



# SERVICE LINE

NEWS AND IDEAS FROM AMSOIL

## AMSOIL Synthetic Motor Oils Deliver Maximum Fuel Efficiency

### NOTES

#### DIY and DIFM Markets Show Growth

Although there is a widespread perception that the do-it-yourself (DIY) market has been declining over the past decade due to increasingly sophisticated vehicles and an aging population, Automotive Aftermarket Industry Association statistics show the DIY market is healthy and growing. In fact, the compounded annual growth rate for the DIY market over the past decade was 3.9 percent, while the growth rate for the do-it-for-me (DIFM) market was also 3.9 percent over the same time period.

If the economy continues to worsen, experts predict the DIY market will continue to show growth as an increasing number of people decide to either perform their own automotive maintenance or have someone other than a professional technician work on their vehicles.

An increasing trend toward used vehicle purchases will be a boost to both the DIY and DIFM markets. According to CNW Marketing Research reports, used vehicle sales are up 9.5 percent over last year and the firm predicts used vehicle sales will continue to grow through 2012.

The uniform molecular structures of AMSOIL synthetic motor oils effectively reduce friction and deliver improved fuel economy, while the lighter viscosity AMSOIL synthetic motor oil formulations further reduce drag and improve fuel economy without sacrificing protection or performance.

#### Signature Series 0W-30 Synthetic Motor Oil

AMSOIL Signature Series 0W-30 Synthetic Motor Oil (SSO) is the industry benchmark in lubrication technology. Engineered with the world's finest synthetic base oils and high performance additives, Signature Series 0W-30 is formulated to deliver superior engine protection and maximum fuel economy. This premium grade synthetic motor oil exceeds the requirements of modern, high-performance engines and older engines, and it replaces and consistently outperforms competitive conventional and synthetic 0W-30, 5W-30 and 10W-30 motor oils for extended drain intervals of up to 35,000 miles or one year, whichever comes first, in normal service conditions.

#### 0W-20 Synthetic Motor Oil

AMSOIL 0W-20 Synthetic Motor Oil (ASM) combines the industry premier synthetic technology and additives into a light viscosity formulation that withstands high temperatures and delivers outstanding fuel economy and cold temperature performance. AMSOIL 0W-20 delivers superior protection and performance, replaces and consistently outperforms competitive conventional and synthetic 0W-20 and 5W-20 motor oils and is recommended for extended drain intervals of up to 25,000 miles or one year, whichever comes first, in normal service conditions.

#### XL 5W-20 Synthetic Motor Oil

AMSOIL XL 5W-20 Synthetic Motor Oil (XLM) provides peace of mind. The oil drain interval recommendations for many modern vehicles extend well beyond the traditional 3,000-mile interval, some up to 12,000 miles with electronic oil monitoring systems. Unlike conventional oils that have 3,000-mile maximum recommendations, AMSOIL XL 5W-20 provides 7,500-mile/six-month drain intervals or longer where stated by vehicle manufacturers or indicated by oil life monitoring systems. When using XL 5W-20, protection and performance are not sacrificed with longer drain intervals.



# Improve Performance with Premium AM



## P.i. Performance Improver

AMSOIL P.i. Performance Improver (API) is the most potent gasoline additive available today. As a concentrated detergent, it is unsurpassed in cleaning combustion chamber, intake valve and port fuel injector deposits, eliminating the need for expensive fuel injector cleaning procedures. It is ideal for use prior to emissions inspections, and it helps maintain peak engine efficiency, fuel economy, power and drivability in newer low mileage engines.

In engines with accumulated deposits, P.i. provides improved fuel mileage up to 5.7 percent, reduced emissions, restored power and performance, reduced need for higher octane fuel, reduced carbon rap and pre-ignition, better drivability and smoother operation after only one tank of gasoline. Treat one full tank of gas every 4,000 miles or 100 hours of service.



## Series 2000 Octane Boost

AMSOIL Series 2000 Octane Boost (AOB) improves the performance of all two-cycle and four-cycle gasoline-fueled engines, maximizing power, reducing engine knock and improving ignition and engine response, while helping fuel burn cleaner and removing carbon deposits.

AMSOIL Octane Boost is the recommended octane boost for all high-performance off-road and racing applications, and it is excellent as a lead substitute at same treat rates in collector automobiles, older off-road equipment, 4x4 off-road vehicles and gasoline racing vehicles. One bottle treats 15 gallons.



## Gasoline Stabilizer

It is difficult to drain all of the fuel from equipment before storage, and doing so would expose the system to other problems, including the formation of rust and corrosion on the bare metal in the tank and fuel system and the drying and cracking of gaskets and seals. Some fuels are pre-treated with oxidation inhibitors that allow them to be stored for short periods without forming excessive deposits, while other fuels have no inhibitors at all.

AMSOIL Gasoline Stabilizer (AST) reduces the oxidation process that occurs when fuel is stored for extended periods, preventing varnish and gum buildup that can clog injectors and stick floats, improving performance, extending equipment life and decreasing maintenance expenses.



## Cetane Boost

Recommended for use with all types of heavy- and light-duty, on- or off-road and marine diesel engines, AMSOIL Cetane Boost (ACB) is an ashless, alcohol-free additive that improves cetane up to seven points for increased power and performance. It is excellent for use with ultra low sulfur diesel (ULSD) fuel and compatible with biodiesel and all types of exhaust emission systems such as diesel particulate filters (DPFs).

Cetane Boost offers more complete fuel combustion for better performance, power and drivability, while effectively increasing fuel economy by up to 2 percent. It improves cold temperature starting and reduces cranking time, while reducing misfiring, white smoke, emissions and odors.

# AMSOIL Gasoline and Diesel Fuel Additives



## Diesel Concentrate

AMSOIL Diesel Concentrate (ADF) is a total system cleaner and lubricity improver for all types of heavy and light-duty diesel engines. Formulated with ultra low sulfur diesel (ULSD) fuel in mind, it controls the problems created by EGR systems by neutralizing acids during combustion, minimizing acidic cylinder wear, reducing the rate of TBN depletion and maintaining oil quality.

Diesel Concentrate cleans fuel injectors and combustion chambers for improved efficiency and better sealing and minimizes soot loading. It effectively improves the oxidation and thermal stability of diesel fuel, improves fuel economy by up to 5 percent, restores horsepower and protects against water contamination, and it is compatible with all types of exhaust systems, including diesel particulate filters (DPFs). Diesel Concentrate is also recommended in heating oil furnace applications.



## Diesel Cold Flow Improver

AMSOIL Diesel Cold Flow Improver (ACF) maintains fuel flow in low temperature applications below 40°F, effectively modifying wax crystal formation at low temperatures to depress diesel fuel pour point and improve cold flow filtration properties.

Cold Flow Improver lowers the cold filter plugging point by as much as 20°F and decreases the need for #1 diesel fuel diluted with kerosene, helping maintain fuel economy and keeping engines functioning normally, and it contains jet fuel-type deicer to help prevent ice formation in fuels contaminated with water. Cold Flow Improver is compatible with diesel particulate filters (DPFs). It is also excellent for use with home heating oil and kerosene heat systems.



## Diesel Concentrate Plus Cold Flow Improver

AMSOIL Diesel Concentrate Plus Cold Flow Improver (DFC) is a premium, year-round diesel fuel additive that provides improved efficiency and maximum cold-weather performance by combining the superior detergency and lubricity of Diesel Concentrate with the excellent anti-gelling properties of Cold Flow Improver in one convenient package without sacrificing performance.

AMSOIL Diesel Concentrate Plus Cold Flow Improver is specifically formulated to improve the lubrication of fuel system components, improve fuel flow, help maintain fuel integrity and prevent fuel filters and injectors from clogging. It is recommended for diesel-powered vehicles, home heating oil and kerosene heating systems.



## Diesel Recovery

AMSOIL Diesel Recovery (DRC) provides an emergency cold weather treatment that quickly and effectively dissolves the wax crystals that form when diesel fuel surpasses its cloud point.

Diesel Recovery effectively liquefies gelled diesel fuel, thaws frozen fuel filters and reduces the need for a new filter, saving money and allowing the operator to continue driving with minimal downtime. Diesel Recovery is alcohol-free, non-corrosive and performs well in all diesel fuels, including ULSD, off-road and biodiesel. Keep a bottle of Diesel Recovery in the glove box for cheap insurance against being towed to a service station or becoming stranded in subzero temperatures.