

AMSOIL Increases Market Share in Fast Lube Market

According to the 2009 *National Oil & Lube News* Fast Lube Operators Survey, the vast majority of both smaller LT30 (companies operating “less than 30 stores”) and larger MT30 (companies operating “more than 30 stores”) fast lube businesses offer premium oil changes using synthetic motor oil. In fact, 92 percent of LT30 businesses and 100 percent of MT30 businesses offer a synthetic motor oil change, with synthetics accounting for 10 percent of sales at both MT30 and LT30 businesses.

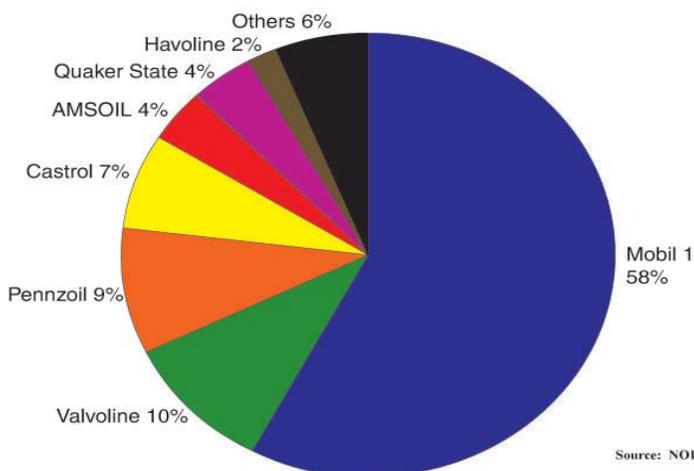
Consistent with the typical price for an AMSOIL XL Synthetic Motor Oil change, the average price for a premium oil change with synthetic motor oil is between \$60.93 and \$67.16. However, because AMSOIL XL Synthetic Motor Oils offer drain intervals up to 2 1/2 times longer than competing synthetic motor oils, as well as superior protection and performance, they are clearly the most cost-effective choice.

	LT30	MT30
Offer premium oil change w/ synthetic motor oil	92%	100%
Price if offered	\$60.93	\$67.16

Overall breakdown of motor oil sales		
Conventional/Synthetic Blend	72%	72%
High Mileage	8%	13%
Full Synthetic	10%	10%
Diesel	8%	4%
Other	2%	1%

The 2009 Fast Lube Operators Survey shows AMSOIL is among the top-selling synthetic motor oils in the fast lube business. In fact, 4 percent of operators listed AMSOIL as their best-selling synthetic motor oil. The AMSOIL percentages were 2 percent in 2007 and 3 percent in 2008, indicating the demand for AMSOIL synthetic motor oil has doubled in only two years.

Best Selling Synthetic Motor Oil in Fast Lubes
(Percentage of LT30 operators that listed each brand as their best seller, 2009)



Survey results indicate oil change facilities are increasingly diversifying their businesses by offering additional automotive maintenance services. In fact, “percentage of business that is oil change” numbers have dropped from 74 percent in 2006 to 69 percent in 2009.

The following list indicates the percentage of survey respondents offering various additional services beyond standard automotive oil changes. In addition to its premium XL Synthetic Motor Oils, AMSOIL offers premium quality products for over half of these additional services.

Additive Sales	86%
Air Conditioner Recharge	47%
Air Filter Replacement	100%
Brake Pads/Shoes	40%
Brake Fluid Flush	34%
Breather Replacement	70%
Cabin Air Filter Replacement	88%
Chemical Engine Flush	83%
Differential Service	96%
Fuel Filter Replacement	79%
Fuel Injector Cleaning	87%
Headlight Restoration	43%
Light Replacement	85%
Manual Drain and Refill of Radiators	49%
Mechanical Full-Block Coolant Flushes	92%
Mechanical ATF Exchange	87%
Mechanized Engine Flush/Cleaning	28%
Minor Mechanical Repairs	43%
Nitrogen-Based Tire Inflation	22%
Oil Changes on Class 4 or Larger Comm. Vehicles	34%
Oil Changes on Motorcycles	20%
Oil Changes on RVs	81%
PCV Replacement	78%
Power Steering Flushes	67%
Radiator, Heater, A/C Hose Replacement	47%
Repair Rock Chips in Windshields	15%
Sell Batteries	69%
Serpentine Belt Replacement	86%
Shock and Strut Replacement	33%
Smog Checks/Emission Testing	13%
Spark Plugs	43%
Tire Rotation	78%
Tire Sales	16%
Transmission Service (Drain/Refill Manually)	77%
Water-Repellent Glass Treatments	35%
Wheel Balancing	30%
Windshield Wiper/Blade Replacement	100%