

AMSOIL SERVICE LINE

NEWS AND IDEAS FROM AMSOIL

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NOTES

Minimal Price Adjustment on Select Additives and Aerosols Effective July 1

Due to the increasing costs of raw materials, AMSOIL is implementing a minimal price adjustment on select products effective July 1. Affected products are Engine and Transmission Flush (FLSH), Quickshot® (AQS), Heavy Duty Metal Protector (AMH), Metal Protector (AMP), Power Foam (APF) and Engine Fogging Oil (FOG). Updated pricing information can be accessed in the Product Pricing Interface in the Account Zone at www.amsoil.com. Once you have logged into the Account Zone, click the Product Pricing Interface link. For pricing effective July 1, select Future Pricing. Pricing files are available in either EXCEL or PDF formats.

Continued Growth Projected for Synthetics

The Freedonia Group projects higher equipment performance requirements and increasingly stringent environmental standards will cause U.S. demand for synthetic lubricants to grow by more than 8 percent annually to \$7.4 billion in 2015. Buoyed by an increased number of vehicles on the road and the latest motor oil specifications, synthetic motor oil demand is expected to grow the quickest, increasing 12.4 percent per year to \$3.2 billion in 2015. Demand for synthetic transmission oil and hydraulic fluids is expected to increase 11.5 percent annually to \$955 million by 2015.

HP Marine™ Re-Branded for Marine Market

HP Marine Synthetic 2-Stroke Oil (formerly hp Injector®) features a re-designed label and packaging aimed specifically at marine enthusiasts. The formulation, however, has not changed; its durable synthetic base oils and MAXDOSE™ system of advanced additives minimize wear and deposits throughout the engine, as demonstrated in the new Marine E-TEC™ Field Study (G2968). HP Marine is designated by product code HPM; pricing remains unchanged.

Marine-Focused

hp Injector was introduced as a high-quality synthetic two-cycle oil with a performance emphasis on direct-fuel-injected engines. Though primarily marketed for marine use, it was also recommended for snowmobiles, dirt bikes and other two-cycle applications. AMSOIL research and experience indicated consumers prefer products formulated and clearly labeled for specific applications compared to those intended for a wide range of uses. Therefore, AMSOIL re-branded HP Marine specifically for use in all two-cycle outboard motors, including, but not limited to, Johnson® and Evinrude® FICHT® & E-TEC® (replaces XD100™ 2-Cycle Oil); Mercury® EFI & Optimax®; Yamaha®; Nissan® and Tohatsu® TLDI®; Suzuki®; Mariner®; and Force®. It is also recommended for use in all two-cycle personal watercraft (PWC).

Evolving Powersports Designs

Although HP Marine provides excellent performance in snowmobiles and other two-cycle applications, evolving engine designs require oils with specialized properties. AMSOIL INTERCEPTOR™ Synthetic 2-Cycle Oil (AIT) is a better choice for newer snowmobile applications.

Marine E-TEC Field Study

The Marine E-TEC Field Study validates the performance of HP Marine in the popular Evinrude E-TEC marine motor specifically, and other

high-performance two-cycle marine motors in general. E-TEC motors are unique in that they offer an alternative, lean-mix setting that allows the engine to use less oil. Whether programmed to operate at the standard mix ratio or reprogrammed to the lean-mix setting, E-TEC engines use electronic equipment to monitor conditions, including rpm and throttle position, to determine the appropriate gas-to-oil mixture. To use the lean-mix setting, however, enthusiasts have been told they must have the engine reprogrammed by an authorized Evinrude dealer and agree to use Evinrude XD100™ 2-Cycle Oil exclusively.



To validate that HP Marine provides excellent protection for E-TEC motors, HP Marine and XD100 were installed in identical 250-hp Evinrude E-TEC engines powering a SEA-TOW® marine rescue vessel. Following 534 hours of severe-duty service (506 at the factory-lean setting), both engines were disassembled and rated for deposits, wear and other distress by a calibrated ASTM rater. HP Marine provided strong performance and excelled in critical-component lubrication. The cylinder bores, for example, demonstrated 0.00 percent scuffing, while the main bearings demonstrated only trace to light wear. The engine also displayed no ring sticking, earning perfect 10 merit ratings.

Select results are also included on quart and gallon back labels with the invitation to visit www.amsoil.com/proof for complete results.

Marine E-TEC Field Study

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ACCORDING TO OWNER'S MANUAL

For those who want excellent engine protection and performance for vehicle manufacturer-recommended oil change intervals.



For those who want extra engine protection and performance and the convenience of twice-per-year oil changes.



While AMSOIL pioneered the concept of extended drain intervals in 1972, the automotive industry and competing motor oil companies have only recently climbed on-board. There's no denying the once-standard 3,000-mile oil change is steadily fading away. Vehicle manufacturers have been gradually increasing their recommended drain intervals, and increasing use of oil life monitors has also pushed intervals well beyond 3,000 miles.

Customers have taken advantage; data shows they are driving longer between oil changes. According to the NPD Group's Aftermarket Outlook Survey, the percentage of vehicle owners who believe oil should be changed every 3,000 miles is 51 percent, down from 59 percent in 2007. The *National Oil & Lube News (NOLN)* Fast Lube Operators Survey confirms customers are steadily increasing their drain intervals, indicating a 7 percent increase in average oil change interval over the past six years.

According to NOLN research, manufacturer-recommended drain intervals have changed dramatically over the past six years, with many recommending longer intervals.

Six years ago, most vehicles had 3,000-mile recommended drain intervals for "special operating conditions" and 5,000-mile recommended intervals for "normal" driving. Some early hybrids had 10,000-mile "normal" intervals. Today, most vehicles are equipped with oil life monitors, with maximum intervals of 10,000 miles/one year.

Recommended drain intervals are largely unchanged. Most vehicles are equipped with oil life monitors, which are programmed on a model-specific basis, with maximum intervals ranging up to 12,000 miles. Regardless of remaining oil life, GM recommends oil be changed at least annually.

Six years ago, vehicles had 3,000-mile severe-service (Schedule B) and 6,000-mile normal-service (Schedule A) recommended drain intervals. Today, most vehicles are equipped with oil life monitors, with maximum intervals of 8,000 miles/six months.

Six years ago, vehicles had 5,000-mile recommended drain intervals. Today, most vehicles have 10,000-mile/one-year recommended intervals. The 4Runner model with the four-cylinder engine still carries a 5,000-mile drain recommendation.

Six years ago, vehicles had 3,750-mile severe-service and 7,500-mile normal-service recommended drain intervals. Today, most vehicles are equipped with oil life monitors. Vehicles without oil life monitors have 5,000-mile severe-service and 10,000-mile normal-service recommended intervals.

Recommended drain intervals are largely unchanged. Schedule 1 calls for 3,750-mile intervals for "typical" drivers, Schedule 2 calls for 7,500-mile intervals for steady-state highway driving and the Premium Maintenance schedule calls for 3,750-mile intervals with additional service recommendations not included with the other schedules. Most vehicles allow drivers to adjust the reminder system.

Six years ago, vehicles without oil life monitors had either 3,750-mile severe-service and 7,500-mile normal-service recommended drain intervals, or 5,000-mile severe-service and 10,000-mile normal-service recommended intervals. Today, vehicles without oil life monitors have 5,000-mile severe-service and 10,000-mile normal-service recommended intervals.

SYNTHETIC MOTOR OIL
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For those who want the absolute best engine protection, performance and maximum value through extended drain intervals



Recommended drain intervals are largely unchanged. Vehicles have 3,750-mile severe-service and 7,500-mile normal-service recommended intervals.

MAZDA

Vehicles have 5,000-mile/four-month recommended drain intervals for "special operating conditions" (Schedule 2) and 7,500-mile/six-month recommended intervals for "typical/suburban driving" (Schedule 1).

NISSAN

Recommended drain intervals are largely unchanged. An initial oil change is recommended at 3,000 miles/three months and subsequent oil changes are recommended at 7,500 miles/7.5 months.

SUZUKI

Recommended drain intervals are largely unchanged. Vehicles have 7,500-mile recommended intervals.

MINI

Recommended drain intervals are largely unchanged. Non-turbocharged vehicles have 3,750-mile/three-month severe-service and 7,500-mile/six-month normal-service recommended intervals. Turbocharged vehicles have 3,000-mile/three-month severe-service and 5,000-mile/five-month normal-service recommended intervals.

KIA

Six years ago, vehicles had 3,000-mile severe-service and 7,500-mile normal-service recommended drain intervals. Today, most vehicles have 3,750-mile severe-service and 7,500-mile normal-service recommended intervals. Some vehicles have 5,000-mile/four-month severe-service and 6,500-mile/six-month normal-service recommended intervals.

SCION

Recommended drain intervals are largely unchanged. Vehicles have 5,000-mile/six-month recommended intervals.

HYUNDAI

Six years ago, vehicles had 5,000-mile recommended drain intervals. Today, recommendations are vehicle-specific, ranging from 6,000 miles/three months to 10,000 miles/one year.

VOLVO

Recommended drain intervals are largely unchanged. Vehicles have 7,500-mile recommended intervals.

LEXUS

Six years ago, vehicles had 5,000-mile/four-month drain intervals for "special operating conditions" and 7,500-mile/six-month intervals for "typical" driving. Today, vehicles have 5,000-mile/six-month recommended intervals. Some hybrid vehicles that use synthetic oil have 10,000-mile/one-year recommended intervals.

AUDI

Recommended drain intervals are largely unchanged. An initial oil change is recommended at 5,000 miles and subsequent oil changes are recommended every 10,000 miles.

BMW

Recommended drain intervals are largely unchanged. Intervals are determined by oil life monitors.

JAGUAR

Six years ago, vehicles had 10,000-mile recommended drain intervals. Today, vehicles have 15,000-mile/one-year recommended intervals.

LAND ROVER

Vehicles have 15,000-mile/one-year recommended drain intervals.

MERCEDES

Six years ago, vehicles had 13,000-mile/one-year recommended drain intervals. Today, most vehicles have 10,000-mile/one-year recommended intervals.

PORSCHE

Six years ago, vehicles had 20,000-mile/two-year recommended drain intervals. Today, vehicles have 10,000-mile/one-year recommended intervals.

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