



# SERVICE LINE

NEWS AND IDEAS FROM AMSOIL

## Introducing AMSOIL OE Synthetic Motor Oils

### NOTES

#### AMSOIL Price Adjustment

The lubricants industry has experienced rapidly increasing base stock and additive cost increases over the past few months, and many lubricant manufacturers have recently implemented 5 to 15 percent price increases. While AMSOIL makes every effort to maintain the lowest prices possible and has delayed raising prices for as long as possible, the ever-increasing costs of raw materials has forced AMSOIL to implement a minimal price adjustment on select products in the U.S. effective March 1. Due to fluctuations in the exchange rate, Canadian prices will remain unchanged at this time. Even with a minimal price adjustment, AMSOIL synthetic lubricants remain the best and most cost-effective choice on the market, saving customers money through extended drain intervals, reduced wear and maintenance and increased fuel efficiency.

#### Lower-Viscosity Oils Gain Market Share

Kline and Co. has revealed recent shifts in motor oil viscosity demand. While the 5W-30 viscosity comprised 51 percent of total U.S. demand in 2009, 5W-20 is quickly gaining ground. "We do see 5W-20 demand rising significantly from where it was in 2006, to just under 20 percent of the total volume," said Kline Project Manager George Morvey. "This is really due to the Ford factory and service fill, the Honda factory and service fill, and to some extent Toyota. We do see demand for the 10W-30 and 10W-40 shifting and favoring the 5Ws."

Kline also expects strong growth ahead for OW oils. "We do see them poised for growth beginning in 2010, as Toyota and Honda shift their factory and service fill requirements away from 5Ws to OWs to meet stricter fuel economy regulations," said Morvey. "That will certainly be something to watch, and certainly offer opportunities for suppliers and installers."

#### History of Synthetics

In 1972, AMSOIL pioneered the synthetic lubricant industry by introducing the world's first synthetic motor oil to pass API service requirements. Because synthetic lubricants were new and revolutionary, the market for them started small. However, the public was slowly educated on the benefits of AMSOIL synthetic lubricants, and they attracted loyal high-performance and extended-drain customers. As an increasing number of companies have introduced synthetic lubricants through the years, the market has continued to grow. Today, synthetics comprise 7-9 percent of the total lubricant market, a sharp increase from the 5 percent share they held in 2005, and the market is expected to continue growing in the future.

#### Modern Drain Intervals

The oil drain interval recommendations for many of today's vehicles extend well beyond the traditional 5,000-km interval. Most owners' manuals now recommend drain intervals of at least 8,000-km. Ford recommends 16,000-km drain intervals with its 2011 vehicles, while vehicles equipped with electronic oil monitoring systems often extend drain intervals up to and even beyond the 16,000-km mark.

#### Introducing OE Synthetic Motor Oils

In order to meet the demand for a lower-cost synthetic motor oil, and to provide customers a stepping stone to the top-tier line of AMSOIL synthetic motor oils, AMSOIL is introducing the AMSOIL OE Synthetic Motor Oil line. Priced

competitively with other standard-drain synthetic motor oils, OE Synthetic Motor Oils offer the protection and performance benefits of a high-quality synthetic for OEM-recommended drain intervals.

AMSOIL OE Synthetic Motor Oils are designed as an entry-level product for customers who want to move up to synthetic quality, but won't pay a significantly higher price than a conventional product and/or aren't initially interested in extending their drain intervals.

#### Competitive Pricing

Wholesale priced at \$4.85 a quart when purchased by the case, AMSOIL OE is more competitively priced with other synthetics on the market, appealing to customers who recognize the AMSOIL name, know its reputation for quality and have wanted to use the products, but have balked at the higher prices or extended drain intervals of the top-tier or XL Synthetic Motor Oil line.

#### Top-Tier Oils Provide Best Overall Value

Although the initial price of OE Synthetic Motor Oils is lower than the price of the AMSOIL top-tier and XL Synthetic Motor Oil lines, the top-tier oils provide the best overall value to consumers.



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## **Great Opportunity to Step Up to AMSOIL Quality**

OE is a great choice for many AMSOIL customers who already buy AMSOIL Motorcycle Oils, Formula 4-Stroke Oils, 2-Cycle Oils or filters, but aren't interested in extending the drain intervals in their cars and trucks. AMSOIL OE presents a great stepping stone to start experiencing the benefits of AMSOIL motor oil in all vehicles.

## **OE 5W-20, 5W-30 and 10W-30 Synthetic Motor Oils**

### **Excellent Engine Protection and Performance**

AMSOIL OE Synthetic Motor Oils are formulated to provide better wear control, high- and low-temperature protection and increased fuel economy compared to conventional oils. The oil drain interval recommendations for many of today's vehicles extend well beyond the traditional 5,000-km interval, some up to 20,000-km with electronic oil monitoring systems. AMSOIL OE Oils provide excellent protection and performance for the entire length of the original equipment manufacturer's recommended drain interval.

### **Improve Fuel Economy**

Formulated with friction modifiers, AMSOIL OE Synthetic Motor Oils are fuel-efficient oils that reduce friction-related energy loss. They are designed to provide better fuel economy compared to conventional, non-fuel-efficient motor oils.

### **Maintain Low Emissions**

AMSOIL OE Synthetic Motor Oils are friendly toward modern emissions control systems, promoting proper operation of catalytic converters for optimum service life and low exhaust emissions.

### **Protect in All Temperatures**

AMSOIL OE Synthetic Motor Oils are multi-viscosity formulations. They resist the effects of thermal breakdown, including evaporation and viscosity loss, while remaining fluid in cold temperatures for easier cold starts and fast start-up circulation.

### **Keep Engines Clean**

Fortified with high levels of detergent and dispersant additives, AMSOIL OE Synthetic Motor Oils are engineered to resist sludge

and carbon deposits better than conventional oils. They promote clean operation for longer-lasting, better-running engines.

### **Applications**

AMSOIL OE Synthetic Motor Oils are excellent for use in all types of gasoline-fueled vehicles. They are recommended for all domestic and foreign vehicles requiring any of the following performance specifications:

#### **5W-20 (OEM)**

API SN, SM...  
ILSAC GF-5, 4...  
GM 6094M  
Ford WSS-M2C930-A  
Chrysler MS-6395N

#### **5W-30 (OEF)**

API SN, SM...  
ILSAC GF-5, 4...  
Ford WSS-M2C929-A  
Chrysler MS-6395N  
GM dexos1™ (supersedes LL-A-025, 6094M and 4718M)

#### **10W-30 (OET)**

API SN, SM...  
ILSAC GF-5, 4...  
GM 6094M, GM 4718M  
Chrysler MS-6395N

### **Mixing AMSOIL**

AMSOIL OE Synthetic Motor Oils are compatible with conventional and other synthetic motor oils. Mixing AMSOIL OE Synthetic Motor Oils with other oils, however, will shorten the oil life expectancy and reduce the performance benefits.

Aftermarket oil additives are **not recommended** for use with AMSOIL OE Synthetic Motor Oils.

### **Service Life**

In gasoline-fueled vehicles, AMSOIL OE Synthetic Motor Oils are recommended for the intervals stated by the vehicle manufacturer or indicated by the oil life monitoring system. Change oil filter at every oil change.

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# New European Car Formula Provides Superior Protection for High-Performance European Vehicles

New AMSOIL European Car Formula 5W-30 Synthetic Motor Oil (AEL) provides exceptional performance and protection for high-performance European vehicles manufactured by Volkswagen, Audi, Mercedes-Benz, BMW, Porsche and more. Owners of vehicles requiring an oil meeting the VW 504.00/507.00 specification are actively seeking appropriate products, and AMSOIL European Car Formula 5W-30 is one of only a few oils available in North America that meets the VW 504.00/507.00 specification. The low-viscosity formulation maximizes fuel efficiency without compromising engine protection, while meeting strict European performance requirements for gasoline and direct-injection diesel engines designed for low-viscosity oils. Formulated with low sulfated ash, phosphorus and sulfur (SAPS), AMSOIL European Car Formula 5W-30 complies with modern emissions systems to provide optimum life and performance.

## Stay-in-Grade Performance

Sophisticated European engines subject oil to severe operational conditions. Oils must demonstrate excellent high-temperature/high-shear (HT/HS) performance to maintain viscosity and provide adequate engine protection. AMSOIL European Car Formula 5W-30 Synthetic Motor Oil is engineered to stay in grade despite rigorous operation throughout the extended drain intervals European automakers recommend. Formulated with a select additive package and shear-stable synthetic base oils, it meets strict ACEA and VW HT/HS requirements to provide outstanding wear protection and

is recommended for the longest drain interval recommended by the manufacturer.

## Low SAPS Formulation

Excessive sulfated ash, phosphorus and sulfur (SAPS) in motor oil can harm modern exhaust treatment devices. Diesel particulate filters (DPFs), for example, require low-SAPS motor oil to help prevent filter plugging. AMSOIL European Car Formula's low-SAPS formulation promotes optimum emissions system performance and life, reducing maintenance costs.

## Maximum Fuel Economy

AMSOIL European Car Formula is engineered with a 5W-30 viscosity and friction modifiers to reduce friction for increased energy through-put. It minimizes internal engine drag, providing an alternative for motorists currently using heavier grade oils, but who desire maximum fuel efficiency.

## Enhanced Turbocharger Protection

Turbocharged Direct Injection (TDI) engines commonly used in European vehicles require thermally stable oils that resist deposit formation and provide adequate turbocharger cooling. Thermally stable oils help keep oil passages clean and promote fluid circulation so turbo bearings stay cool and lubricated.

AMSOIL European Car Formula provides protection and performance for TDI systems in all temperature extremes. Its low pour point protects turbochargers against oil starvation and ensures rapid oil pressure in sub-zero conditions, while

its thermal stability withstands high-temperature/high-RPM breakdown to resist deposit formations that starve TDI systems of lubrication.

## Applications

AMSOIL European Car Formula 5W-30 Synthetic Motor Oil is available in quarts, five-liter jugs and drums. It is recommended for European gasoline or diesel vehicles requiring any of the following worldwide specifications:

VW 504.00/507.00, ACEA A3/B3, A3/B4, Mercedes-Benz 229.51, BMW LL-04, Porsche C30



AMSOIL European Car Formula 5W-30 Synthetic Motor Oil is one of only a few oils available in North America that meets the VW 504.00/507.00 specification.

Jeff Fisher

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[www.SyntheticOils.us](http://www.SyntheticOils.us)