



Service Line

NEWS AND IDEAS FROM AMSOIL

AMSOIL Outpaces Competitors, Reformulates European Oil



AMSOIL Synthetic 5W-40 European Car Formula has been reformulated to meet the latest specifications of all three major German original equipment manufacturers: Volkswagen (Audi), BMW and Mercedes-Benz.

It is the only motor oil in the North American market that is recommended for VW 505.01, Mercedes-Benz 229.51 and BMW LL-04 specifications. AMSOIL Synthetic 5W-40 European Motor Oil also meets the vast majority of European passenger vehicle lubricant specifications. It

may also be used for domestic gasoline and diesel models that require a 5W-40 viscosity, including those recommending API SM.

Currently, Castrol and Motul are the only competing motor oil companies that manufacture oils meeting the VW 505.01 specification. However, neither are formulated to meet the low sulfate ash requirements of MB 229.31, MB 229.51 or BMW LL-04, nor are they formulated to meet API SM/CF requirements.

Cost Effective

In addition to offering superior protection and performance for more vehicle models, AMSOIL Synthetic 5W-40 European Car Formula is more cost effective and readily available than competing motor oils. In fact, the Castrol 505.01 motor oil is only available at Volkswagen and Audi dealerships and sells for \$9.99 a quart, while the Motul 505.01 motor oil is also difficult to find and sells for between \$7 and \$7.75 a quart. AMSOIL Synthetic 5W-40 European Car Formula is readily available at a suggested retail price of \$6.85 a quart.

CI-4 Plus Oils

Because AMSOIL Synthetic 5W-40 European Car Formula is reformulated for the stringent chemical limitations of the VW 505.01 and MB 229.51 specifications, it is no longer recommended for vehicles requiring the North American heavy duty diesel specification CI-4 Plus.

For applications that require the CI-4 Plus specification, AMSOIL offers the following oils:

- AMSOIL Series 3000 Synthetic 5W-30 Heavy Duty Diesel Oil (HDD)
- AMSOIL Synthetic 15W-40 Heavy Duty Diesel and Marine Motor Oil (AME)
- AMSOIL SAE 15W-40 Synthetic Blend Gasoline Diesel Oil (PCO)
- AMSOIL Synthetic 10W-30/SAE 30 Heavy Duty Diesel Oil (ACD)

Service Life

Under both normal and severe operating conditions, AMSOIL Synthetic 5W-40 European Car Formula is recommended for the longest drain intervals recommended by the manufacturer. Drain intervals may be extended further based on oil analysis.

Pricing information is inserted in this issue of the Service Line.

AMSOIL Synthetic Motor Oils

Unrivaled quality Since 1972



• AMSOIL revolutionized the motor oil industry in 1972 when it introduced synthetic motor oils. The company brought quality and commitment to delivering unrivaled performance and long life to every engine type.



• For more than 33 years, AMSOIL has produced 100 percent synthetic motor oils that live up to their promise of superior performance, extended equipment and engine life and unrivaled cutting edge technology.



The First in Synthetics®

Company News . . .

AMSOIL President Receives Award



Albert Amatuzio

AMSOIL President and CEO Albert Amatuzio was awarded the highest recognition possible by the Independent Lubricant Manufacturers Association.

Amatuzio earned the 2005 Nachtman Award, an honor awarded to ILMA manufacturing member company representatives who have made unique and significant contributions to the independent lubricant manufacturing industry.

Recipients of the award are chosen by ILMA based on their vision, dedicated spirit and selflessness. The award is named after the late Elliott Nachtman, who worked for the benefit of ILMA and the industry, according to "Compoundings" magazine.

The monthly ILMA publication featured a story about Amatuzio in its "Movers and Shakers" section in the October 2005 issue.

Amatuzio has proven his mettle in the industry. After 25 years in the U.S. military as an award-winning jet fighter pilot and squadron commander, Amatuzio realized the synthetic lubricants that withstood the punishment of jet engines also would work in other internal combustion engines such as cars, trucks and more.

In the mid-1960s, Amatuzio assembled the industry's most knowledgeable chemists and, after an intense period of research and development, directed the formulation of the world's first synthetic motor oil that exceeded American Petroleum Institute service requirements, AMSOIL 10W-40.

Amatuzio not only introduced the first API-rated synthetic motor oil in 1972, he created the synthetic motor oil industry and redefined the boundaries of lubrication performance.

In February 1994, Amatuzio was inducted into the Lubricant World Hall of Fame as recognition for his contribution to the lubricants industry.

Since the beginning, Amatuzio and AMSOIL have been leaders in innovation, through the development of synthetic transmission fluids, gear lubes, diesel oils, racing oils, four-cycle oils and two-cycle oils. Amatuzio also was the first to use the term "extended drain interval" with the introduction of AMSOIL Synthetic Motor Oil in 1972.

AMSOIL Opens New Center in Superior

Also in 2005, AMSOIL opened its new AMSOIL Distribution Center, a 374,000-square-foot building set on 55.5 acres near company headquarters and production facilities in Superior, Wis.

It features 38 loading/shipping docks. The building has 30-foot ceilings, with racking throughout to hold product and 12,000 square feet of office space.

The company has long-range plans for development of the new facility.

"AMSOIL is a company on the move," said Director of Operations Scott Davis.



THE NEW AMSOIL DISTRIBUTION CENTER IN SUPERIOR, WIS.



New Products Serve More Customers

AMSOIL expanded its product line throughout 2005 with new oils, lubes and filters.



AMSOIL Synthetic Motorcycle Oils (MCF and MCV)

AMSOIL Synthetic Motorcycle Oils are reformulated with new high performance additive technology for superior engine, transmission and primary chain case protection. The new oils eliminate shear and reduce equipment wear. They have no friction modifiers to provide better wet clutch engagement, longer equipment life and reduced temperatures. They protect against rust and corrosion even during prolonged storage and have recommended drain intervals twice manufacturers' recommendations for on-road motorcycles. They also reduce foam in high speed, high RPM conditions.



AMSOIL Formula 4-Stroke® Marine Synthetic Motor Oils (WCT and WCF)

AMSOIL Formula 4-Stroke Marine 10W-30 and 10W-40 Synthetic Motor Oils are formulated specifically for use in 4-stroke gasoline-fueled marine engines. They are premium quality synthetic formulations engineered specifically for the harsh demands of marine environments. They fulfill warranty requirements of four-stroke outboard motor manufacturers.

AMSOIL 4-Stroke Marine Oils provide superior viscosity protection, unsurpassed wear protection, viscosity stability, low volatility and excellent low temperature fluidity. They protect motors against wear, rust and deposits and excel in high horsepower applications and all-day trolling conditions.



AMSOIL Universal Synthetic Marine Gear Lube (AGM)

AMSOIL Universal Synthetic Marine Gear Lube performs in virtually all marine applications and conditions.

It meets the requirements of most manufacturers, which makes it convenient and versatile.

AMSOIL Universal Synthetic Marine Gear Lube performs in all outboard lower units, V-drives, bow and tunnel thrusters and marine transmissions that require 75W-90 or 80W-90 and meet GL-4 or GL-5 specifications. It provides unsurpassed protection from rust and corrosion and is compatible with aluminum, copper and brass alloys.

AMSOIL Synthetic Manual Synchronesh Transmission Fluid 5W-30 (MTF)

AMSOIL Synthetic Manual Synchronesh Transmission Fluid 5W-30 is designed for passenger car and light truck manual transmissions and transaxles with synchronesh systems that require light viscosity, non-extreme pres-



sure fortified oil. Its advanced additive technology features proper friction characteristics for smooth shifting without grinding or bump shifting. AMSOIL MTF provides the ultimate in gear and bearing protection, extreme hot and cold temperature performance and outstanding anti-wear and anti-foam properties that are non-corrosive to yellow metals.



Synthetic Manual Transmission and Transaxle Gear Lube 75W-90 API GL-4 (MTG)

AMSOIL Synthetic Manual Transmission and Transaxle Gear Lube is formulated with extreme pressure (EP) additives and synchronesh qualities that provide smooth shifts while protecting the gear, bearing, synchronesh and seal demands of automobiles and light trucks.

It replaces AMSOIL 80W-90 Synthetic Gear Lube (AGT) and provides improved internal component protection. AMSOIL Synthetic Manual Transmission and Transaxle Gear Lube is designed to specifically meet the requirements of hot running transmissions. It is non-corrosive to yellow metals.

AMSOIL EaA Air Filters and AMSOIL EaO Oil Filters

Superior nanofiber technology gives these filters absolute efficiency that traps dirt and other airborne contaminants



on the surface of the filter allowing maximum air flow, capacity and efficiency. This technology has been used exclusively in severe and heavy duty applications, including the U.S. Army M1 tank. For the first time, this revolutionary technology is available for autos and light trucks. Fully synthetic construction gives AMSOIL EaA Air Filters and AMSOIL EaO Oil Filters greater dirt-holding capacity, extended engine and filter life and reduced engine wear.

AMSOIL EaA Air Filters are cleanable every 25,000 miles or one year up to 100,000 miles or four years, whichever comes first. AMSOIL EaO Oil Filters are guaranteed effective up to 25,000 miles or one year, whichever comes first. These filters provide unsurpassed cold-start performance and proper levels of lubrication throughout the engine.

AMSOIL Keeps Engine Starting Easily

Shawn Prenatt of Kenmore, N.Y. thoroughly researched synthetic oils. After doing his own comparison of product selection and performance, Prenatt decided AMSOIL was the ticket, hands down.

In May, 2004, Prenatt bought a 1997 Pontiac Firebird with 79,000 miles on it. Before switching to AMSOIL, Prenatt had trouble starting the vehicle in fall and winter.

“Before changing over to AMSOIL, I was using whatever brand of oil that the dealership put in my car,” said Prenatt. “Whatever the brand was, it surely did not hold up against AMSOIL.”

In October, 2004, Prenatt installed AMSOIL 10W-30, an AMSOIL Oil Filter, Engine Flush, Bosch Platinum +4 Spark Plugs and wires and AMSOIL Engine Coolant.

“After the engine flush, oil change and spark plug upgrade, start-ups during cold weather are easy,” said Prenatt.

Prenatt reports that his Firebird drives more smoothly and has more horsepower than ever before. Prenatt also was



Shawn Prenatt's 1997 Pontiac Firebird

impressed with how much cooler the engine runs after switching to AMSOIL products.

“I had an immediate performance increase in my car thanks to AMSOIL and Bosch products,” said Prenatt.

The AMSOIL Service Line sent courtesy of your Servicing AMSOIL Dealer.

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www.SyntheticOils.us

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