

AMSOIL SAVE¹⁰

NEWS AND IDEAS FROM AMSOIL

AMSOIL INC. • 925 TOWER AVE. • SUPERIOR, WISCONSIN 54880 • 715-392-7101 • FAX 715-392-5225

New 5W-40 Full-SAPS Synthetic Motor Oil Completes European Car Formula Lineup

AMSOIL Now Offers Low-, Mid- and Full-SAPS European Motor Oils

Sulfated ash, phosphorus and sulfur (SAPS) comprise a significant portion of a motor oil's additive content. Sulfated ash works to improve antioxidancy, anti-wear properties, total base number (TBN), corrosion resistance, engine cleanliness and soot-handling ability; phosphorus provides further antioxidancy, anti-wear properties and engine cleanliness.

Prior to 2010, there were no lower limits on an oil's SAPS content. A low-SAPS oil could be used in a mid-SAPS application, while a mid-SAPS oil could claim full-SAPS specs (but not the other way around). However, because the vehicle emissions systems and exhaust

treatment devices of some European vehicles are sensitive to the SAPS content of oil, the European Automobile Manufacturers' Association (ACEA) and original equipment manufacturers (OEMs) have realized the importance of using motor oil formulated with a precise SAPS level, and lower limits were established in 2010. In addition to the specifications established by the ACEA, most European OEMs have also developed their own specifications. To ensure proper engine protection and optimal emissions system performance and life, it is important to use an oil that meets the recommended specification listed in the vehicle's owner's manual.

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INSIDE: AMSOIL INTERCEPTOR[®] Synthetic 2-Stroke Oil prevents piston scuffing and ring sticking.

AMSOIL Synthetic Lubricants are Warranty Secure[™]

Original equipment manufacturers (OEMs) often suggest in owner's manuals, advertisements or through dealership personnel that motorists and enthusiasts must use the OEM-branded oil to comply with the new vehicle or equipment warranty. Some OEMs include warnings of catastrophic engine failure should a non-OEM oil be used. These tactics are especially pervasive in the powersports market and are calculated to create uncertainty and fear in the consuming public to the point that many consumers feel they are at risk when using anything but OEM-branded lubricants. Generally, the public is unaware that it is illegal for a vehicle manufacturer to tie the warranty of its product to the use of the manufacturer's own lubricant. Federal law seeks to ensure competition within the marketplace, and that specifically includes guaranteeing continuing warranty coverage



outside the use of OEM-branded lubricants. In short, you have the right to use the oil of your choice. If the oil did not cause the problem, the OEM warranty cannot be voided, period. The Warranty Secure icon is designed to reassure consumers that simply using AMSOIL synthetic lubricants in place of OEM-branded lubricants or practicing extended drain intervals when using AMSOIL lubricants does not void new vehicle or equipment manufacturer warranties. For details, visit www.amsoil.com/warranty.

SAVE¹⁰

In appreciation of your previous patronage and membership, AMSOIL is offering 10 percent off all future orders. As long as you place an order within 15 months of your membership's expiration date, and at least once every 15 months thereafter, you will continue to qualify for this discount. That is, of course, unless you decide to take advantage of AMSOIL wholesale pricing once again by renewing your Dealership or Preferred Customer membership (see back cover for details).

This is just a small way for AMSOIL to say "Thank You" to its loyal customers.

U.S. & CANADA TOLL-FREE ORDERING: 1-800-777-7094

Hours: 7 a.m. to 5 p.m., Central Time, Monday through Friday.

INTERCEPTOR® Synthetic 2-Stroke Oil Demonstrates Impressive Performance Results

INTERCEPTOR Synthetic 2-Stroke Oil is specifically designed for reliability and longevity in hard-ridden snowmobiles, dirt bikes, ATVs and PWCs, helping enthusiasts spend more time riding and less performing maintenance. Its low-smoke, low-odor properties help ensure riders are not "smoked out." INTERCEPTOR is compatible with nearly all other two-stroke oils and is recommended for all makes and models of gasoline two-stroke powersports equipment, eliminating the need to purchase and store multiple types of oil. It's an oil engineered to be pushed as hard as the powersports equipment it protects.

Anti-scuff/Anti-Wear

Two-stroke powersports engines have evolved to run on leaner gas-to-oil mixtures, increasing harmful friction and heat. INTERCEPTOR's synthetic formulation incorporates high-molecular-weight components with high flash points that resist burn-off. As a result, a greater amount of oil survives the combustion process to provide

lubrication and protection. Its excellent lubricity and film strength inhibit metal-to-metal contact. In extreme dynamometer testing, INTERCEPTOR's anti-scuff/anti-wear formula completely prevented piston skirt scuffing.

Excellent Deposit Control

INTERCEPTOR naturally resists harmful deposits due to its thermally stable synthetic formulation. It is additionally fortified with high-temperature detergency and dispersancy additives that provide excellent engine cleanliness. In extreme dynamometer testing, INTERCEPTOR completely prevented piston ring and exhaust power valve sticking for maximum performance. It also limited piston, combustion chamber and spark plug deposits for reliable operation.

Applications

Use AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil in all two-stroke snowmobiles,

motorcycles, ATVs, PWCs and where API TC oils are specified.

- Polaris® • BRP®/Ski-Doo® (Rotax® E-TEC® engines) • Arctic Cat® • Honda® • Yamaha® • Kawasaki® • Suzuki® • Direct fuel injected (DFI), Electronic fuel injected (EFI) & Carbureted engines

Use as injection oil or 50:1 premix (2.6 oz. per U.S. gallon of gas). INTERCEPTOR is compatible with most conventional and synthetic two-stroke oils; however, for best performance, mixing oils should be minimized.

Warranty Secure™

INTERCEPTOR Synthetic 2-Stroke Oil is Warranty Secure, keeping your factory warranty intact. INTERCEPTOR is a high-performance replacement for vehicle manufacturer-branded products and is also backed by the AMSOIL Limited Warranty (G1363). For details, visit www.amsoil.com/warrantysecure.



Exceeds the performance requirements of Polaris, Arctic Cat and Ski-Doo two-stroke snowmobiles.

AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil									
Stock #	Units	Pkg./Size	Wt. lbs.	U.S. Sugg. Retail	U.S. Save 10	U.S. Dealer/PC	Can. Sugg. Retail	Canadian Save 10	Can. Dealer/PC
AITQT	EA	1 Quart	2.1	10.15	9.14	7.80	10.85	9.77	8.40
AITQT	CA	12 Quarts	25.2	120.30	108.27	89.10	129.00	116.10	96.00
AIT1G	EA	1 Gallon	8.2	39.70	35.73	30.60	42.55	38.30	32.85
AIT1G	CA	4 Gallons	32.8	157.15	141.44	116.40	168.60	151.74	125.00

SAVE \$12.03 off U.S. Sugg. Retail

SAVE \$31.20 off U.S. Sugg. Retail

SAVE \$12.90 off Can. Sugg. Retail

SAVE \$33.00 off Can. Sugg. Retail

Severe-Duty Dyno Results Complete results at amsoil.com/proof

Pistons & Rings Exhaust Side



The piston rings earned perfect 10 merit ratings, demonstrating no ring sticking and excellent performance.

The piston skirts exhibited 0.00% scuffing, proving INTERCEPTOR's outstanding friction-reduction capabilities.

INTERCEPTOR Synthetic 2-Stroke Oil was installed in a 2012 Ski-Doo Renegade X snowmobile equipped with a Rotax E-TEC 800R engine. Following a 50-hour severe-duty dyno session designed to simulate a full season of real-world conditions, the engine was disassembled and rated for wear and deposits by a calibrated ASTM rater. Results prove INTERCEPTOR virtually eliminated wear and deposits throughout the entire engine.

European Car Formula Synthetic Motor Oils Continued from page 1

AMSOIL European Car Formula Lineup

With AMSOIL European Car Formula 5W-40 Synthetic Motor Oil (AFL) meeting mid-SAPS requirements and European Car Formula 5W-30 Synthetic Motor Oil (AEL) meeting low-SAPS requirements, new European Car Formula 5W-40 Full-SAPS Synthetic Motor Oil (EFM) completes the European Car Formula lineup (5W-40 continues to be the most commonly recommended viscosity for European vehicles). Its robust full-SAPS formulation provides excellent protection and performance in a wide range of vehicles.

All three European Car Formula bottles now feature an updated and consistent look, with the SAPS content level clearly shown on the labels to help customers select the proper oil for their vehicles. Pricing for European Car Formula 5W-30 Low-SAPS and 5W-40

Mid-SAPS Synthetic Motor Oil remains unchanged. Because European Car Formula 5W-40 Full-SAPS synthetic Motor Oil costs less to formulate, its price is lower.

AMSOIL European Car Formula Synthetic Motor Oil is specially formulated to provide outstanding protection and performance for European gasoline and diesel cars and light trucks. Blended with advanced AMSOIL synthetic base stocks, premium additives and broad viscosity ratings, European Car Formula allows motorists to take advantage of the maximum extended drain intervals recommended by European automakers.



AMSOIL European Car Formula 5W-30 Low-SAPS Synthetic Motor Oil									
Stock #	Units	Pkg./Size	Wt. lbs.	U.S. Sugg. Retail	U.S. Save 10	U.S. Dealer/PC	Can. Sugg. Retail	Canadian Save 10	Can. Dealer/PC
AELQT	EA	1 Quart	2.1	11.00	9.90	8.50	11.80	10.62	9.10
AELQT	CA	12 Quarts	25.2	130.65	117.59	96.75	140.40	126.36	103.80
AEL5L	EA	(1) 5 Liter	11.1	56.75	51.08	43.90	60.85	54.77	47.10
AEL5L	CA	(2) 5 Liters	22.2	112.90	102.90	83.60	121.10	108.99	89.70

• BMW LL-04 • Mercedes-Benz 229.51 • Porsche C30 • VW 504.00/507.00

SAVE \$13.06 off U.S. Sugg. Retail

SAVE \$33.90 off U.S. Sugg. Retail

SAVE \$14.04 off Can. Sugg. Retail

SAVE \$36.60 off Can. Sugg. Retail



AMSOIL European Car Formula 5W-40 Mid-SAPS Synthetic Motor Oil									
Stock #	Units	Pkg./Size	Wt. lbs.	U.S. Sugg. Retail	U.S. Save 10	U.S. Dealer/PC	Can. Sugg. Retail	Canadian Save 10	Can. Dealer/PC
AFLQT	EA	1 Quart	2.1	10.15	9.14	7.85	10.90	9.81	8.40
AFLQT	CA	12 Quarts	25.2	120.50	108.45	89.25	129.60	116.64	96.00
AFL5L	EA	(1) 5 Liter	11.1	52.25	47.03	40.45	43.40	50.45	56.05
AFL5L	CA	(2) 5 Liters	22.2	103.95	93.56	77.00	82.60	100.35	111.50

• ACEA C3 • API SN/SM... • BMW LL-04 • GM dexos2™ • Mercedes-Benz 229.51/229.31 • Porsche A40 • VW 502.00/505.01



AMSOIL European Car Formula 5W-40 Full-SAPS Synthetic Motor Oil									
Stock #	Units	Pkg./Size	Wt. lbs.	U.S. Sugg. Retail	U.S. Save 10	U.S. Dealer/PC	Can. Sugg. Retail	Canadian Save 10	Can. Dealer/PC
EFMQT	EA	1 Quart	2.1	7.40	6.66	5.70	7.95	7.16	6.15
EFMQT	CA	12 Quarts	25.2	87.50	78.75	64.80	94.20	84.78	70.20
EFM5L	EA	(1) 5 Liter	11.1	38.80	34.92	30.00	41.75	37.58	32.25
EFM5L	CA	(2) 5 Liters	22.2	77.05	69.35	57.05	82.90	74.61	61.40

• ACEA A3/B3, A3/B4 • API SN/SM... • BMW LL-01 • Mercedes-Benz 229.3/229.5 • Porsche A40 • Renault 0710/0700 • VW 502.00/505.00

SAVE 10

NEWS AND IDEAS FROM AMSOIL

Renew Today!

Saving 10 percent off retail prices through the *Save 10 Program* is great, but it doesn't match the value of wholesale pricing. Reactivate your Dealer/Preferred Customer membership today to get factory-direct pricing on premium AMSOIL lubricants and filters. You can reactivate anytime by visiting www.amsoil.com and adding "PC Membership" or "Dealership" to your cart, by calling (800) 777-7094 or by mailing the form below to:

AMSOIL INC., Attn.: Renewals, 925 Tower Ave., Superior, WI 54880

	U.S.		Canada	
	Dealer	Preferred Customer	Dealer	Preferred Customer
<input type="checkbox"/> 1-Year Renewal	\$30	\$20	\$45	\$30
<input type="checkbox"/> 5-Year Renewal	\$120	\$80	\$180	\$120
<input type="checkbox"/> 10-Year Renewal	\$225	\$150	\$340	\$225

Yes, please renew my AMSOIL Dealership. I agree to conduct my business in accordance with the provisions of the current AMSOIL Marketing Plan.

Yes, please renew my Preferred Customer membership.

To change status to an AMSOIL Dealership, call (800) 777-7094 or fax (715) 392-5225 and ask for a Change of Status Form (G18US, G18UC in Canada).

Name _____ Z.O. _____

Amount Enclosed _____ Check No. _____

Credit Card: MC VISA Discover Card No. _____ Exp. _____

Complete Name on Card _____

Credit Card Mailing Address _____

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