



SERVICE LINE

NEWS AND IDEAS FROM AMSOIL

NOTES

Vehicle Owners Consider Maintenance a Top Priority

According to the recent 3M "Elbow Grease Economics" study, vehicle owners are placing a greater priority on vehicle maintenance than ever before. The study of 1,835 American car owners revealed the following:

- Thirty percent consider keeping their current vehicles running, without performing or paying for a lot of repairs, their largest vehicle challenge.
- Twenty-two percent consider improving fuel mileage a priority.
- Twenty-five percent pay more attention to vehicle maintenance now than they did two years ago. Eighteen percent of owners between the ages of 18 and 25 pay more attention to vehicle maintenance now than they did two years ago.
- Female vehicle owners are just as focused on keeping their vehicles maintained as male vehicle owners, with 26 percent indicating their vehicles are one of their biggest investments and 32 percent indicating they are taking better care of their vehicles because they can't afford a new one.

New AMSOIL Fuel Efficient Transmission Fluid Provides High-Performance Protection

New AMSOIL Synthetic Fuel Efficient Automatic Transmission Fluid (ATL) is engineered to exceed the requirements of GM, Ford and Toyota where low-viscosity oil is required. The highly-specialized properties of this fuel efficient fluid provide outstanding performance without compromising protection, even in severe operating conditions.

Automatic transmissions have become increasingly complex as vehicle manufacturers strive to improve efficiency while satisfying consumer demands. Smaller, smoother-shifting transmissions with longer fluid life capabilities and heavier load capacities are now standard. Traditional ATFs, however, are unable to meet these extreme requirements, and new fluids have emerged with each

new advancement in transmission engineering. AMSOIL Synthetic Fuel Efficient Automatic Transmission Fluid is formulated with the highest-quality components to exceed the most stringent industry standards.

Exceptional Hot- and Cold-Temperature Performance

Thermal Stability – Hot temperatures are no excuse for poor reliability. Naturally heat-resistant and heavily fortified with anti-oxidants, AMSOIL Fuel Efficient Automatic Transmission Fluid exceeds the most demanding oxidation requirements. It delivers outstanding protection against sludge and varnish deposits that clog narrow oil passages and contribute to clutch

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Fully Fortified

• Anti-wear/extreme-pressure agents	Extend gear life
• Durable friction modifiers	Anti-shudder
• Anti-oxidants	Extend fluid life
• Seal conditioners	Reduce leaks
• Detergents and dispersants	Keep clean and control deposits
• Corrosion inhibitors	Control rust
• Anti-foam agents	Improve hydraulic function



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glazing. AMSOIL Synthetic Fuel Efficient ATF protects hot-running transmissions.

Cold-Temperature Fluidity – Cold, thick automatic transmission fluid lengthens shift times and reduces energy efficiency (fuel economy). AMSOIL Synthetic Fuel Efficient Automatic Transmission Fluid is wax-free and delivers extraordinary cold-flow performance (<-60°F pour point). It helps improve shifting response and energy efficiency while reducing warm-up times.

Outstanding Wear Protection

Varying speeds and loads causes torque multiplication and extreme stress on gears and bearings. To prevent wear damage resulting from insufficient fluid film, AMSOIL Synthetic Fuel Efficient ATF is formulated with high film strength (shear stability) and a select anti-wear/extreme-pressure additive that develops a boundary layer of protection between metal surfaces. Even though AMSOIL Synthetic Fuel Efficient Automatic Transmission Fluid is a low-viscosity, fuel-efficient fluid, it has demonstrated its ability to protect as well as or better than higher-viscosity fluids in the most severe industry tests.

Friction Durability

Modern transmissions are smaller in design, yet are called upon to deliver smoother shifts and longer fluid-life capabilities in higher-horsepower and higher-torque conditions. AMSOIL placed great emphasis on developing a fluid to effectively address the complex demands related to friction. AMSOIL Synthetic Fuel Efficient Automatic Transmission Fluid delivers outstanding clutch-holding capacity (static friction), torque transfer ability (dynamic friction) and anti-shudder properties (slipping torque-converter clutches).

Extended Fluid Service Life

Most drivers are unaware that transmissions commonly operate under severe service and require shorter fluid drain intervals. AMSOIL Synthetic Fuel Efficient ATF is a long-life fluid capable of extended service intervals. It provides an extra margin of protection, especially when fluid change intervals are missed or during heavy use; even during abuse. Drivers can count on AMSOIL Synthetic Fuel Efficient Automatic Transmission Fluid to provide protection beyond conventional fluids.

Applications

As vehicle manufacturers continue the trend toward lighter-bodied fluids in the name of fuel efficiency, formulating a universal transmission fluid that meets these low-viscosity requirements and the requirements of previous specifications, without sacrificing performance, has become increasingly difficult. With the addition of AMSOIL Fuel Efficient Automatic Transmission Fluid, AMSOIL now offers a transmission fluid for virtually every application.

The addition of this high-quality transmission fluid that meets the low-viscosity requirements of GM DEXRON® VI, Ford MERCON® LV & SP and Toyota WS has allowed AMSOIL to increase the viscosity of AMSOIL ATF slightly, thereby meeting the initial viscosity requirements of several additional OEM specifications (see list to the right).

AMSOIL Synthetic Fuel Efficient Automatic Transmission Fluid is recommended for automatic transmissions and other applications requiring DEXRON VI, MERCON LV, SP or Toyota WS.

AMSOIL Synthetic Fuel Efficient Automatic Transmission Fluid is backward-compatible and replaces DEXRON III fluids in older GM automatic transmissions. (DEXRON VI specification supersedes the obsolete DEXRON III in GM vehicles.)

* Not for use with CVT or Ford Type F applications.

Service Life

Specification	Recommendation for cars and light-duty trucks	
	Normal Service*	Severe Service*
DEXRON® VI	100,000 miles (160,000 km)	50,000 miles (80,000 km)
MERCON® LV,SP	Follow vehicle manufacturer's recommendations	
Toyota WS	100,000 miles (160,000 km)	60,000 miles (96,000 km)

*defined by OEM.

Specifications

AMSOIL ATL

- GM DEXRON VI
- Ford MERCON LV & SP
- Toyota WS

AMSOIL ATF (Italics denote new specs for ATF)

- GM DEXRON III-H (For model-year 2005 and older vehicles originally calling for DEXRON, DEXRON II & DEXRON III transmission fluids.)
- Ford MERCON & MERCON V
- Chrysler ATF+4
- Toyota Type T-III and T-IV
- Honda Z-1 (Not CVT)
- *Diamond SP II & III (Mitsubishi/Hyundai/Kia)*
- *Mazda ATF-III, ATF-MV*
- *Subaru ATF*
- Nissan Matic D, J & K
- *Idemitsu K-17*
- BMW LA2634
- LT 71141
- *Audi G-052-025-A2 & G-052-162-A1*
- *Volvo 97340*
- MB 236.1, 236.2, 236.5, 236.6, 236.7, 236.9 & 236.10
- JWS 3309
- NAG 1
- ETL-7045E, ETL-8072B & N402
- *Voith 55.6335.XX (G607, G1363)*
- ZF TE-ML 03D, 04D, 09, 14A, 14B, 14C, 16L, 17C
- Allison C-4, TES 389

Gentlemen... Start Your Engines!

The summer racing season is in full swing, and race tracks across the country are full of roaring engines, intense competitions, determined racers and passionate race fans. AMSOIL Dominator® Synthetic 5W-20, 10W-30 and 15W-50 Racing Oils are specially formulated to withstand the rigors of high-performance and racing applications, delivering maximum protection and performance in extreme conditions and providing racers the edge they need to reach the winner's circle.

Take it from the Pros...

"AMSOIL Dominator Synthetic Racing Oils reduce drag on all engine components, creating an increase in horsepower without sacrificing reliability. That is what helped Douglas Motorsports qualify first or second in nine out of 10 races in 2008. When tenths of a second count, use AMSOIL."



11-Time Off-Road Champion Scott Douglas

"The AMSOIL 15W-50 Dominator Synthetic Racing Oil has significantly lowered our operating temperatures and decreased foaming. We can now run the oil in our trucks longer knowing there is greater wear protection, and we continuously see easier start-ups."



4-Time Off-Road Champion Mike Oberg

"We are convinced that AMSOIL 15W-50 Dominator Synthetic Racing Oil is the best choice for high-performance marine applications. Competing synthetic motor oils have exhibited issues with hydraulic roller lifters skidding on the cam lobes. AMSOIL has formulated the Dominator oil to address this situation, which enables performance boaters to realize the benefits of the best synthetic motor oil available without any possible downsides."



Hall of Fame Offshore Powerboat Racer Bob Teague



Dominator 5W-20 Racing Oil

AMSOIL Dominator Synthetic 5W-20 Racing Oil (RD20) is recommended for high-rpm, high-horsepower, turbo/supercharged, gasoline- or alcohol-burning and nitrous oxide gas-injected engines operated under severe conditions.

Applications include the following:

- Modified Small Block • Asphalt Late Model • GM Crate Late Model
- NHRA Stock Eliminator • Bracket • Midget • Kart • Junior Dragster
- Other domestic and import high-performance racing and street applications requiring 20-weight oil. The low-viscosity formulation and robust additive package of Dominator 5W-20 make it ideal for use as a high-strength qualifying oil.



Dominator 10W-30 Racing Oil

AMSOIL Dominator Synthetic 10W-30 Racing Oil (RD30) is recommended for high-RPM, high-horsepower, turbo/supercharged, gasoline- or alcohol-burning and nitrous oxide gas-injected applications operated under severe conditions. Applications include the following:

- Asphalt Late Model • Dirt Late Model • Modified Big Block
- Modified Small Block • GM Crate Late Model • Marine
- Sprint • Midget • Kart • Other domestic and import high-performance racing and street applications requiring 30-weight oil.



Dominator 15W-50 Racing Oil

AMSOIL Dominator 15W-50 Racing Oil (RD50) is recommended for high-RPM, high-horsepower, turbo/supercharged, gasoline- or alcohol-burning, nitro-fueled or nitrous oxide gas-injected applications operated under severe conditions. Applications include the following:

- Asphalt Late Model • Dirt Late Model • Modified Big Block
- Ford Crate Late Model • Dodge Crate Late Model
- Endurance • Rally • Sprint • Truck-Pull • Aluminum Block
- Marine • Other high-performance racing and street applications requiring 50-weight oil.

