falex block-on-ring apparatus according to JASO M358-2005 at about 80°C. and at 0.025 to 1.00 m/s; and/or
no more than a 9% reduction in static POS friction,
measured using a D600 fiber plate against an SAE1035 tumbled steel plate on a small scale LVFA at about 80°C., relative to the comparative automatic transmission fluid, and no less than a 17% reduction in dynamic SOS friction, measured on a Falex

block-on-ring apparatus according to JASO M358-2005 at about 110°C. and at 0.025 to 1.00 m/s.

2. A method according to claim 1 wherein the molybdenum-containing compound (a) is present in an amount such as to provide the fluid with between about 10 and about 1,000 parts per million by mass of molybdenum, based on the total mass of the fluid.

3. A method according to claim 1, wherein the reaction product (b) is present in an amount of from about 0.5 to about 10% by mass, based on the total mass of the fluid.

4. A method according to claim 2 wherein the reaction product (b) is present in an amount of from about 0.5 to about 10% by mass, based on the total mass of the fluid.

5. A method according to claim 1 wherein the one or more oil-soluble or dispersible molybdenum-containing compound (a) comprises a tri-nuclear molybdenum compound.

6. A method according to claim 5, wherein the one or more oil-soluble or dispersible molybdenum-containing compound (a) comprises a tri-nuclear molybdenum dialkyldithiocarbarnate compound.

7. A method according to claim 1, wherein x+y is from 8 to 15, and z is zero or an integer from 1 to 5.

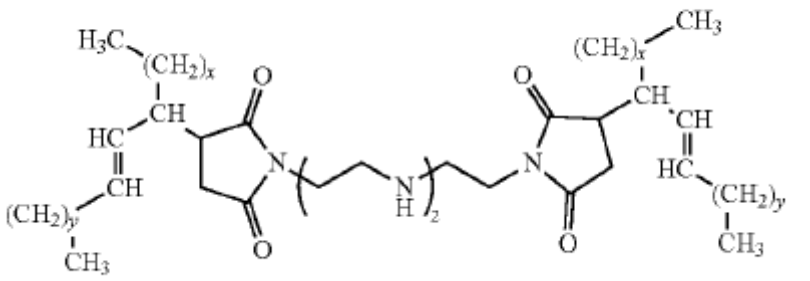
8. A method according to claim 7, wherein x+y=13, and z is 1 or 3.

9. A method of improving the fuel economy of a vehicle equipped with an automatic transmission, the method comprising lubricating the automatic transmission with an automatic transmission fluid made by diluting, with a major amount of an oil of lubricating viscosity, an additive concentrate comprising between about 0.1 and about 10% by mass, based on the total mass of the concentrate of

(a) one or more oil-soluble or dispersible molybdenum-containing compounds selected from the group consisting of molybdenum dithiocarbamates, molybdenum dialkyldithiophosphates, molybdenum alkyl xanthates, molybdenum alkylthioxanthates, and mixtures thereof, from about 5 to about 30% by mass, based on the total mass of the concentrate of

(b) a reaction product of an isomerized alkenyl-substituted succinic anhydride and a polyamine characterized by structure (II):

(II)



wherein x and y are independently zero or integers from 1 to 30, where x+y is from 1 to 30, and z is zero or an integer from 1 to 10, up to about 30% by mass, based on the total mass of the concentrate of ashless dispersant (c), a metal-containing detergent(d), and
optionally one or more other additives;
the remainder of said concentrate being a carrier fluid or solvent,
thereby increasing fuel economy of the automatic transmission fluid made from the diluted concentrate in an FTP-75 test cycle by at least 0.9%, relative to a comparative automatic transmission fluid made by diluting, with the oil of lubricating viscosity, the additive concentrate comprising from about 5 to about 30% by mass of the reaction product (b), up to 30% by mass of the ashless dispersant (c), the metal containing detergent (d), and the one or more other optional additives, but no oil-soluble or dispersible molybdenum-containing compound (a),
wherein the automatic transmission fluid made from the diluted concentrate further exhibits comparable paper-on-steel (POS) friction and significant reduction in steel-on-steel (SOS) friction, relative to the comparative automatic transmission fluid, so as to satisfy one or both of the following:
no more than a 3% reduction in static POS friction, measured using a D600 fiber plate against an SAE1035 tumbled steel plate on a small scale Low Velocity Friction Apparatus (LVFA) at about 80°C., relative to the comparative, automatic transmission fluid, and no less than a 12% reduction in dynamic SOS friction, measured on a Falex block-on-ring apparatus according to JASO M358-2005 at about 80°C. and at 0.025 to 1.00 m/s; and/or
no more than a 9% reduction in static POS friction, measured using a D600 fiber plate against an SAE1035 tumbled steel plate on a small scale LVFA at about 80°C., relative to the comparative automatic transmission fluid, and no less than a 17% reduction in dynamic SOS friction, measured on a Falex block-on-ring apparatus according to JASO M358-2005 at about 110°C. and at 0.025 to 1.00 m/s.

10. A method according to claim 9, wherein the automatic transmission fluid comprises from about 5 to about 50% by mass of the additive concentrate, based on the total mass of the fluid, the remainder being oil of lubricating viscosity.

11. A method according to claim 1, wherein the molybdenum-containing compound (a) is present in an amount such as to provide the fluid with between about 50 and about 300 parts per million by mass of molybdenum, based on the total mass of the fluid.

12. A method according to claim 1, wherein the reaction product (b) is present in an amount of from about 2 to about 5% by mass, based on the total mass of the fluid.

13. A method according to claim 1, wherein the ashless dispersant (c) is present in an amount between about 0.5 to about 3% by mass, based on the total mass of the fluid.

14. A method according to claim 1, wherein the metal-containing detergent (d) is present in an amount so as to provide the fluid with between 10 and 500 ppm by weight of metal, based on the total mass of the fluid.

15. A method according to claim 1, wherein the metal-containing detergent (d) is a calcium-containing detergent.