

SYNTHETIC 2-STROKE OILS FOR EVERY CUSTOMER

While AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) and HP Marine™ Synthetic 2-Stroke Oil (HPM) stand as top-of-the-line two-stroke oils for snowmobile and boat engines respectively, AMSOIL Synthetic 2-Stroke Injector Oil (AIO) was introduced in September as a lower-cost, multi-purpose synthetic oil for snowmobiles and outboard motors, providing customers the convenience of a snow and marine oil they can use year-round. AMSOIL now formulates a range of synthetic two-stroke oils for nearly every powersports enthusiast.



UNDERSTANDING THE COMPLETE LINE OF AMSOIL SYNTHETIC 2-STROKE OILS

In terms of market positioning and performance level, Synthetic 2-Stroke Injector Oil can be compared to OE Synthetic Motor Oil. In contrast, INTERCEPTOR and HP Marine are analogous to Signature Series Synthetic Motor Oil. Whereas Synthetic 2-Stroke Injector Oil appeals to cost-conscious enthusiasts who value convenience more than premium performance, INTERCEPTOR and HP Marine appeal to hardcore enthusiasts who want the best protection for their machines.

Creating a tiered system satisfies all types of customers, including those who don't necessarily want the premium protection and performance offered by INTERCEPTOR or HP Marine, such as owners of older snowmobiles or outboards.

RECOMMENDATIONS

INTERCEPTOR is the primary recommendation for avid snowmobilers who want the best protection for their sleds, including those equipped with newer high-performance engines like the Ski-Doo®/BRP® E-TEC® and the Arctic Cat® C-TEC2™.

HP Marine is the primary recommendation for boaters and anglers who want premium protection for their outboards, including Evinrude® E-TEC engines programmed to the factory-lean setting.

Synthetic 2-Stroke Injector Oil satisfies the needs of casual powersports users who prefer convenience and lower initial cost over premium performance.

DOMINATOR® Synthetic 2-Stroke Racing Oil (TDR) remains the primary recommendation for racing applications and dirt bikes. ■

MORE OUTSTANDING AMSOIL SYNTHETIC 2-STROKE OILS



Excellent protection for small power equipment that requires a pre-mix oil.



Excellent protection for outboards that require a pre-mix oil.

