



# SERVICE LINE

NEWS AND IDEAS FROM AMSOIL

## AMSOIL Expands Signature Series Line

### NOTES

#### AMSOIL Price Adjustment Effective May 1

The rapidly increasing cost of oil has been well-documented over the past few months, and rising costs of base oils and other raw materials have forced lubricant companies to impose multiple rounds of price increases. All major motor oil companies have recently announced 6 to 11 percent price increases. Although AMSOIL implemented a price adjustment March 1, the company has also been hit with additional cost increases from its suppliers and is now forced to implement a May 1 price adjustment in the U.S. and Canada, although the adjustment may vary for each country. The adjustment only affects lubricants and fuel additives, and the increase has been held to an average of roughly 3 to 4 percent. Even with a minimal 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.



AMSOIL 0W-20 (ASM), 5W-30 (ASL) and 10W-30 (ATM) Synthetic Motor Oils join AMSOIL Signature Series 0W-30 to round out the new Signature Series line. Signature Series 0W-30 is now identified by product code AZO. Product code SSO is discontinued.

In addition to being reformulated to meet the latest API SN Resource Conserving and ILSAC GF-5 industry specifications, the new Signature Series line features all-new packaging and represents the very best motor oils AMSOIL has to offer, allowing motorists to take advantage of maximum extended drain intervals. In the interest of consistency and clarity within the Signature Series line, all four motor oils are recommended for drain intervals of up to 25,000 miles/one year, whichever comes first (15,000 miles/one year in severe service conditions).

With the recent introduction of OE Synthetic Motor Oil and the recent reformulation of XL Synthetic Motor Oil, Signature Series Synthetic Motor Oil provides customers a choice between three distinct lines of high-quality synthetic motor oil. OE is an outstanding choice for

installers and as an entry-level product for customers who want the benefits of a synthetic, but won't pay a significantly higher price or aren't yet ready to extend their drain intervals; XL is ideal for installers and customers interested in extra engine protection and the convenience of 10,000-mile/six-month drain intervals and Signature Series is targeted toward customers who want the absolute best protection and performance, while taking advantage of 25,000-mile/one-year drain intervals.

Notes: The new Signature Series line is replacing the previous formulations of the AMSOIL top-tier oils as inventories dictate; orders will be filled with the older formulations and packaging until inventory is depleted, which may occur at varying times for each viscosity. The new Signature Series 0W-30 (AZO) sells at a lower price than the previous Signature Series 0W-30 formulation (SSO). The former Signature Series 0W-30 formulation (SSO) is available while supplies last.

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## Three Tiers of AMSOIL Performance

AMSOIL Offers a High Quality Synthetic Motor Oil for Every Customer



### Formulated for Original Equipment Manufacturer (OEM)-recommended drain intervals

AMSOIL OE Synthetic Motor Oil helps provide better wear control, improved high- and low-temperature protection and increased fuel economy compared to conventional oils. The oil drain recommendations for many of today's vehicles extend well beyond the traditional 3,000-mile interval. AMSOIL OE Oil provides excellent protection and performance for the entire length of the original equipment manufacturer's recommended drain interval.



### Formulated for up to 10,000-mile/six-month drain intervals, or longer when recommended in owners' manuals or indicated by oil monitoring systems.

AMSOIL XL Synthetic Motor Oil provides better wear control, improved high- and low-temperature protection and increased fuel economy compared to conventional oils. Formulated with extended-drain boost technology, AMSOIL XL Synthetic Motor Oil provides superior performance for up to 10,000 miles/six months, or longer when recommended in owners' manuals or indicated by electronic oil life monitoring systems.



### Formulated for up to 25,000-mile/one-year drain intervals

AMSOIL Signature Series Synthetic Motor Oil delivers extraordinary lubrication in all types of automotive gasoline engines. Combining the industry-premier synthetic technology with AMSOIL premium additives, AMSOIL Signature Series Synthetic Motor Oil exceeds the higher performance demands of modern engines, withstanding the stress of higher horsepower, higher heat and complicated emissions control systems. Signature Series Synthetic Motor Oil is engineered to outperform competitive conventional and synthetic motor oils and delivers long-lasting performance and protection for up to 25,000-mile/one-year drain intervals.

# SYNTHETIC POLYMERIC GREASE PRODUCES IMPRESSIVE RESULTS IN FIELD STUDY

In a recent real-world field study, AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR2) reduced grease consumption and demonstrated superior pound-out and washout resistance compared to a competing synthetic EP grease. The field study subjected both greases to identical operating and weather conditions in a 2003 front-loading Autocar Ignitor refuse hauler. During the 56-day study, the refuse hauler was placed into daily service unloading over 100 commercial dumpsters during a 12-hour shift. The vehicle routinely encountered adverse weather and extreme-pressure environments that can pound-out and washout inferior greases, causing corrosion and wear, which provided the ideal environment for testing greases.

## Test Parameters

Synthetic Polymeric Truck, Chassis and Equipment Grease was installed in one side of the vehicle using a manual pistol-grip style 6,000 psi grease gun, while the competing grease was installed in the identical components on the opposite side. After operating the vehicle to ensure complete removal of the old grease, the refuse hauler underwent a series of three re-greasings throughout the field study. The number of pumps required to properly lubricate the 19 grease points on each side of the vehicle was recorded. A visual inspection of each grease point was also conducted to record abnormal conditions, including excessive grease consumption and the presence of water.

## Results – Grease Consumption

The chart displays the number of grease gun pumps required to properly lubricate each side of the refuse hauler. Results from all three re-greasings show reduced consumption using AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease, with its extended service capabilities becoming more evident as the field study progressed. Overall, three 14-oz. cartridges of the AMSOIL product were required, while 4.5 14-oz. cartridges of the competing grease were required. Despite operating

in identical conditions, the advanced chemistry of AMSOIL Synthetic Polymeric Grease allowed it to remain intact better, requiring less grease to provide increased protection.

## Results – Washout/Pound-Out

Throughout a 12-hour shift, the hoist, lift arms, king pins and other components responsible for raising heavily loaded dumpsters repeatedly encounter extreme pressures that can pound-out inferior greases. Without grease in place acting as a seal, water and other contaminants can penetrate the area, causing corrosion and wear. In addition, metal-to-metal contact results, ultimately causing component failure.

AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease resisted pound-out to stay in place longer than the competing grease, forming an effective seal to repel water and other contaminants. In multiple instances, visual inspections found water between surfaces greased with the competing product. The side of the vehicle lubricated with AMSOIL, however, resisted washout due to the product's superior adhesion and cohesion properties and did not allow water to enter greased areas.

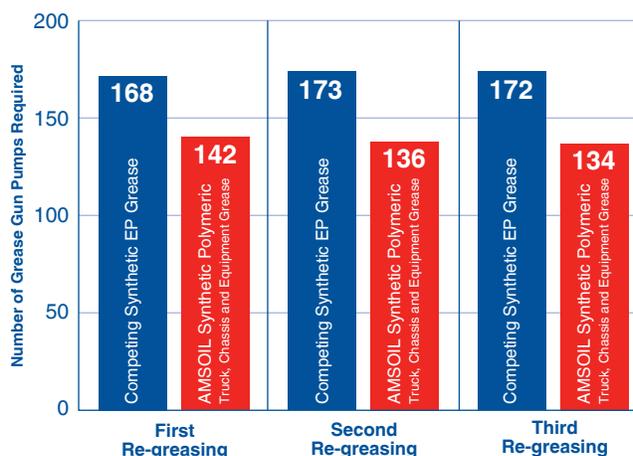


## Proven Performance

Test results achieved in real-world, severe-service operation demonstrate the superiority of AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease. It remains intact for maximum protection and clings tenaciously to metal surfaces, helping keep water and other corrosive contaminants from penetrating greasable components. It can extend service intervals or require less grease when re-greasing, saving fleets money. ■

## Grease Consumption Comparison

Field Study Performed June – July 2010



## TOTAL GREASE USED

Competing Synthetic EP Grease:

4.5 – 14-oz. Tubes

AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease:

3 – 14-oz. Tubes

**50% more tubes of grease needed with the competing synthetic EP grease**