



# Service Line

NEWS AND IDEAS FROM AMSOIL



## AMSOIL Synthetic Lubricants Provide Fuel Savings



High fuel prices are a hot topic of conversation. Significant price jumps over the last year have become an area of concern for motorists and businesses everywhere. Many consumers are taking steps to reduce the hit to their pocketbooks by consuming less fuel. Fuel efficiency has become a significant selling point for auto

dealers. Fuel inefficient SUV sales have slumped, while fuel efficient economy car sales are on the upswing. Cities experience greater interest in public transportation, and car pools are gaining popularity.

Choosing AMSOIL Synthetic Motor Oil over a conventional oil also provides fuel savings.

### Fluid Friction

Refined petroleum-based lubricants are composed of irregular molecules of various sizes. As they slip across each other, excess friction is created. The vehicle's engine must burn extra fuel to overcome this friction, decreasing fuel economy. AMSOIL synthetic lubricants, on the other hand, contain only smooth, uniform molecules that easily slip across each other, reducing internal friction within the lubricant, allowing fuel to be diverted from the task of overcoming friction to reaching the drivetrain, decreasing overall fuel consumption.

### Friction Between Moving Parts

Oil viscosity plays a critical role in reducing friction. If viscosity is too high, it contributes to fluid friction, while an oil with a viscosity that is too low cannot adequately maintain a complete, unbroken oil film between engine surfaces. Without this film, excess friction is created between moving parts, increasing wear and fuel consumption. AMSOIL synthetic lubricants maintain their viscosity for an unbroken oil film between engine parts that reduces friction and decreases fuel consumption.

### Thermal and Oxidative Stability

Some of the chemicals in conventional lubricants break down at temperatures within the normal operating range of many vehicle and equipment components, coating components with varnish, deposits and sludge and leaving the oil thick and difficult to pump. This higher viscosity oil reduces engine and fuel efficiency because components must expend extra energy, and extra fuel, to do their jobs. Because

AMSOIL synthetic lubricants do not contain these volatile chemicals, they resist thermal and oxidative breakdown. Components stay clean, oil viscosity remains constant and fuel efficiency remains high.

### Volatization

Conventional lubricants also are susceptible to volatility. When an oil's lighter molecules volatilize, or burn off, during hot operating conditions, oil viscosity increases even more, again reducing fuel economy. AMSOIL synthetic lubricants with their uniformly sized molecules resist volatilization much better than conventional lubricants, maintain their viscosities and allow more fuel to be used for vehicle propulsion to improve fuel economy.

### How Much Can Be Saved With AMSOIL?

Using AMSOIL synthetic motor oils, gear lubes and drivetrain fluids can have a profound impact on fuel economy. It's generally accepted within the industry that an average passenger car can conservatively decrease its fuel consumption by two to five percent by switching to synthetic lubricants. Many AMSOIL customers report even larger gains in fuel economy.

According to data from the Bureau of Transportation Statistics, American vehicles consumed almost 75 billion gallons of gasoline in 2003. If all these vehicles switched to AMSOIL synthetic lubricants and realized a five percent fuel economy improvement, the U.S. would save 3.75 billion gallons of fuel. At a pump price of \$2.30 a gallon, this equates to a savings of more than \$8.7 billion.

Bureau of Transportation Statistics data also indicates the average passenger vehicle used 550 gallons of gasoline in 2003. Gasoline expenses can be a significant portion of the average family's budget, especially with today's prices. At \$2.30 a gallon, 550 gallons of gas costs \$1265.00. A five percent fuel economy improvement would save 27.5 gallons of gasoline and yield \$63.25 a year in fuel savings. That's enough to cover the price of a year's supply of AMSOIL synthetic motor oil and Ea Oil Filters, with money left over.

In addition to fuel savings, AMSOIL synthetic lubricants also allow motorists to reduce oil usage through extended drain intervals, all while significantly reducing friction and wear, improving engine performance and extending equipment life.

# AMSOIL Extends Engine Life for Pontiac

AMSOIL customer Gene Sandberg moved to Smolan, Kan., about nine years ago and took a job that required an 85-mile one-way commute.

“I purchased a used Pontiac Grand Prix with 30,000 miles on it to use for the drive,” said Sandberg. “With nine years to retirement, I figured I would go through at least three cars in that time.”

Sandberg mentioned to a friend at work that he was constantly having to change oil since he was putting so many miles on his car. His friend suggested switching to AMSOIL and mentioned that his father was a distributor.

“I took his suggestion and started using AMSOIL. The car had about 70,000 miles at that time,” said Sandberg.



*Gene Sandberg with his Pontiac Grand Prix that has accumulated over 350,000 miles.*

Sandberg admitted that he doesn't always follow a scheduled maintenance routine as well as he should and usually went at least 30,000 miles before changing oil, sometimes without changing the filter between intervals. Now he buys AMSOIL Series 2000 0W-30 Motor Oil and AMSOIL filters from Dealer David Geist.

“I retire in another month and the Grand Prix is still running,” said Sandberg.

The car has accumulated 358,000 miles and has needed no engine work.

“I just saw a commercial on T.V. for another brand of synthetic oil where the customer was pleased with her 150,000-or-so miles, and I just wanted to let you know I'm over twice as pleased as she was,” said Sandberg.

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

Jeff Fisher

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