ii. an acidic molybdenum compound; and

iii. a salicylate compound.

10. A method for operating an internal combustion engine comprising lubricating said engine with a lubricating oil composition comprising

a. a major amount of base oil of lubricating viscosity; and

b. the reaction product of:

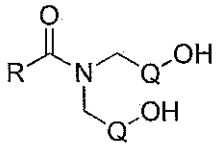
i. a nitrogen containing reactant, wherein the nitrogen containing reactant comprises an alkyl di-alkanolamide, an alkyl di-alkanolamine, or mixtures thereof,

ii. an acidic molybdenum compound; and

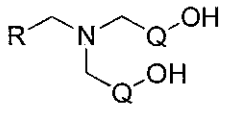
iii. a salicylate compound.

11. A method for preparing a molybdenum containing friction modifier comprising, forming a aqueous reaction mixture comprising:

(a) a nitrogen containing reactant comprising a compound having the formula (I) and/or formula (III),



(Formula I),

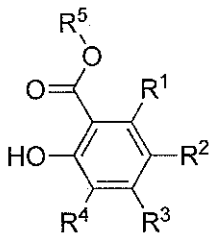


(Formula III),

wherein each R individually comprises 1 to 30 carbon atoms and Q is a C_1 to C_4 linear or branched alkylene group,

(b) an acidic molybdenum compound; and

(c) a salicylate compound having the formula (V);



(Formula V),

wherein R^1, R^2, R^3, and R^4 are each independently selected from the group consisting of: hydrogen atom, C_1-C_{40} alkyl group, carbocyclic group, heterocyclic group, nitro group, alkoxy group, hydroxy group, nitrile group, thiol group, amide group, amino group, keto group, and ester group; R^5 is a hydrogen atom or C_1-C_{18} alkyl group; for a time and temperature sufficient to form said molybdenum containing friction modifier.

12. The method of claim 11, wherein the reaction temperature to form the molybdenum containing friction modifier is 70 °C to 150 °C.

13. The method of claim 11, wherein the ratio of the nitrogen containing reactant to the acidic molybdenum compound to the salicylate compound is from 1:0.1:0.1 to 1:2.5:2.5 respectively.

14. The method of claim 11, wherein the acidic molybdenum compound is selected from the group consisting of molybdic acid, ammonium molybdate, sodium molybdate, potassium molybdates, hydrogen sodium molybdate, $MoOCl_4$, MoO_2Br_2, $Mo_2O_3Cl_6$, molybdenum trioxide, and mixtures thereof.

15. The method of claim 11, wherein the amount of molybdenum atoms in the molybdenum containing friction modifier is from 0.1% to 20%.

16. The method of claim 11, wherein the amount of molybdenum atoms in the molybdenum containing friction modifier is from 3.0% to 9.0%.

17. The method of claim 11, wherein the amount of molybdenum atoms in the molybdenum containing friction modifier is from 4.0% to 6.0%.