



# Service Line

NEWS AND IDEAS FROM AMSOIL

## NOTES

### Mustang Deemed Best Car Name

Autobyte's Consumer Voice polled readers on today's best and worst car names. The poll suggested readers prefer common English words and words that suggest image. Ford Mustang was voted best name, earning 43% of the vote, while Toyota Yaris was voted the worst name. Other names on the worst list included B9 Tribeca, Touareg and Grand Vitara.

### AAA Releases Study on Driving Costs

AAA conducted a study to calculate the annual cost to own and operate a vehicle. The study assumes costs for gas, oil, tires and other maintenance along with costs for insurance, financing and depreciation. The study determined that small cars cost 50.5 cents per mile, or \$5,050 annually; full-size sedans cost 74.2 cents per mile, or \$7,420 annually; minivans cost 69.2 cents per mile, or \$6,920 annually; SUVs cost 81.5 cents per mile, or \$8,150 annually; and midsize sedans cost 61.8 cents per mile, or \$6,180 annually.

### Decline in Annual Miles Driven

A new report by Lang Marketing Resources, Inc. shows that vehicle miles driven have begun to decline. Miles driven annually have been increasing for the past 25 years. January 2007 miles declined 0.7 percent nationwide. They rose by 3.8 percent in January 2006. Signs point to increased fuel costs as the reason for fewer miles driven.

## Ford Extends Recommended Oil Change Intervals

Ford Motor Co. has extended its recommended engine oil change intervals from 5,000 miles to 7,500 miles in normal service, and from 3,000 miles to 5,000 miles in severe service. The change is effective in select new 2007 models and for all new or redesigned 2008 models. According to an article in *Lubes 'N' Greases Lube Report*, Pete Misangyi, Ford's fuels and lubricants engineering supervisor, said the change was "due to improved engine oils and improved engines – a combination of those two." Misangyi said Ford conducted fleet and lab tests with newer engine oils before increasing the recommended change interval. AMSOIL was first to create an extended drain interval when the company introduced the first API-rated synthetic motor oil in 1972.

According to *Lube Report*, the 2007 models with a recommended interval of 7,500 miles are the Ford Edge, Lincoln MKX and Lincoln MKZ.

The trend toward extended recommended engine oil drain intervals further validates the

position of AMSOIL. While vehicle manufacturers and other oil companies are catching on, they'll never catch up. No one has as much experience formulating synthetic motor oils for extended drain intervals as AMSOIL, and no one can match AMSOIL quality. AMSOIL provides motor oils with a recommended drain interval of 25,000 miles or one year. In addition, AMSOIL offers its XL Synthetic Motor Oils, which provide superior protection for 7,500 miles or six months, or longer where indicated by electronic oil life monitoring systems, making them perfect for contemporary drain intervals. They are fuel efficient oils formulated with friction modifiers to reduce energy loss from friction. AMSOIL XL Synthetic Motor Oils maintain low emissions and provide all-temperature performance. They are heavily fortified with detergent/dispersant additives and are significantly more resistant to sludge and carbon deposits than conventional oils. AMSOIL XL Synthetic Motor Oils promote clean operation for longer lasting, better running engines.

## Toyota Number One in Worldwide Sales, Number One in Recalls

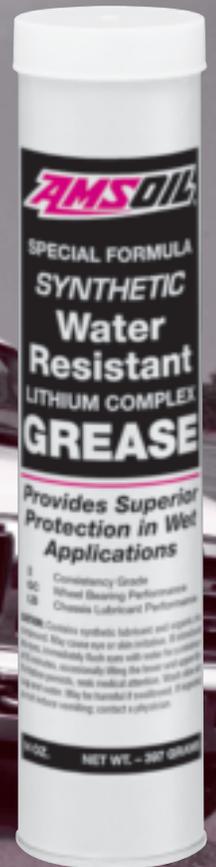
Toyota's recent surge to the head of the automaking pack has been well documented in print and online. Toyota recently surpassed Ford in worldwide auto sales and overtook GM during the first quarter of 2007. The strong sales of Toyota's hybrids and the continued perception of quality seems to be what's driving the company's sales dominance.

Something much less publicized, however, is that Toyota has already passed Ford and GM in automotive recalls. According to [www.autorecalls.us](http://www.autorecalls.us), Toyota had recalled 533,417 vehicles for suspension issues this year by mid-February. The company is on pace to recall even more than the 1.76 million autos it recalled in the U.S. and Japan in

2006, and the 2.2 million it recalled in 2005 when they recalled more cars than they built.

Recall numbers for domestic autobuilders is considerably lower, but the perception that American cars simply aren't as good as their imported counterparts continues to plague Detroit. According to *Light & Medium Truck Report*, fewer than half of American consumers bought new cars and trucks in the first quarter this year from Detroit Automakers. Citing the Associated Press, the article said that retail sales data by the Power Information network show only 48.9% of Americans bought new vehicles from American car manufacturers.

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Jeff Fisher

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