1/12

AMSOIL SERVICE LINE
NEWS AND IDEAS FROM AMSOIL

AMSOIL INC. • 925 TOWER AVE. • SUPERIOR, WISCONSIN 54880 • 715-392-7101 • FAX 715-392-5225

# Next-Generation Ea Oil Filters Offer Increased Capacity for Superior Protection

## NOTES

### Expanded Distribution Centers Open in New Locations

Company growth has prompted AMSOIL to expand five distribution centers. The Edmonton and Chicago distribution centers have moved to new locations, while the Richmond, Toronto and Dallas distribution center expansions have been completed at their current locations.

The new Edmonton Distribution Center is located one block away from the former location; the new address is 14328 – 121A Avenue, Edmonton, Alberta. The new facility opened December 19.

The new Chicago Distribution Center is located two miles away from the current location; the new address is 485 Thomas Drive, Bensenville, IL 60106. The current distribution center will close at noon on Friday, January 20, and the new facility will open the morning of Monday, January 23.

### AGGRAND, MANN-FILTER®, Donaldson® and Mothers® Price Adjustment Effective February 1

Due to fluctuations in raw material costs, AGGRAND products are subject to a price adjustment effective February 1. Cost increases from the company's aftermarket partners subject MANN-FILTER®, Donaldson® and Mothers® products to a price adjustment effective February 1. See the Product Pricing Interface in the Account Zone for updated pricing.

The entire line of Ea Oil Filters (EAO, EA15K) has been redesigned to provide up to two times greater capacity than before, making an already superior filter even better. Each filter provides a filtering efficiency of 98.7 percent at 20 microns, ranking them among the most efficient oil filters available (see graph). Ea Oil Filters now feature a fluted can for improved grip. Four new AMSOIL-branded cartridge-style filters (EA15K01, EA15K02, EA15K03, EA15K04) featuring full-synthetic media have been added to the line, as well as three additional 25,000-mile filters (EaO17, EaO18 and EaO98). Product codes and pricing remain unchanged.

## Advanced Media Technology

Redesigned Ea Oil Filters are engineered using full-synthetic media that features smaller fibers compared to the cellulose and blended media found in other filters. The smaller fibers have a controlled size and shape, providing greater efficiency, capacity and durability. The re-engineered media in Ea Oil Filters provides up to two times greater capacity. Capacity refers to the amount of contaminants a filter can hold while still remaining effective.

To understand the significance of improved capacity, it's helpful to know the basics of oil filtration. Clean oil is vital to keeping engines running properly. The oil filter must remove contaminants introduced into the oil and prevent them from reaching sensitive engine parts without restricting normal oil flow. Internal sources of contamination include wear products from the rubbing surfaces of the engine, and degradation of the oil itself. To provide maximum performance, a filter must be constructed with the optimum balance of capacity, efficiency, flow and durability.

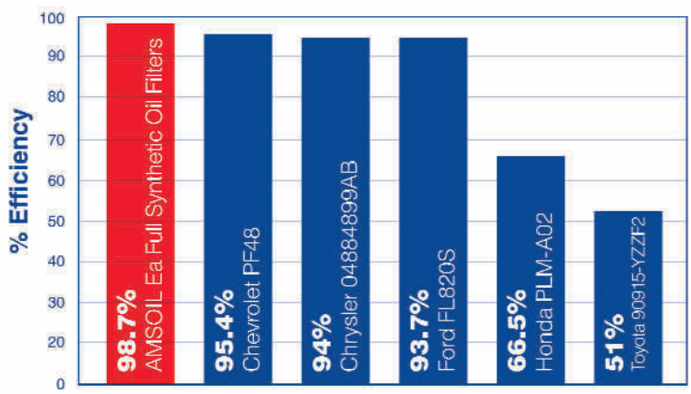
## Contaminants Increasing

Filter capacity has become increasingly more important. To increase fuel economy in response to government mandates, automakers continue employing turbochargers, direct fuel injection and other performance-improving technologies that introduce more contaminants into oil. In addition, ethanol found in gasoline has been shown to further degrade oil, placing extra strain on oil filters.

In short, today's engines introduce more contaminants into the oil than did their predecessors and oil sumps are shrinking, leaving fewer detergents and dispersants to help fight the by-products of modern internal combustion. Oil filter capacity must be improved in order to contend with the additional contaminants.

*Continued on page 2*

**Average Filter Efficiency @ 20 microns (ISO 4548-12)**
*February 2011 Test Results*




U.S. & CANADA TOLL-FREE ORDERING: 1-800-777-7094
Hours: 7 am to 5 pm, Central Time, Monday through Friday.

# A slipping transmission, like slipping tires, can ruin your day.

Modern transmissions, like modern engines, have become riddled with high-tech electronics. Dirty transmission fluid often causes shift solenoids to stick, and a fluid breakdown can lead to a complete transmission overhaul. In the old days, transmissions would give advance notice. Today, the tolerance for dirty fluid has gone way down. Tranny maintenance has become a much higher priority than it ever was before.

For smoother shifting and longer transmission life, be sure to use AMSOIL ATF. It is formulated to withstand the harsh environments found in modern transmissions, longer.

**The AMSOIL *Service Line* sent courtesy of AMSOIL INC.**

**Ordering Tips – Commercial and Retail Accounts get free freight with orders of $11,000 (U.S.) or more. UPS delivers product to street addresses, not to post office boxes. To order: Call 1-800-777-7094 or log into the Account Zone at www.amsoil.com.**

Printed in U.S.A. © Copyright 2012

1/12

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