



Service Line

NEWS AND IDEAS FROM AMSOIL

NOTES

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"For the sake of safety, there is a need to slow down all traffic," ATA President Bill Graves said in a statement. "The trucking industry is trying to do its part with this initiative."

Nissan to Sell Electric Cars in Three Years

According to Reuters, Nissan Motor Co. plans to begin selling subcompact electric cars powered by self-developed lithium-ion batteries in about three years. Nissan, the number two automaker in Japan, also plans to sell gas-electric hybrid cars by 2010.

Toyota Camry Is Car of Year

The Toyota Camry has been named *Motor Trend* magazine's car of the year for 2007. According to an article in *USA TODAY*, the award went to all Camry variations, including the hybrid, because it is innovative and has a broad appeal. *Motor Trend* Editor-in-Chief Angus MacKenzie said, "The Camry is the one car rival automakers all wish they could build. It offers something for nearly everyone - performance, efficiency and roominess - at a price point most Americans can afford."

Industry News . . .

Updated Cetane Boost More Convenient

As with all AMSOIL fuel additives, AMSOIL Cetane Boost has been updated in recent months and is now available in more convenient packaging. AMSOIL Cetane Boost now comes in a 16 oz. clear bottle with a graduation on the side to ensure correct dosages.

AMSOIL Cetane Boost improves diesel fuel quality to benefit all diesel engines, especially high performance designs. Supported by extensive testing and years of field trial use, AMSOIL Cetane Boost has repeatedly demonstrated its ability to improve diesel engine performance, increasing cetane value by up to seven points.

AMSOIL Cetane Boost reduces operating costs by increasing fuel economy up to two percent. It improves the spontaneous auto-ignition point of diesel fuel, shortening ignition lag time. This provides more complete combustion for better performance, power and drivability.

AMSOIL Cetane Boost controls rapid pressure rise within the cylinder, providing quieter, smoother operation. It reduces white smoke, emissions and odors, reducing environmental impact.

AMSOIL Cetane Boost improves cold temperature starting and reduces misfiring during warm-up and at low temperatures. This reduces engine wear and helps prevent cracked pistons and rings, improving reliability and reducing maintenance costs. AMSOIL Cetane Boost reduces cranking time to start, extending battery and starter life.

AMSOIL Cetane Boost is recommended for use with all types of heavy- and light-duty, on- or off-road and marine diesel engines. Best performance is achieved when used with every new tank of fuel. For more information, consult your servicing AMSOIL Dealer or visit <http://www.amsoil.com/products.aspx>.

Diesel Particulate Filter Maintenance

Diesel trucks compliant with 2007 EPA regulations feature diesel particulate filters that have to be regenerated or cleaned of the accumulated soot periodically. According to an article in *Light & Medium Truck* magazine, truck manufacturers at the National Truck Equipment Association's fall product conference in Detroit said regeneration will take place automatically and will not interfere with normal operations.

According to the article, there will be cases where drivers have to stop and initiate the regeneration process. This process can take anywhere between 10 and 30 minutes, depending on truck model, engine size and so on. All manufacturers have included lights on the dashboard or instrument panel that display the DPF's condition and whether or not it needs regeneration. According to the article, while each manufacturer may have a slightly different alert sequence, Greg Seale, market-

ing manager for International Truck and Engine Corp., said the following sequence may be typical. The first indication that the DPF needs attention will be a steady yellow light, followed by a blinking yellow light. If regeneration still is not initiated, engine RPMs will be reduced, forcing the truck to slow down. Finally, the light will turn red and the engine will shut down. In International's case, the truck will restart, but only for 30 seconds so the driver has enough time to pull off the road. If the DPF is allowed to get to that point, it will have to be removed from the truck and replaced with a clean filter.

The article also said that International will be one of the few manufacturers to offer an optional regeneration "inhibitor" switch that will prevent regeneration. This was done by the request of some customers to ensure that regeneration doesn't take place at an inopportune time.



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AMSOIL INC. • AMSOIL BUILDING • SUPERIOR, WISCONSIN 54880 • 715-392-7101 • FAX 715-392-5225

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Synthetics Gaining More Ground

While synthetic motor oils are not new to the marketplace, the differences between synthetics and conventional motor oils, along with the benefits synthetics bring, are not widely known. Most quick lubes offer conventional, synthetic blend and full-synthetic motor oils as "good, better, best" options, but oftentimes consumers only see "cheap, fair and expensive." According to an article in *Auto Services Operator Magazine*, knowledge is the key to spreading the synthetic motor oil message. As the developer of the world's first API rated synthetic motor oil, AMSOIL has been spreading this message since 1972.

"Carrying full synthetic and synthetic blend motor oils gives fast lube operators an opportunity to grow their business and increase their profitability by 'up-selling' the consumer to a product that provides specific performance benefits over conventional motor oils," said Allan Perry, Technical Specialist, ConocoPhillips Company, Kendall Motor Oil. "Additionally, these products enable the fast lube operator to offer products that may be better suited to address the specific needs of their customers which can lead to improved customer relations and repeat business."

David Kunkel, Retail/Installed/Private Label, Sales and Marketing Manager, Automotive Lubricants, CITGO Corporation monitors a panel of fast lube outlets. According to Kunkel, overall passenger car motor oil year-to-date sales for 2006 are down slightly from 2005. However, sales of full-synthetic motor oils in those stores are slightly higher than 2005. Kunkel also cited knowledge as key to selling synthetics.

"I'm not convinced even well-informed consumers know what a true semi-synthetic product is in today's marketplace," said

Kunkel. "Even from a manufacturing perspective, the definition of a semi-synthetic product is open to debate. The ability of the greeter/service writer to understand and communicate the true differences between a semi-synthetic motor oil and a full-synthetic option goes a long way to providing a 'cost/value' relationship a consumer can make an informed purchase decision on."

Training and knowledge are key to increasing sales of synthetic motor oils. AMSOIL works hard to provide its Dealer network with product-specific training and industry updates on a regular basis, making AMSOIL Dealers a good source of training for quick lube and retail store employees. AMSOIL provides technical product data bulletins and application guides along with technical training on the features and benefits of AMSOIL Synthetic Lubricants so that its Dealers are able to communicate synthetics' superiority effectively.

"Operators should build into their own ongoing operational training curriculum that they provide their service technicians, specific certification relating to the understanding and presenting of specialty products like synthetics... on a consistent basis," said Kunkel.

Perry agreed on the importance of training, adding that, "A handout sheet explaining the benefits of full synthetic and synthetic blend motor oils can be given to the consumer when he/she comes in for an oil change. Even if the consumer doesn't purchase full-synthetic or synthetic blend motor oil the first time, he/she will have something to read and consider for the next oil change."

Your servicing AMSOIL Dealer is a free and knowledgeable training resource who is available to help train your employees and boost sales.

College Team Wins With AMSOIL

AMSOIL Dealer Lyle Antrobus of Fort Collins, Colo. has been sponsoring the Colorado State University RAM Racing Formula SAE team for many years. Antrobus graduated from CSU and worked with the university for 18 years, so he was eager to help the RAM team.

Each year, new classes of mechanical engineering students conceive, design and fabricate a small, formula-style race car. The students use in-house equipment to fabricate the body and many of the parts. Certain items, like the car's Yamaha engine, are purchased off the shelf at local stores.

When the car is complete, the team takes it to competitions across the nation. The CSU team is required to demonstrate their car's capabilities in acceleration, braking, autocross, endurance and other technical applications.

While the team might evolve each year with some members graduating, the one constant is AMSOIL. Antrobus provides the team with AMSOIL motor oil, grease, suspension fluid and gear lube, something the team feels has been a big part of their success.

"AMSOIL products have been a key factor in making our program a success," said a spokesman for the team.



The 2006 Colorado State University RAM Racing team.

"Since using their products, we've never had an engine fail. They've provided us with the opportunity and flexibility to experiment with innovative designs, making us a program known for cutting-edge technology and ideas."

The AMSOIL Service Line sent courtesy of your Servicing AMSOIL Dealer.