

Keep Vehicles Running Like New and Save Money with AMSOIL Products



15,000 miles per year², the following represents many of the approximate maintenance and upkeep expenses for each vehicle over the five-year/75,000-mile ownership period (based on conventional fluids and parts for a 2003 Ford Taurus). All fluid, filter and wiper blade prices reflect Checker Auto Parts online pricing (partsamerica.com) and assume the customer performed the work. Other prices were obtained through costhelper.com and assume the customer took the vehicle to a mechanic for the work.

The extended drain capabilities of AMSOIL synthetic motor oils provide customers with significant cost savings over conventional motor oils and 3,000-mile drain intervals. In addition to saving customers money when they change their oil, the superior protection and performance provided by AMSOIL products keep vehicles running in top condition, reducing maintenance costs and effectively extending their lives.

Anticipating increasing maintenance and repair expenses as their vehicles continue to age and accumulate miles, many motorists begin shopping for a new vehicle soon after making the last payment on their current vehicle. However, an increasing number of motorists are keeping their vehicles for longer periods of time. In fact, according to the latest data from R.L. Polk & Co., the median age of passenger cars on the road was 9.2 years in 2007, tying the record high set in 2006. In addition, 41.3 percent of the car population is 11 years of age and older. In this current economy, those numbers will continue to grow.

Customers who use AMSOIL products keep their vehicles running in like-new condition for a longer period of time and can potentially save a significant amount of money by delaying that trip to the auto dealership for a new vehicle purchase.

For example, if two different customers each took out a 60-month vehicle loan in 2003 for \$20,000, they have each paid approximately \$435.27 in monthly payments over the past five years, after figuring in a 7.35 percent market finance rate, sales tax, title, registration and other expenses¹. Over the five-year loan period, each customer has paid \$26,116.20 in vehicle payments.

In addition to the vehicle loan payments, the customers also spent money for maintenance and upkeep over the five-year ownership period. Considering the average motorist drives

Product	Number of Changes	Total Cost
motor oil (Pennzoil 5W-20)	25 changes	\$598.50
oil filters (Fram Extra Guard)	25 changes	\$94.25
wiper blades (Rain X Weather Beater)	10 changes	\$249.60
air filters (Pentius)	5 changes	\$44.95
cabin air filters (Purolator)	5 changes	\$84.80
brake fluid (Valvoline)	2 changes	\$5.96
fuel filters (Purolator)	2 changes	\$21.98
coolant (Prestone)	2 changes	\$38.94
power steering fluid (Valvoline SynPower)	1 change	\$6.58
battery	1 change	\$80.00
brake pads	1 change	\$300.00
tires	1 change	\$320.00
shocks	1 change	\$400.00
timing belt	1 change	\$500.00
Total Maintenance Cost		\$2,745.56

A New Vehicle Every Five Years

After paying off the loan, Customer A decides to purchase a new vehicle, taking out another \$20,000 loan and being on the hook for around \$435.27 a month for another 60 months (\$26,116.20 over five years), in addition to maintenance and upkeep expenses (\$2,745.56). It is a cycle he or she repeats again in another five years, bringing his or her total 15-year cost to \$86,585.28 (ignoring, for simplicity's sake, inevitable cost inflation).

Customer A

<i>First 5-Year Period</i>	<i>Second 5-Year Period</i>	<i>Third 5-Year Period</i>
\$26,116.20 <i>car payments</i> + \$2,745.56 <u><i>maintenance</i></u>	\$26,116.20 <i>car payments</i> + \$2,745.56 <u><i>maintenance</i></u>	\$26,116.20 <i>car payments</i> + \$2,745.56 <u><i>maintenance</i></u>
\$28,861.76	\$28,861.76	\$28,861.76

Total 15-Year Cost:

\$86,585.28

One Well-Maintained Vehicle

Soon after paying off his or her initial loan, Customer B switches to AMSOIL, WIX, NGK and TRICO products, keeping his or her current vehicle running at top performance and in like-new condition. By not purchasing a new vehicle, the customer saves \$435.27 a month in car payments, for a total savings of \$26,116.20 over five years. Putting all or some of this saved money into a "repair fund" for unexpected repairs is a prudent choice, but the well-maintained vehicle is not likely to require even close to averaging \$435.27 a month for repair costs, providing the customer extra money to make various other improvements to keep the vehicle in like-new condition, including high-ticket items like a paint job or new upholstery, and still have money left over.

Over the next five years, Customer B follows a similar maintenance schedule as he or she did over the first five years of ownership, with the exception of extending oil change intervals and air filter and wiper blade replacement rates. The extended drain intervals offered by AMSOIL 0W-20 Synthetic Motor Oil and Ea Oil and Air Filters provide the customer with cost savings over using conventional motor oils and filters and following conventional change intervals. A few additional maintenance procedures are also necessary over the second five-year/75,000-mile ownership period³, including transmission fluid, spark plug and muffler changes.

Product	Number of Changes	Total Cost
motor oil (AMSOIL Synthetic 0W-20)	5 changes	\$277.50
oil filters (AMSOIL Ea Oil Filters)	5 changes	\$86.50
wiper blades (TRICO NeoForm)	5 changes	\$326.00
air filter (AMSOIL Ea Air Filter)	1 change	\$29.55
cabin air filters (WIX)	5 changes	\$102.00
brake fluid (AMSOIL Series 500 DOT 3)	2 changes	\$12.70
fuel filters (WIX)	2 changes	\$27.90
coolant (AMSOIL ANT)	1 change	\$101.25
power steering fluid (AMSOIL PSF)	1 change	\$13.90
battery	1 change	\$80.00
brake pads	1 change	\$300.00
tires	1 change	\$320.00
shocks	1 change	\$400.00
timing belt	1 change	<u>\$500.00</u>
		\$2,577.30

Additional Maintenance

Product	Number of Changes	Total Cost
transmission fluid (AMSOIL ATF)	1 change	\$126.00
spark plugs (NGK Standard)	1 change	\$42.48
muffler	1 change	<u>\$150.00</u>
		\$318.48

Total Maintenance Cost (\$2,577.30 + \$318.48) **\$2,895.78**

Following 10 years and 150,000 miles of reliable service, the customer could even decide to keep his or her vehicle for *another* five years and 75,000 miles (15 years, 225,000 miles total), and the AMSOIL products will continue to keep

the vehicle performing in like-new condition. The customer will again incur the same maintenance expenses as the second five-year/75,000-mile period, with the exception of changing AMSOIL Propylene Glycol Antifreeze and Engine Coolant, for a total cost of \$2,794.53 (\$2,895.78 total maintenance cost - \$101.25 AMSOIL ANT cost).

The total additional maintenance expense for keeping the vehicle an additional 10 years/150,000 miles beyond the first five years/75,000 miles is only \$636.96 (\$318.48 for each five-year period). While Customer A spends \$86,585.28 in vehicle payments and maintenance over a 15-year period, Customer B only spends \$34,552.07 over the same 15 years, for a total savings of \$52,033.21. While a portion of that money is sure to be needed for additional maintenance and repair beyond what is listed, Customer B still comes out well ahead of Customer A by keeping his or her vehicle in top condition by using AMSOIL, WIX, NGK and TRICO products.

Customer B

First 5-Year Period	Second 5-Year Period	Third 5-Year Period
\$26,116.20 <i>car payments</i> + \$2,745.56 <i>maintenance</i> \$28,861.76	\$2,577.30 <i>maintenance</i> + \$318.48 <i>additional maintenance</i> \$2,895.78	\$2,476.05 <i>maintenance</i> + \$318.48 <i>additional maintenance</i> \$2,794.53

Total 15-Year Cost: \$34,552.07

Footnotes

- 1 Numbers figured using the Edmunds.com Basic Loan Calculator.
- 2 Latest data available from the U.S. Department of Transportation.
- 3 All AMSOIL, WIX, NGK and TRICO prices reflect AMSOIL suggested retail pricing and assume the customer performed the work. Other prices were obtained through cos-helper.com and assume the customer took the vehicle to a mechanic for the work.

