

# AMSOIL is the Cost Effective Choice

## Quick Lube Customers and Do-It-Yourselfers Save Money with AMSOIL Synthetic Motor Oils

Although it has seen some signs of recovery, the economy still has a long way to go before experiencing a full turnaround. People are not spending money the way they were a few years ago, unnecessary purchases have been cut to a minimum and customers are demanding maximum value from the products they buy.

AMSOIL synthetic motor oils provide customers with the best of both worlds. Their premium quality provides superior protection and performance for their expensive vehicle investments, while their extended drain capabilities provide cost effectiveness that translates into immediate savings. Although a 3,000-mile oil change using conventional motor oil is initially less expensive than an AMSOIL oil change, AMSOIL synthetic motor oils save customers money in the long run. As customers struggle with high vehicle expenses and gasoline prices, they can effectively cut the expense of 3,000-mile standard oil changes from their budgets by extending their drain intervals with AMSOIL synthetic motor oils.

### Saving Money at the Quick Lube

The following examples illustrate how quick lube customers save money by using AMSOIL products:

#### Quick Lube Example 1

A quick lube customer who drives 15,000 miles per year and purchases 3,000-mile oil changes must visit the quick lube five times per year:

**Conventional Oil Change Price: \$32.49 x 5 = \$162.45**

The quick lube customer pays \$32.49 per 3,000 miles.

A quick lube customer who drives 15,000 miles per year and purchases 7,500-mile AMSOIL XL Synthetic Motor Oil changes must visit the quick lube twice per year:

**AMSOIL XL Oil Change Price: \$64.95 x 2 = \$129.90**

The quick lube customer pays \$25.98 per 3,000 miles and saves \$32.55 per year by purchasing AMSOIL XL Synthetic Motor Oil changes, while also saving the time associated with visiting the quick lube an additional three times per year.

#### Quick Lube Example 2

A quick lube customer who drives 30,000 miles per year and purchases 3,000-mile oil changes must visit the quick lube 10 times per year:

**Conventional Oil Change Price: \$32.49 x 10 = \$324.90**

The quick lube customer pays \$32.49 per 3,000 miles.

A quick lube customer who drives 30,000 miles per year

and purchases 7,500-mile AMSOIL XL Synthetic Motor Oil changes must visit the quick lube four times per year:

**AMSOIL XL Oil Change Price: \$64.95 x 4 = \$259.80**

The quick lube customer pays \$25.98 per 3,000 miles and saves \$65.10 per year by purchasing AMSOIL XL Synthetic Motor Oil changes, while also saving the time associated with visiting the quick lube an additional six times per year.

### Saving Money as a Do-It-Yourselfer

Further demonstrating customers' desires to save money and cut expenses, recent statistics indicate the do-it-yourself (DIY) market is healthy and growing. In fact, despite perceptions to the contrary, it's been healthy and growing for the past decade. 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 growth of the DIY market will begin to outpace the growth of the DIFM market 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.

The following examples illustrate how do-it-yourself customers save money by using AMSOIL products:

#### Do-It-Yourself Example 1

A do-it-yourself customer who drives 25,000 miles per year and uses conventional motor oil and filters for 3,000-mile drain intervals must change his or her oil eight times per year (\*comparisons based on a five-quart oil capacity):

#### Conventional 5W-30 Motor Oil

40 quarts needed for 25,000 miles* @ \$3/qt. x 40 = \$120
8 Standard Oil Filters @ \$6 per filter x 8 = \$48
<b>TOTAL = \$168</b>

The do-it-yourself customer pays \$21 per 3,000 miles.

A do-it-yourself customer who drives 25,000 miles per year and uses AMSOIL synthetic motor oil and high-performance Ea Oil Filters for 25,000-mile drain intervals must only change his or her oil once per year (Note: AMSOIL synthetic motor oils may be used for 25,000 miles with conventional oil filters, but filters must be changed at filter manufacturer's recommended change interval):

#### AMSOIL 5W-30 Synthetic Motor Oil - Suggested Retail

5 quarts needed for 25,000 miles* @ \$8.75/qt. x 5 = \$43.75
1 AMSOIL Ea Oil Filter @ \$18.30
<b>TOTAL = \$62.05</b>

The do-it-yourself customer pays \$7.45 per 3,000 miles and

saves \$105.95 per year using AMSOIL synthetic motor oil and Ea Filters, while also saving the time and work associated with changing oil an additional seven times per year.

### **Dealers and Preferred Customers Save Even More**

The savings don't have to stop there. By registering as an AMSOIL Dealer or Preferred Customer and taking advantage of wholesale pricing, a customer can realize even greater savings:

#### **AMSOIL 5W-30 Synthetic Motor Oil - Wholesale**

5 quarts needed for 25,000 miles\* @ \$6.75/qt. x 5 = \$33.75  
1 AMSOIL Ea Oil Filter @ \$13.90  
**TOTAL = \$47.65**

The do-it-yourself Dealer or Preferred Customer pays \$5.72 per 3,000 miles and saves \$120.35 per year using AMSOIL synthetic motor oil and Ea Filters, while also saving the time and work associated with changing oil an additional seven times per year.

### **Do-It-Yourself Example 2**

Even if a do-it-yourself customer drives only 15,000 miles per year, he or she will still save money by using AMSOIL synthetic motor oil and Ea Oil Filters (\*comparisons based on a five-quart oil capacity):

#### **Conventional 5W-30 Motor Oil**

25 quarts needed for 15,000 miles\* @ \$3/qt. x 25 = \$75  
5 Standard Oil Filters @ \$6 per filter x 5 = \$30  
**TOTAL = \$105**

The do-it-yourself customer pays \$21 per 3,000 miles.

#### **AMSOIL 5W-30 Synthetic Motor Oil - Suggested Retail**

5 quarts needed for 15,000 miles\* @ \$8.75/qt. x 5 = \$43.75  
1 AMSOIL Ea Oil Filter @ \$18.30  
**TOTAL = \$62.05**

The do-it-yourself customer pays \$12.41 per 3,000 miles and saves \$42.95 per year using AMSOIL synthetic motor oil and Ea Filters, while also saving the time and work associated with changing oil an additional four times per year.

### **Dealers and Preferred Customers Save Even More**

Again, a customer can save even more by registering as an AMSOIL Dealer or Preferred Customer and taking advantage of wholesale pricing:

#### **AMSOIL 5W-30 Synthetic Motor Oil - Wholesale**

5 quarts needed for 15,000 miles\* @ \$6.75/qt. x 5 = \$33.75  
1 AMSOIL Ea Oil Filter @ \$13.90  
**TOTAL = \$47.65**

The do-it-yourself Dealer or Preferred Customer pays \$9.53 per 3,000 miles and saves \$57.35 per year using AMSOIL synthetic motor oil and Ea Filters, while also saving the time and work associated with changing oil an additional four times per year.

In addition to the money-saving benefits of extended drain intervals, AMSOIL synthetic lubricants effectively improve fuel economy by allowing moving parts to move more freely, using less energy and creating less friction than when conventional lubricants are used. In fact, customers can achieve a 2 to 5 percent increase in fuel economy by switching to synthetic lubricants, while many AMSOIL customers report even larger gains.