



Product One Voice Q&A

Product: AMSOIL European Car Formula Synthetic 5W-40 Motor Oil (EFM)

Product Area: Motor Oil

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1. Question:

Why did AMSOIL offer a second 5W-40 oil in the European Car Formula line?

Answer:

5W-40 continues to be the viscosity most commonly recommended by European vehicle manufacturers. However, European specifications have evolved to form three distinct categories – full, mid and low sulfated ash, phosphorus, and sulfur containing motor oils (SAPS). AMSOIL now offers two 5W-40 viscosity grade oils with different SAPS levels in the European Car Formula line. EFM covers specifications calling for a full SAPS oil, while AFL covers specifications requiring a mid SAPS oil.

2. Question:

Why are different SAPS levels necessary?

Some emissions systems and after treatment devices, such as diesel particulate filters (DPFs) and catalysts, are sensitive to the SAPS content of oil and require lower SAPS formulations, such as AFL or AEL. Many vehicles, however, are not equipped with emissions systems that are sensitive to higher SAPS levels; they are best protected by full-SAPS oils, such as EFM.

3. Question:

What is the difference between EFM, AFL and AEL?

Answer:

EFM, AFL and AEL are designed for full, mid and low SAPS European motor oil requirements, respectively. AMSOIL European Car Formula Motor Oils are recommended for use in vehicles calling for the following specifications:

| AMSOIL EFM 5W-40 Full SAPS | AMSOIL AFL 5W-40 Mid SAPS | AMSOIL AEL 5W-30 Low SAPS |
|---|---|---|
| <ul style="list-style-type: none">• ACEA A3/B3, A3/B4• API SN/SM...• BMW LL-01• Mercedes Benz 229.5/229.3• Porsche A40• Renault 0710/0700• VW 502.00/505.00 | <ul style="list-style-type: none">• ACEA C3• API SN/SM...• BMW LL-04• GM dexos2• Mercedes Benz 229.51/229.31• Porsche A40• VW 502.00/505.01 | <ul style="list-style-type: none">• BMW LL-04• Mercedes Benz 229.51• Porsche C30• VW 504.00/507.00 |

4. Question:

How does a vehicle owner know which oil to use?

Answer:

AMSOIL recommends checking the owner's manual for the recommended original equipment manufacturer (OEM) specifications and matching the corresponding AMSOIL product. For convenience, AMSOIL provides a comprehensive online look-up guide listing European vehicle applications.

5. Question:

What are the benefits of using AMSOIL EFM?

Answer:

AMSOIL EFM is a full-SAPS product that provides excellent engine wear protection, superior engine cleanliness and outstanding all season performance. It is designed for European gasoline and diesel engines including those with turbo charged engines.

6. Question:

What is the recommended drain interval for AMSOIL EFM?

Answer:

AMSOIL EFM is designed to provide excellent performance and viscosity retention for the long oil drain intervals recommended by European OEMs. European OEM oil change intervals often exceed 10,000 miles through the use of oil life monitoring systems.

7. Question:

What package sizes are available for AMSOIL EFM?

Answer:

AMSOIL EFM is offered in quarts, 5 liters, 55 gallon drums and 275 gallon totes.

8. Question:

Is AMSOIL EFM compatible with other European Car Formula oils?

Answer:

AMSOIL EFM is compatible with conventional and other synthetic motor oils. Mixing AMSOIL motor oils with other oils, however, will reduce the performance benefits. Aftermarket oil additives are *not recommended* for use with AMSOIL motor oils.

9. Question:

Why does AMSOIL EFM cost less than AFL and AEL?

Answer:

AMSOIL EFM costs less than AFL and AEL because full SAPS oils are less expensive to formulate compared to mid and low SAPS oils. In addition, AMSOIL EFM is designed to compete more effectively on price, helping Dealers to grow sales in the installer market.

10. Question:

What Dealer tools are available for approaching the installer market?

Answer:

The Installer Kit (G250) incorporates information and research developed to better market and sell to oil change specialists.

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