



# Service Line

NEWS AND IDEAS FROM AMSOIL

## NOTES

### Electronic Accessories Taking Their Toll

Traditionally, car batteries have needed replacement every three to five years. But according to a recent article in *Automotive Digest*, the replacement interval for car batteries seems to be shrinking to approximately two years. This is due to the increase in the number of electrical accessories used in today's vehicles. While new cars are designed to operate more systems such as navigation systems and iPods, they still use the same 12-volt battery they always have.

### Ethanol Giving Rural Areas a Boost

According to an article in *Automotive Digest*, rural ethanol production plants are spurring economic growth in small communities. While most rural areas have been losing population, ethanol has turned that trend around in many places. Farmers are enjoying higher profits and increased land values, and new ethanol production plants are providing new jobs. Critics are warning that ethanol is not very energy efficient, uses large amounts of water and causes soil erosion.

## AMSOIL Meets Challenges of Changing Market

As The First in Synthetics, AMSOIL has established itself as the technological leader in synthetic lubrication. The company has continually made improvements to its own line of products while challenging other manufacturers to keep pace. Auto manufacturers, government agencies and engine designs have imposed dramatic challenges to lubricant manufacturers. AMSOIL has met those challenges head-on. Some examples of challenges that have risen in the past year include the following:

**Challenge:** Ultra low sulfur diesel fuel (ULSD) has significantly reduced sulfur content in diesel fuel. Sulfur is what provides the diesel's lubricity—a critical property in controlling wear in fuel pumps and injectors. ULSD brought sulfur content from 500ppm to 15ppm, a dramatic reduction.

**Solution:** AMSOIL Diesel Concentrate (ADF) adds back all the lubricity properties needed and more – without adding sulfur. Fuel pump and injector service life is extended, saving time and money on maintenance costs. AMSOIL Diesel Concentrate also improves fuel economy, restores horsepower, reduces cylinder wear, retains TBN longer and minimizes soot loading.

**Challenge:** CJ-4 requirements drastically changed the way diesel oils are formulated. Because sulfated ash, sulfur and phosphorus have a negative effect on diesel particulate filters, ASTM agreed to limit their presence in CJ-4 oils. Lower sulfated ash, sulfur and phosphorus levels, as well as increased soot loading, affect an oil's ability to provide protection over extended drain intervals.

**Solution:** AMSOIL Synthetic 5W-40 Premium Diesel Oil (DEO) is a low sulfated ash formulation that exceeds the modern requirements for low emission quality diesel oil. It controls soot thickening and wear, maximizes fuel economy, reduces oil consumption and excels in extreme temperatures.

**Challenge:** OEMs are struggling to improve fuel efficiency and meet government-mandated standards. Many of them are now recommending low-viscosity motor oils to maximize engine efficiency.

**Solution:** All AMSOIL motor oils are synthetic, so they are inherently fuel efficient. AMSOIL offers 100% synthetic 0W-20, 0W-30 and 5W-20 motor oils that provide maximum fuel efficiency and meet OEM specifications for low-viscosity oils.

**Challenge:** Gasoline varies in quality and additive treat levels from the refinery. Although a certain level of detergent additive is required by law to be formulated into gasoline, cost restrictions cause refineries to use low-quality additives in the lowest additive concentration, a level insufficient to prevent deposit accumulation.

**Solution:** AMSOIL PI Performance Improver (API) is the most potent gasoline additive available today. It is unsurpassed in cleaning combustion chamber deposits, intake valve deposits and port fuel injector deposits. AMSOIL PI helps maintain peak engine efficiency, fuel economy, power and drivability.

**Challenge:** Dependence on foreign oil. Oil prices are constantly being driven higher, effecting the cost of nearly everything else.

**Solution:** AMSOIL provides synthetic motor oils recommended for extended drain intervals. AMSOIL motor oils do not succumb to volatilization like other oils, reducing emissions. Better formulations and extended drain intervals result in less oil used, less oil to dispose of and less demand for new oil.

# Ultimate Wear Protection and Fuel Economy

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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.

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

Jeff Fisher

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