

AMSOIL SERVICE LINE

NEWS AND IDEAS FROM AMSOIL

California and GM Promote Extended Oil Drain Intervals

NOTES

New AMSOIL Pricing

Effective August 1, the AMSOIL Energy Surcharge Program is discontinued and new pricing is in effect. To access updated pricing, login to either the Retail or Commercial Account Zone at www.amsoil.com. If you have not established your own AMSOIL Customer Account Zone account, do so by submitting your account number and a valid email address through the New Registration link. Alternatively, you can check pricing when placing your next order by calling 1-800-777-7094. Even with a price adjustment, AMSOIL synthetic lubricants remain the best and most cost-effective choice on the market, saving customers money through extended drain intervals, reduced wear and maintenance and increased fuel efficiency.



According to a recent article in *Lubes 'N' Greases Lube Report*, the California Environmental Protection Agency's Integrated Waste Management Board has begun a campaign to educate drivers on reducing motor oil consumption by extending drain intervals beyond 3,000 miles. Research has shown that 73 percent of California drivers change oil in their vehicles more frequently than their vehicle manufacturer recommends. The new campaign aims to bust the 3,000-mile myth and reduce the amount of used oil unnecessarily disposed of in the U.S.

According to the *Lube Report* article, General Motors will support the program to help motorists understand how frequently oil needs to be changed. More than 2.5 million GM vehicles in California are equipped with an oil life monitor. Oil life monitors frequently recommend oil drain intervals of

7,500 miles and beyond, a perfect fit for AMSOIL XL Synthetic Motor Oils. As part of its campaign, the Board urges motorists to use synthetic motor oil. Synthetics, the Board maintains, "reduce friction and wear and allow motorists to drive longer distances between oil changes."

According to GM, the 2.5 million vehicles in California with oil life monitors would save 8 million gallons of oil a year if they followed the oil life monitor's recommended drain interval vs. the old 3,000-mile interval.

GM spokesman Tom Henderson told the *Lube Report* that there are 31 million GM vehicles equipped with an oil life monitor nationwide. If each driver of these vehicles followed their monitor's recommendation, it could prevent 100 million gallons of used oil from being discarded every year.

Motorists Searching for More MPG Find Help with AMSOIL

As fuel costs continue to rise, consumers nationwide are scrambling for ways to improve fuel efficiency. New gadgets and theories abound, but true improvement of fuel economy in modern cars and trucks, without the expense of engine conversions or the gamble of unproven devices, is available through synthetic lubrication and superior fuel additives.

Converting a vehicle's engine, transmission and differentials to synthetic lubricants can result in an improvement in fuel economy of 2-5 percent. The simplest and most cost-effective method of improving fuel economy is through the use of high-quality fuel additives. AMSOIL P.i. for gasoline engines and AMSOIL Diesel Concentrate for diesel engines increase fuel efficiency by removing engine deposits and improving the combustion of fuel.

AMSOIL P.i. is the most potent gasoline additive available today. As a concentrated detergent, it is unsurpassed in cleaning combustion chamber deposits, intake valve deposits and port fuel injector deposits. It

is not a question of whether or not your vehicle has accumulated engine deposits, it is a question of how badly they've accumulated. AMSOIL P.i. helps maintain peak engine efficiency, fuel economy, power and drivability in newer, low-mileage engines. In engines with accumulated deposits, testing showed AMSOIL P.i. provided an average increase in fuel mileage of 2.3 percent, and up to 5.7 percent.

AMSOIL Diesel Concentrate provides maximum diesel operating efficiency. It compensates for the varying quality of different fuels (including biodiesel) and the deficiencies of today's ultra-low-sulfur diesel fuel (ULSD) for better engine operation. Diesel Concentrate cleans dirty injectors, improving fuel economy by up to 5 percent and restoring horsepower to like-new levels. Acceleration is improved and with regular use, AMSOIL Diesel concentrate continues to enhance performance by keeping injectors clean. The net savings on fuel expense can result in no additional cost to vehicle operation.

The Benefits of AMSOIL Synthetic Motor Oils

Improved Performance

More Power

The smooth molecular structures of AMSOIL synthetic motor oils create less intrafluid friction than the relatively rough molecular structures of conventional motor oils, while their high film strengths reduce metal-to-metal friction. Engines running AMSOIL synthetic motor oil waste less energy overcoming intrafluid and metal-to-metal friction, allowing them to deliver more power to the transmission. Vehicles respond quicker and achieve faster top speeds.

Increased Fuel Economy

The low intrafluid friction and metal-to-metal friction-reducing properties of AMSOIL synthetic motor oils also improve fuel economy by delivering more of the energy created through combustion of the air-fuel mixture to the transmission.

Unlike conventional oils, AMSOIL synthetic motor oils contain no light molecules that may be lost to volatilization. Volatilization thickens conventional oils and makes them more difficult to pump, while the low volatilization of AMSOIL synthetic motor oils helps them maintain their original viscosity and fuel economy benefits.

Cold-Temperature Starting

AMSOIL synthetic motor oils retain better cold-temperature cranking and pumping characteristics than petroleum oils. Because AMSOIL synthetic motor oils resist viscosity increases in cold temperatures, they allow the crankshaft to turn fast enough to start the engine in cold winter temperatures. Resistance to cold-temperature viscosity increases also allows AMSOIL synthetic motor oils to maintain their pumpability for fast post-startup engine lubrication and excellent wear protection.

Increased Vehicle Life

Wear Control

Viscosity Retention – The superior chemistry of AMSOIL synthetic motor oils helps them maintain thick protective oil films in high-temperature operating conditions. Many competing motor oils contain low-quality additives prone to rupture during periods of mechanical stress, affecting the oil's ability to maintain a thick protective oil film during high-temperature operating conditions and exposing critical engine parts to increased levels of wear.

Film Strength – AMSOIL synthetic motor oils feature molecules of uniform size and shape and uniformly-strong intermolecular bonds, helping them maintain an unbroken lubricating film even when faced with stressful engine operations such as rapid acceleration and deceleration.

Corrosion Protection – Acids form as combustion byproducts, such as water, combine with oxidation byproducts or fuel or air constituents such as sulfur or nitrogen. Acids corrode metals, while heat helps acids damage metal engine parts very rapidly. AMSOIL synthetic motor oils contain highly-effective acid-neutralizing additives, something especially beneficial for diesel engines.

Water is a normal combustion byproduct that condenses on engine surfaces once they cool. Allowed to remain on these engine surfaces, it promotes corrosion. Stored engines are particularly prone to corrosion damage. AMSOIL synthetic motor oils form a water occlusive barrier on metal surfaces, protecting them from corrosion.



Foam Suppression – Engine operation can whip air into motor oil and impair its ability to provide adequate wear protection. Anti-foam additives in AMSOIL synthetic motor oils enhance wear protection by collapsing entrained air bubbles.

Contaminant Suspension – Dirt, engine wear metals and combustion byproducts such as soot work to accelerate engine wear. Motor oil reduces the damage caused by these contaminants by carrying them to the oil filter, where they become trapped. AMSOIL synthetic motor oils are formulated with highly-effective dispersant additives that keep contaminants suspended in the oil stream until they reach the oil filter.

Diesel engines are particularly subject to soot contamination. AMSOIL synthetic motor oils reduce damage caused by soot by keeping soot particles from agglomerating. As soot agglomerates and particles grow in size, wear can occur. Furthermore, viscosity increases, which may lead to filter plugging.

Heat Stress Control

Heat Transfer – Excessive engine heat promotes excessive engine wear and can lead to part failure. The saturated molecular structure of AMSOIL synthetic motor oils withstands higher temperatures than conventional oils before the oil breaks down. AMSOIL synthetic motor oils possess a high degree of thermal conductivity, providing cooler-running engines.

Thermal Stability – The uniformly-sized and -shaped molecules and uniformly strong intermolecular bonds of AMSOIL synthetic motor oils remain intact during high-temperature operation, protecting engines from varnish and coke and providing constant lubrication protection during extreme-temperature operation.

Low Volatility – The light molecules present in conventional oils tend to volatilize in the presence of heat, thickening the oil

and making it more difficult to pump, stressing the engine, increasing wear and decreasing fuel economy. Because they contain no light molecules that volatilize in the presence of heat, AMSOIL synthetic motor oils maintain their superior protection qualities in high-temperature operating conditions.

Oxidative Stability – Certain oxidation products, such as sludge, interfere with the engine's ability to function, while others, such as acids, contribute to engine damage. AMSOIL synthetic motor oils are highly supplemented with multiple premium-grade oxidation inhibitors, effectively resisting oxidation.

Other Benefits

Reduced Repairs – The superior protection and performance benefits of AMSOIL synthetic motor oils reduce engine component failures, saving time and money spent on engine repairs.

Reduced Maintenance – The superior formulations of AMSOIL synthetic motor oils allow them to last much longer than competing conventional and synthetic motor oils. While competing motor oil companies typically recommend 3,000-mile drain intervals, AMSOIL synthetic motor oils are recommended for drain intervals of up to 25,000 miles or one year, whichever comes first.

Reduced Solid Waste – Because AMSOIL synthetic motor oils may be used over eight times longer than conventional oils, AMSOIL users produce significantly less used oil waste.

Reduced Air Pollution – Because AMSOIL synthetic motor oils improve fuel economy, they effectively reduce harmful exhaust emissions.

Save Money – AMSOIL synthetic motor oils save money by extending engine life, reducing repairs and maintenance, increasing oil drain intervals and increasing fuel economy.

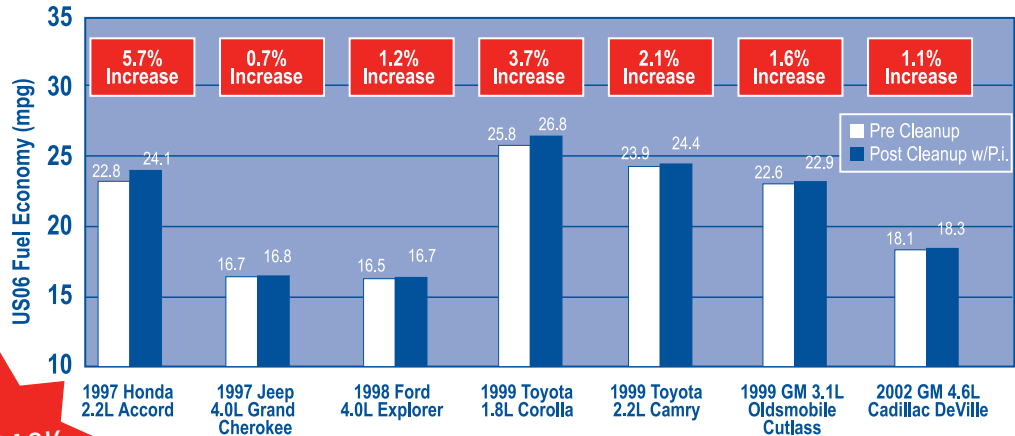




MONEY-BACK GUARANTEE*

Need MPG?

Whether you know it or not, your engine has deposits left from dirty gasoline. Fuel injectors, intake valves and the combustion chamber accumulate deposits over time, robbing your vehicle of power, performance and efficiency. One tankful of AMSOIL P.i. restores power, acceleration and drivability to like-new condition. AMSOIL P.i. removes the harmful deposits that inhibit efficient operation and cause vehicles to burn more fuel than necessary. Get more MPG with P.i.



TEST PROVEN

* Go to www.amsoil.com for details

The AMSOIL Service Line sent courtesy of AMSOIL INC.

Printed in U.S.A. © Copyright 2008

8/08

Jeff Fisher

866-292-4700

www.SyntheticOils.us

AMSOIL INC.
AMSOIL Building
Superior, Wisconsin 54880
Fax: (715) 392-5225
Phone: (715) 392-7101

