



Service Line

NEWS AND IDEAS FROM AMSOIL

Industry News...



New Packaging Adds Convenience

All AMSOIL fuel additive products will be sold in 16 oz. bottles that have 22 ml. openings that fit directly into gas tanks. The bottle is natural in color with graduations on the label to ensure correct dosages. All products have a new mix ratio of one oz. of additive to five gallons of fuel (one bottle treats 80 gallons of fuel). AMSOIL Diesel Concentrate and Diesel Cold Flow Improver are now available in the new, more convenient bottle.

New AMSOIL Diesel Fuel Additives

New emission regulations have brought on engine modifications such as exhaust gas recirculation that can cause rapid TBN depletion due to acid formation and higher levels of soot loading in the oil. These changes mean that new diesel fuel needs quality fuel additives to keep equipment operating efficiently and prevent malfunction. AMSOIL has made some changes to its line of fuel additives. The changes reflect the new diesel fuel regulations and incorporate the latest in fuel additive technology.

AMSOIL Diesel Concentrate

AMSOIL Diesel Concentrate has been reformulated with additional lubricity properties. The new AMSOIL Diesel Concentrate (ADF) is a total system cleaner and lubricity improver for all types of diesel engines. AMSOIL Diesel Concentrate compensates for the quality variances of different fuels (including biodiesels) and the deficiencies of today's ULSD for better engine operation.

New AMSOIL Diesel Concentrate neutralizes acids during combustion, minimizing acidic cylinder wear and reducing the rate of engine oil TBN depletion. This maintains engine oil quality longer for better protection.

AMSOIL Diesel Concentrate is a powerful cleaner that cleans fuel injectors and piston rings for improved combustion and better sealing. It minimizes soot generated from incomplete combustion and helps keep soot out of the crankcase.

AMSOIL Diesel Concentrate significantly improves the oxidation and thermal stability of diesel fuel. It overcompensates for ULSD fuel's potential stability loss caused by extra processing and sulfur removal. Diesel fuel treated with AMSOIL Diesel Concentrate easily meets the requirements of the National

Council of Weights and Measures (NCWM) Premium Diesel Fuel Specification for resisting diesel fuel degradation.

AMSOIL Diesel Concentrate cleans dirty injectors, not only improving fuel economy by up to five percent, but also restoring horsepower to like new. Acceleration is improved, and with regular use, AMSOIL Diesel Concentrate continues to enhance performance by keeping injectors clean. AMSOIL Diesel Concentrate is a no-cost additive; meaning the savings in mileage offsets the cost of the additive.

AMSOIL Diesel Cold Flow Improver

AMSOIL now provides new AMSOIL Diesel Cold Flow Improver (DFF) for low-temperature applications below 40°F.

Diesel fuel forms wax crystals and gels in cold temperatures, plugging the fuel filter and stopping engine operation. AMSOIL Diesel Cold Flow Improver for diesel fuel is designed for use with ULSD, yet works well with conventional fuels. It functions by modifying the wax crystal formation at low temperatures to depress the pour point and improve the cold flow filtration properties.

AMSOIL Diesel Cold Flow Improver lowers the cold filter plugging point by as much as 20° and decreases the need for #1 diesel fuel that is diluted with kerosene. AMSOIL Diesel Cold Flow Improver contains jet fuel type deicer to help prevent ice formation in fuels contaminated with water. It is recommended for use with diesel engines and is compatible with diesel exhaust particulate filters (DPFs). AMSOIL Diesel Cold Flow Improver is excellent for use with AMSOIL Diesel Concentrate and AMSOIL Cetane Boost Additive.

Stick to the Facts

AMSOIL Dealer Chuck Trebino of Valley Springs, Calif. found out just how much honesty pays. While visiting one of his accounts, Dream Rides Motorcycle Repair in Stockton, Calif., Trebino encountered another man that was very curious about AMSOIL.

“There was a gentleman dressed in motorcycle attire at the counter asking Dream Rides owner John Jessup questions about AMSOIL motorcycle oils,” said Trebino.

For the more technical questions, Jessup referred the man to Trebino for answers. Trebino rattled off the benefits and basic differences between petroleum and synthetic oils and AMSOIL in particular.

“He asked me what I thought of Mobil 1 as it was his personal preference,” said Trebino. “I told him Mobil 1 was a good oil, but if he wanted the best he would have to look at the results of the ASTM testing which proved beyond a doubt that AMSOIL is the best.”

Trebino offered the gentleman some AMSOIL literature, but he refused it, saying he had all that literature. Trebino



AMSOIL Dealer Chuck Trebino outside one of Dosier's quick lubes.

asked him why he would ask all those questions if he had all the answers already.

“He said he just wanted to see how I answered the questions,” said Trebino.

At that time the man introduced himself as Phil Dosier, the COO of a company called Broadbase Inc. Broadbase owns a number of Jiffy Lubes, and Dosier gave Trebino his card, saying he wanted to talk about doing something with AMSOIL.

“This was the start of a great relationship,” said

Trebino. “They have the AMSOIL 7500-mile/6-month oil change program in all of their quick lubes.”

Some time later, Trebino asked Dosier why he chose him instead of another AMSOIL Dealer. Dosier replied, “You did not know me from any other Harley rider at Dream Rides and you delivered nothing but facts in the information you shared. You never slammed other oils or products which was a breath of fresh air, so I felt compelled to give you a shot even though others had attempted selling me before. The truth is hard to find in business these days.”

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

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