

# What's "Green" Got to Do With It?

It seems like messages on the importance of being "green" and erasing our carbon footprints are everywhere these days. (A carbon footprint is the measure of the impact human activities have on the environment in terms of the greenhouse gases produced, measured in units of carbon dioxide.) Consumers are becoming more and more conscious about how the purchasing decisions they make impact the environment. On the other hand, worries over rising costs of everyday products (fuel, groceries, etc.) have consumers scrambling to find a product that they can feel good about that won't break the bank. Enter AMSOIL.

## Environmentally Conscious Products

Since the introduction of the world's first synthetic motor oil, AMSOIL lubricants have been setting new standards for motor oil quality. They are specially designed to protect engine components, reduce emissions, last longer, reduce fuel consumption and prevent environmental pollution. From the beginning, AMSOIL synthetic motor oils have outperformed conventional petroleum motor oils on all counts.

AMSOIL INC. has been dedicated to helping reduce negative impacts on the environment. AMSOIL was the first to recommend 25,000-mile/one-year drain intervals. By safely extending drain intervals, AMSOIL synthetic lubricants dramatically cut the amount of oil consumed and emissions produced. This is not a new fad that AMSOIL is jumping on board with; it is the way AMSOIL has always operated.

In addition to the extended drain intervals, AMSOIL synthetic motor oils are specially designed to provide superior protection for engine components, extending the life of the engine and reducing the need for replacing engine parts. They are also thermally stable with a strong resistance to high temperature volatility (burn-off), preventing sludge deposits and keeping engines clean. Low volatility and clean operation reduce oil consumption and emissions.

The advanced lubricity (slipperiness) of AMSOIL synthetic lubricants has also been proven to increase fuel economy. This reduces dependency on foreign oil and overall fuel consumption.

AMSOIL also manufactures gasoline and diesel fuel additives that improve performance and fuel efficiency. AMSOIL P.i. Performance Improver Gasoline Additive maximizes fuel efficiency by dissolving and removing fuel system deposits and other contaminants for improved power and overall performance. It also reduces hydrocarbons up to 15%, carbon monoxide up to 26% and nitrous oxides up to 17%.

AMSOIL Diesel Concentrate Performance Fuel Additive improves performance, fuel efficiency and longevity of diesel engines while reducing deposits, black smoke and emissions. It improves fuel economy by cleaning dirty injectors and restores horsepower.

## Environmentally Conscious Company

AMSOIL INC. doesn't just leave the responsibilities of environmental protection to the products; the company itself is diligent in making efforts to keeping the earth clean. AMSOIL recycles virtually 100% of the corrugated trays and packaging boxes that come into the facilities, equaling several tons of recycled cardboard each month. All used steel drums and all "clean" plastic bottles are also recycled. AMSOIL is in the process of exploring how to recycle used stretch wrap and banding as well.

The AMSOIL Center was originally a grocery distribution warehouse, which required 109,000 ft<sup>2</sup> of refrigeration and freezer space and 6.2 miles of copper pipe. Since AMSOIL did not need the refrigeration systems, the Feron and the copper pipe were recycled before moving into the space. In addition to the copper pipes, the AMSOIL Center came fully equipped with office furniture. Instead of tossing the furniture into a dumpster to be hauled off to the land fill, AMSOIL partnered with an organization named Common Ground and donated it to 38 different non-profit organizations.

## Environmentally-Directed Selling

Consumers today are more selective than ever, which makes AMSOIL a perfect fit for their needs. It is important to communicate that customers do not have to sacrifice power and performance to reduce their carbon footprint--they can simply switch to AMSOIL.

By switching to AMSOIL, customers receive all of the benefits previously mentioned, as well as environmental benefits they may not be aware of. The AMSOIL extended drain capabilities intrinsically benefit the environment, as less waste oil needs to be disposed of. At the same time AMSOIL reduces the number of times a customer needs to get his or her oil changed, making extended drain intervals much more convenient. (This also reduces the gas necessary to drive to the oil change facility every 3,000 miles.)

Oil filters are also a significant contributor to waste, and by using AMSOIL Ea Oil Filters (with extended drain capabilities), customers can be sure that they are receiving the highest quality filtration. Using these filters also reduces waste as customers need to change them less often.

AMSOIL is dedicated to further reducing negative impacts on the environment, and encourages others to do the same.