WHAT IS CLAIMED IS:

1. Use of an alkylhydroxybenzoate detergent derived from C_{10}-C_{40} isomerized normal alpha olefins, wherein the TBN of the alkylhydroxybenzoate detergent determined in accordance with ASTM D2896 is from 10 to 300 mg KOH/gm on an oil-free basis, and wherein the alkylhydroxybenzoate detergent is a Ca alkylhydroxybenzoate detergent, in a lubricating oil composition comprising

   a major amount of an oil of lubricating viscosity wherein "major amount" means in excess of 50 weight% of the composition, and wherein the lubricating oil composition comprises 0.01 to 2.0 wt.% in terms of Ca content of the alkylhydroxybenzoate, to reduce friction in an engine lubricated with the lubricating oil composition, wherein friction performance is determined in accordance with the MTM bench test or obtained using a Plint TE-77 High Frequency Friction Machine.
2. The use of claim 1, wherein the lubricating oil composition further comprises a molybdenum compound.
3. The use of claim 2, wherein the molybdenum compound is a molybdenum succinimide.
4. The use of claim 1, wherein the lubricating oil composition further comprises a friction modifier.
5. The use of claim 4, wherein the friction modifier is a fatty acid derivative.
6. The use of claim 5, where the fatty acid derivative is a fatty acid ester, borated fatty acid ester, or an amide
7. The use of claim 1, wherein the lubricating oil composition further comprises a detergent selected from phenate, sulfonate, salicylate, salixarate, saligenin, complex detergents and naphthenate detergents.
8. The use of claim 7, wherein the detergent is an overbased sulfonate.
9. The use 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, wherein the isomerization level (I) is determined by hydrogen-1 (1H) NMR obtained on a Bruker Ultrashield Plus-40 in chloroform dl at 400 MHz using TopSpin 3.2 spectral processing software, wherein the isomerization level (I) is: I=m/(m+n),

where m is NMR integral for methyl groups with chemical shifts between 0.30 ± 0.03 to 1.01 ± 0.03 ppm, and n is NMR integral for methylene groups with chemical shifts between 1.01 ± 0.03 to 1.38 ± 0.10 ppm.

10. The use of claim 1, wherein the isomerized normal alpha olefin has from 14 to 28 carbon atoms per molecule.
11. The useof claim 1, wherein the isomerized normal alpha olefin has from 18 to 24 carbon atoms per molecule.
12. The use of claim 1, wherein the isomerized normal alpha olefin has from 20 to 24 carbon atoms per molecule.
13. The l use of claim 1, wherein the alkylhydroxybenzoate detergent is an alkylated hydroxybenzoate detergent.
14. The use of claim 1, further comprising a metal dithiophosphate, optionally wherein the metal dithiophosphate contains a secondary alkyl group.