



## Product One Voice Q & A

**Product:** OE Multi-Vehicle Synthetic Automatic Transmission Fluid (OTF), and OE Fuel-Efficient Synthetic Automatic Transmission Fluid (OTL)

**Product Area:** Passenger Car

**Created:** 7-1-13

**Published Date:** 7-11-13

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**1. Question:**

Why did AMSOIL develop OE Synthetic ATF?

**Answer:**

AMSOIL OE Synthetic Automatic Transmission Fluid products were developed as high quality synthetics at a cost effective price specifically to serve the needs of the Installer market (independent repair shops and fast lubes). More consumers are shifting from do-it-yourself (DIY) to do-it-for-me (DIFM) for maintaining their vehicles and are seeking repair shops and quick lubes to perform vehicle maintenance for them.

**2. Question:**

What is the difference between AMSOIL OE Synthetic ATF products and AMSOIL Signature Series Synthetic ATF products?

**Answer:**

OE synthetic transmission fluids are designed for the long drain intervals established by OEMs (Original Equipment Manufacturer) for domestic, European and Asian vehicles at a price point that meets the unique needs of the installer market. Drivers who go to installers have little knowledge of transmission fluid, and it is more difficult for installers to upsell benefits from using AMSOIL Signature Series ATF products.

AMSOIL Signature Series Synthetic ATF products are designed for vehicle operators who know more about transmission performance and longevity and operate in severe environments including high heat, high load and rough terrain, and they are designed for double the OEM severe service drain interval.

**3. Question:**

What specifications do AMSOIL OE Synthetic ATF products meet?

**Answer:**

Refer to the data sheet or [www.AMSOIL.com](http://www.AMSOIL.com) to see a full list of the specifications.

**4. Question:**

Why does AMSOIL offer two OE Synthetic ATF fluids (OTF and OTL) meeting different specifications while some of our competitors have one “universal” ATF listing nearly every specification?

**Answer:**

Two automatic transmission fluid products are necessary because transmission fluid specifications are mutually exclusive, meaning it is not possible for one product to meet all OEM viscosity specifications. For example, one transmission fluid cannot meet both DEXRON® III and DEXRON® VI specifications, so AMSOIL

offers two fluids, OE Multi-Vehicle Synthetic ATF and OE Fuel-Efficient Synthetic ATF and a separate set of specifications for each product. See the AMSOIL lookup guide for specific information for vehicles.

**5. Question:**

Why is there a notation under the Chrysler ATF+4® specification on OE Multi-Vehicle ATF that reads, “AMSOIL warrants the use of this product for **Chrysler ATF+4®** applications above -38°F. Product does not meet the cold temperature requirement of ATF+4® at -40°F. For warranty information, visit [www.amsoil.com/warranty](http://www.amsoil.com/warranty).”?

**Answer:**

The cold temperature viscosity of AMSOIL OTF is slightly higher than allowed by ATF+4® at -40°F, however, at -38°F AMSOIL OTF meets the requirement. Therefore AMSOIL has put a limitation on the product as required for consumer protection by certain states. This limitation does not mean Chrysler transmissions will experience problems at temperatures below -38°F. In AMSOIL's experience, this minor difference in cold temperature performance will not impact transmission operation. AMSOIL fully warrants the use of AMSOIL OE Multi-Vehicle Synthetic ATF in Chrysler ATF+4 applications.

**6. Question:**

What package sizes are available for AMSOIL OE ATF?

**Answer:**

Package Size	OTF	OTL
Quart	X	X
Gallon	X	X
2.5 Gallon	X	X
30 Gallon Drum	X	X
55 Gallon Drum	X	X
275 Gallon Tote	X	

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