AMSOIL Service Line
NEWS AND IDEAS FROM AMSOIL

NOTES

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Vehicles With High Resale Value

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Best Resale Value: Brand
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Mini Cooper	Volkswagen Eos

Industry News . . .

By-Pass Filtration Gaining Recognition

A recent article in *Today's Trucking,* a Canadian publication, featured Dallas, Texas-based fleet Stevens Transport. Stevens is a refrigerated TL carrier with 1,600 trucks, mostly Kenworths and Peterbilts, all with Cat C15 engines. Stevens' fleet of trucks is on 200,000-mile drain intervals, and the fleet's maintenance management team is confident the extended drains are safe and not harming engine life.

Previous Practices

Stevens had been changing oil and filters approximately every 30,000 miles, or five to six times a year. In 2003, Eric Smith, director of maintenance at Stevens, began looking at by-pass filtration as a way to lower costs.

The Evaluation Process

Stevens let the first truck it tested go 70,000 miles before its first drain. Stevens then moved the second test truck to 140,000 miles with good results. The third test truck went 192,000 miles before oil analysis results suggested it was time for a change. After more than a year of testing, the company began changing its entire fleet over to the new system.

Old News

Over the years, drastically extended drain intervals have become commonplace at AMSOIL. The teardown of trucker Haywood Gray's Mack engine after it went 409,000 miles without an oil change is just one example that was heavily documented and publicized by AMSOIL.

Superior Motor Oil

The key to extending drain intervals is the oil you use. AMSOIL Synthetic Motor Oil was the first extended drain motor oil on the market. AMSOIL Motor Oils are more resistant to breakdown, so they last longer than other motor oils. Kept clean, AMSOIL motor oils will cool, clean and reduce friction and wear for the best possible fuel economy and the longest possible engine life, for the longest drain interval possible.

Superior Filtration

When used in conjunction with AMSOIL Synthetic Motor Oils, AMSOIL Ea Filters provide protection that can't be beat. AMSOIL Ea By-Pass Filters remove 98.7 percent of contaminants as small as two microns. They also remove 39 percent of soot particles down to one micron.

AMSOIL Ea Air Filters are made with nanofiber synthetic media that is available only from AMSOIL. Ea Air Filters boast the highest efficiency rating of any air filter on the market, along with greater capacity and less restriction than competing filters.

AMSOIL Ea Oil Filters also are the most efficient filters on the market. They have significantly lower restriction than conventional cellulose media filters and have a far greater capacity than competing filter lines.

Oil Analysis is Key

AMSOIL provides motor oils with guaranteed extended drain capabilities, and AMSOIL Ea Filters provide unsurpassed filtration performance. The key to extending drain intervals even further is the use of oil analysis.

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AMSOIL INC. • AMSOIL BUILDING • SUPERIOR, WISCONSIN 54880 • 715-392-7101 • FAX 715-392-5225

Future is Bright for Quick Lubes & Synthetics

The most recent 2006 Specialty Equipment Market Association (SEMA) Trends and Forecasts Quarterly Update contained good information pertaining to the quick lube market, and things are looking up for sales of synthetics at quick lubes.

Money to Burn

Despite negative projections from national media, the facts seem to support that there is a lot of money out there. What's more, performance-boosting accessorizing is on the increase, personalizing is up, and all manner of electronic and audio enhancements continue to rise. This is not just a youth market, either. According to the SEMA report, "Boomers control more than 50 percent of all discretionary income and will become more affluent as they inherit a great amount from their parents. The older they get, the deeper their pockets. Boomers will keep spending." Twenty-three percent of boomer households already have four or more vehicles, all of them needing maintenance and periodic oil changes.

Current Trends

Vehicle styles currently experiencing the most growth include hybrids, retro-styled and diesels. Cars like the Chrysler PT Cruiser, Ford Mustang and Dodge Charger have ignited interest from nostalgic boomers and sold well. Hybrids experienced triple-digit growth in 2005 with the Toyota Prius accounting for more than half of all new hybrid registrations.

Diesels have seen the most growth, with more than 500,000 diesels registered in 2005. According to the SEMA report, "When given a choice between a gasoline or diesel engine, consumers purchased the diesel engine option almost half the time." This is a trend that analysts expect will continue, driven in part by fuel prices and in part by the increased efficiency of diesel engines.

Good News

Money is less of an issue for today's boomers. They are more concerned with quality than price. AMSOIL provides synthetic lubricants and filtration products of the highest quality. The AMSOIL line of products includes something for nearly every application, providing healthy sales opportunities for quick lubes.

Ahead of the Curve

Lube operators must stay current with lubrication requirements of diesel engines. Increased EGR rates make 2007 diesel engines run hotter than their predecessors, requiring diesel oils with improved oxidation resistance to prevent thermal runaway and maintain engine protection. AMSOIL Premium 5W-40 Diesel Oil provides maximum protection for 2007 diesel engines. It is formulated to withstand the stress of heat, soot and acids to help prevent deposits, corrosion and wear. AMSOIL Diesel Concentrate, Cetane Boost and Cold Flow Improver provide a money-saving performance boost for diesel owners.

The AMSOIL product line provides the highest quality synthetic lubrication and filtration products on the market. Whether servicing 2007 diesels or 1987 diesels, cars styled after a 1977 Dodge or an actual 1977 Dodge, AMSOIL provides superior products for nearly every application.

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AMSOIL Offers New 75W-110 SEVERE GEAR

Vehicles have recently seen tremendous gains in both horsepower and towing limits. Horsepower has increased by as much as 93 percent in turbo diesel trucks and vehicle towing limits have increased from 7,500 to 18,000 lbs. in recent years, causing differentials to run hotter than ever. At the same time, vehicle manufacturers have been under pressure to meet government-mandated fuel efficiency requirements.

The Society of Automotive Engineers (SAE) sets viscosity parameters for gear lubes in its SAE J-306 document. Until recently, the viscosity range for SAE 90 gear lubes was very broad, ranging from 13.5 cSt to <24 cSt. SAE J-306 was modified in 2006 to break up the broad viscosity range of SAE 90. With a viscosity range of between 18.5 cSt and <24 cSt, the new SAE 110 classification is midway between SAE 90 and SAE 140. This new classification assures gear manufacturers of sufficient viscosity protection, as well as improved efficiency and fuel economy over SAE 140 gear lubricants. A similar viscosity range breakup occurred within the SAE 140 classification, with the new SAE 190 classification splitting the range between SAE 140 and SAE 250. SAE 190 and 250 gear lubricants are thick viscosity oils for special applications.

New 75W-110 SEVERE GEAR Synthetic Gear Lube (SVT) provides superior protection for elevated operating temperatures without sacrificing fuel efficiency. It is formulated for use with limited slip clutches and is ideal for turbo diesel pick-up trucks, vehicles used for towing and hauling and other vehicles subject to severe service operating conditions, including heavy equipment, construction vehicles, emergency vehicles, street rods and 4x4 vehicles. It is recommended in applications specifying API GL-5 or MT-1 and MIL-PRF-2105E.

AMSOIL 75W-110 SEVERE GEAR Synthetic Gear Lube joins 75W-90 (SVG) and 75W-140 (SVO) SEVERE GEAR Synthetic Gear Lubes as premium grade lubricants specifically engineered for maximum performance in severe duty applications. SEVERE GEAR Synthetic Gear Lubes feature an exclusive blend of high viscosity, shear stable synthetic base stocks and an extra treatment of high-performance additives, maintaining viscosity for long-lasting protection against metal-to-metal contact in both hot and cold temperature extremes. SEVERE GEAR Synthetic Gear Lubes help prevent "thermal runaway," inhibiting rapid lubricant degradation and component damage. AMSOIL SEVERE GEAR Synthetic Gear Lubes provide extended drain intervals of 100,000 miles in normal service or 50,000 miles in severe service, or longer if specified by the owners manual.

AMSOIL SEVERE GEAR Synthetic Gear Lubes are recommended for use in differentials, manual transmissions and other gear applications requiring any of the following specifications: API GL-5, MT-1, MIL-PRF-2105E, Dana SHAES 234 (formerly Eaton PS-037), Mack GO-J or the differential (hypoid) gear lube specifications from GM, DaimlerChrysler, Ford and all other domestic and foreign vehicle manufacturers. SEVERE GEAR Synthetic Gear Lubes may also be used in axles where an API GL-4 lubricant is recommended.

For more information and specific applications, please consult the G-2043 SEVERE GEAR data bulletin or the AMSOIL website at www.amsoil.com.

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MP Metal Protector

AMSOIL MP Metal Protector is a greaseless all-purpose spray that provides metal surfaces with a long-lasting film. The tough penetrating agents in MP cut through rust and corrosion to free stuck parts, without leaving any gum or sludge. AMSOIL MP dries electrical and ignition systems and protects electrical equipment from moisture, including salt water.

AMSOIL MP is excellent for multiple applications. Uses include hardware, household appliances, sporting goods, electrical equipment, powersports equipment and much more.

LIMITLESS APPLICATIONS!

- Protects Metal Surfaces
- Cuts Through Rust
- Protects Electrical Equipment
- Resists Moisture, Even Salt Water
- Excels in Household Applications
- Sprays Into Hard-to-Reach Places

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

Jeff Fisher 866-292-4700 www.SyntheticOils.us

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