



# SERVICE LINE

NEWS AND IDEAS FROM AMSOIL

## AMSOIL Synthetic 0W-20 Motor Oil Provides Maximum Fuel Economy

### NOTES

#### Surcharge Program Effective May 1

Although AMSOIL was forced to implement a price increase on March 1, the company has since received yet another round of large increases in the costs of raw materials and other materials used in the production of AMSOIL products. Bottles, packaging, hard parts, etc. are all being affected by the trickle-down effect from the rising cost of oil. Freight surcharges that impact nearly everything are rising dramatically as well. Due to the volatile and unpredictable nature of the market at this time, AMSOIL implemented a surcharge program in the U.S. and Puerto Rico as a temporary solution for recovering spiraling costs. As of May 1, prices of all AMSOIL products reflected an extra 5 percent surcharge across all programs in the U.S. Effective June 1, prices of all AMSOIL products will reflect an extra 3 to 5 percent surcharge in all programs in Canada as well. The exact percentage will be determined and announced at the end of May. Watch for an announcement at that time at [www.amsoil.com](http://www.amsoil.com). Until the market stabilizes, the surcharge will remain in place and may be adjusted on a monthly basis. New price lists will be printed once the market reaches some level of stability.

Rising fuel costs have motorists searching for anything that will improve vehicle efficiency. Vehicle manufacturers, under pressure to meet more stringent EPA regulations, are recommending lower-viscosity oils as one way to improve efficiency. AMSOIL 100% Synthetic 0W-20 Motor Oil (ASM) features a special low-viscosity formulation that combines maximum fuel economy with maximum wear protection.

#### Maximum Fuel Economy

AMSOIL Synthetic 0W-20 Motor Oil is designed to maximize energy efficiency for improved fuel economy. Its light viscosity properties reduce drag and its uniform molecular structure helps it flow more freely to lower friction between metal surfaces. Anti-friction additives are included to further improve energy efficiency.

#### Superior Wear Protection

AMSOIL Synthetic 0W-20 Motor Oil is a shear stable formulation with a high viscosity index. It provides excellent viscosity film strength to separate metal surfaces and contains robust anti-wear additives for the best possible engine protection.

#### Reduced Oil Consumption and Emissions

Volatility (burn-off) occurs when oil gets hot, causing high oil consumption and emissions. AMSOIL Synthetic 0W-20 Motor Oil has a very low volatility rate, making it excellent at controlling volatility-related oil consumption and emissions.

#### Extreme-Temperature Performance

AMSOIL Synthetic 0W-20 Motor Oil resists thermal breakdown better than conventional oils. It is heavily fortified with detergent and dispersant additives to prevent sludge deposits and keep engines clean. And unlike conventional oils, AMSOIL 0W-20 contains no wax. It stays fluid down to -65°F for improved cold-temperature oil flow, reduced bearing wear and easier starting while maintaining superior high-temperature protection.



## AMSOIL Is the Official Oil of CORR

In February, AMSOIL agreed to a three-year deal with Championship Off Road Racing (CORR) to become the Exclusive Official Oil of the off-road series.

Drivers, sponsors and fans continue to be drawn to the unique style of racing CORR offers. Current NASCAR superstar Jimmie Johnson began his racing career competing in the series. In 2008, athletes like supercross champions Jeremy McGrath and Ricky Johnson will be racing full-time in this rough-and-tumble series. In 2007, CORR broadcasted all of the Baldwin Cup qualifiers and the finale on NBC Sports. Bill Weber and Wally Dallenbach of NASCAR fame will provide the play-by-play and analysis for the 13.5 hours of NBC coverage this season. CORR also announced that both the NBC and SPEED Channel coverage will include live, High-Definition broadcasts, and the NBC coverage will jump from 60 minutes to 90 this season.

"The vision and commitment of AMSOIL to its brand is as strong as the unwavering dedication CORR has to the expansion of our sport, making for a viable partnership," said CORR C.O.O. Cissy Baldwin.

"After years of sponsoring several of our thriving teams, we are proud to further enhance the visibility of AMSOIL by welcoming them as The Official Oil of Championship Off Road Racing."

The 2008 season began April 26-27 at the Los Angeles County Fairplex, just 10 miles from downtown Los Angeles. The next round of racing is scheduled for May 17-18 in Las Vegas, Nev. The Pro 2 and Pro 4 points races from the event will air on the SPEED Channel May 24, with the Cup races airing on NBC June 15. For television schedules or to learn more about the AMSOIL Super Team and CORR, visit [www.amsoil.com](http://www.amsoil.com).

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5/08

AMSOIL INC.  
AMSOIL Building  
Superior, Wisconsin 54880  
Fax: (715) 392-5225  
Phone: (715) 392-7101

