



Service Line

NEWS AND IDEAS FROM AMSOIL

NOTES

Gas Prices High, Shortages Feared

According to a recent story in *Automotive Digest*, gasoline prices are likely to stay high for the foreseeable future. Consumers have already spent \$20 billion more on gas this year than last year. Demand for gas has grown too fast for refineries to keep up. The cost of a new refinery in the U.S. would be more than \$30 billion because of pollution controls.

Price Adjustment

Due to the continual increase of raw materials, AMSOIL is forced to adjust U.S. pricing effective October 1. Please look for a new AMSOIL U.S. price list in next month's *Service Line*.

Vehicle Sales in Canada Soar

According to DesRosiers Automotive Consultants, May was the single highest-ever sales month in Canada. The consulting firm cites a favorable exchange rate and the price of oil as reasons for the sales boost.

"The high oil prices also help the market because it has resulted in red hot markets in many provinces across Canada starting in Alberta, but also British Columbia and other resource-rich provinces. Put these two together and you have a formula for a very healthy market," said President of DesRosiers Automotive Consultants Dennis DesRosiers.



Diesels and Hybrids Gaining Market Share

According to the Specialty Equipment Market Association's (SEMA) first quarter report for 2007, a recent J.D. Power and Associates report has concluded that while gas-powered engines remain dominant in the U.S. market, hybrids and diesels are steadily gaining market share. It is no secret that rising gas prices and environmental concerns are the two main catalysts pushing consumers toward alternative-fuel vehicles.

"As gas prices rise, diesels seem a natural solution for the United States, especially for manufacturers with large operations in Europe, where diesel cars are already in large demand," said J.D. Power and Associates Automotive Forecasting Manager Kevin Riddell. "A vehicle with a modern diesel engine will have 30 percent better fuel economy than a comparable gasoline engine. Plus, advances have

made modern diesel engines perform similar to gasoline engines in terms of noise, filtration systems and drive quality," said Riddell.

While hybrids still only share a relatively small part of the market, they are enjoying phenomenal annual sales growth. Consumers are becoming more aware of the environmental benefits and fuel-savings recognized by driving a hybrid vehicle. Rental fleets, delivery fleets and taxi companies are adding thousands of hybrids to their vehicle pools.

AMSOIL provides superior synthetic lubricants for nearly all applications, including hybrid and diesel-powered vehicles. Not only that, but AMSOIL synthetics improve fuel economy and reduce our impact on the environment by extending drain intervals.

Gasoline Quality Raising Concern

The U.S. government has predicted that the average price for a gallon of gasoline will remain above \$3 for some time. Some motorists are trying to ease the pain by shopping for lower-priced fuel. Some have suggested that lower-priced fuel can harm engines, and a recent high profile ad campaign from Shell has fueled that theory.

The truth is, the government has minimum standards in place to try to ensure that all gasoline sold in the U.S. will perform and clean engines satisfactorily. But, like motor oils, not all gas is of the same quality. Top tier gasolines have strong concentrations of detergent additives to try to prevent deposits from forming. The type and strength of additives in gasoline are the main differences among gasoline brands.

AMSOIL provides PI Performance Improver so that motorists can be sure their fuel is of the highest quality, no matter which brand they choose. AMSOIL PI is the most potent gasoline additive available today. It is unsurpassed in cleaning combustion chamber deposits, intake valve deposits and port fuel injector deposits. AMSOIL PI helps maintain peak engine efficiency, fuel economy, power and drivability in newer low mileage engines. In engines with accumulated deposits, PI provides improved fuel mileage up to 5.7 percent, reduced emissions, restored power and performance, reduced need for higher-octane fuel, better drivability and smoother operation after only one tank of gasoline.

Air Force Fire Department in Baghdad Chooses AMSOIL

The United States Air Force Baghdad Fire Department contacted AMSOIL in need of a little help. The extreme conditions in Iraq were taking their toll on the department's equipment and they did not have the correct oil for one specific application. MSGT Daniel Lysher knew the kind of protection AMSOIL provides, so he put in a call to AMSOIL corporate headquarters in Superior, WI. As soon as AMSOIL President and C.E.O. Al Amatuzio found out, the oil was shipped to Baghdad, free of charge. The guys in the 447th Fire Department sent back the accompanying photo along with their thanks.



The 447th Fire Department in Baghdad, Iraq depends on AMSOIL.

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

Jeff Fisher

866-292-4700

www.SyntheticOils.us

Printed in U.S.A. © Copyright 2007

C/Q/R 8/07