

WHAT IS CLAIMED IS:

1. A lubricating oil composition comprising:
 - (a) a major amount of an oil of lubricating viscosity, and
 - (b) an alkylhydroxybenzoate compound derived from C₁₀-C₄₀ isomerized normal alpha olefins, wherein the TBN of the alkylhydroxybenzoate detergent is from 10 to 300 mgKOH/gm on an oil-free basis.
2. The lubricating oil composition of claim 1, further comprising a molybdenum compound.
3. The lubricating oil composition of claim 3, wherein the molybdenum compound is a molybdenum succinimide.
4. The lubricating oil composition of claim 1, further comprising a friction modifier.
5. The lubricating oil composition of claim 4, wherein the friction modifier is a fatty acid derivative.
6. The lubricating oil composition of claim 5, where the fatty acid derivative is a fatty acid ester, borated fatty acid ester, or an amide
7. The lubricating oil composition of claim 1, further comprising a detergent selected from phenate, sulfonate, salicylate, salixarate, saligenin, complex detergents and naphthenate detergents.
8. The lubricating oil composition of claim 7, wherein the detergent is an overbased sulfonate.
9. 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 about 0.1 to about 0.4.
10. The lubricating oil composition of claim 1, wherein the isomerized normal alpha olefin has from about 14 to about 28 carbon atoms per molecule.
11. The alkylhydroxybenzoate detergent of claim 1, wherein the isomerized normal alpha olefin has from about 18 to about 24 carbon atoms per molecule.
12. The alkylhydroxybenzoate detergent of claim 1, wherein the isomerized normal alpha olefin has from about 20 to about 24 carbon atoms per molecule.

13. The lubricating oil composition of claim 1, wherein the alkylhydroxybenzoate detergent is an alkylated hydroxybenzoate detergent.
14. The lubricating oil composition of claim 1, wherein the alkylhydroxybenzoate detergent is a calcium alkylhydroxybenzoate detergent.
15. The lubricating oil composition of claim 1, further comprising a metal dithiophosphate.
16. The lubricating oil composition of claim 15, wherein the metal dithiophosphate contains a secondary alkyl group.
17. 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, and
 - (b) an alkylhydroxybenzoate compound derived from C₁₀-C₄₀ isomerized normal alfa olefins, wherein the TBN of the alkylhydroxybenzoate compound is 10 - 300 mgKOH/gm on an oil-free basis.