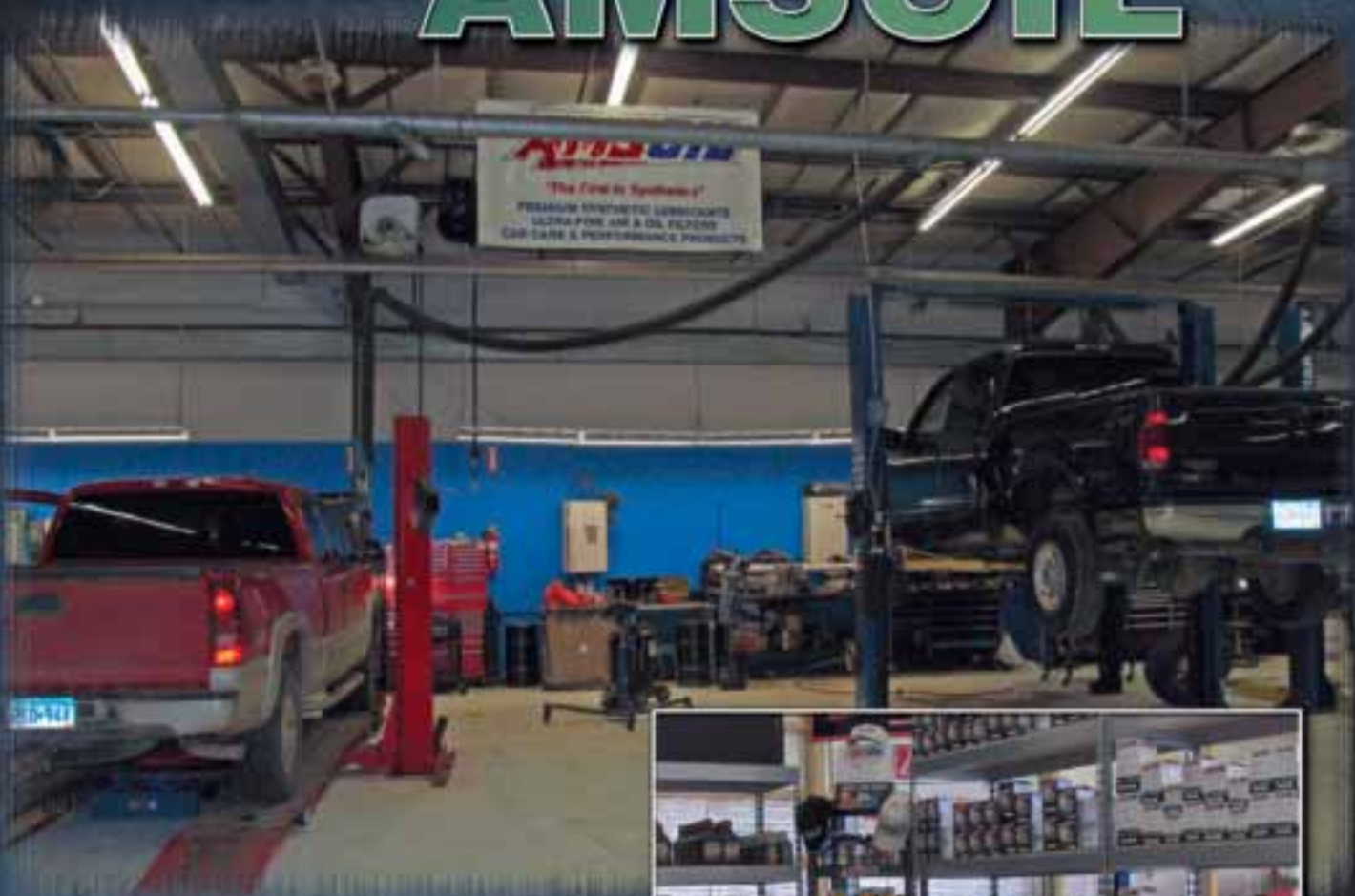




The First in Synthetics®

Boost Profits With AMSOIL



- *Higher Profits*
- *Full Line of Products*
- *The First in Synthetics*

What Are Synthetic Lubricants?

Engines, transmissions and other mechanical systems contain hundreds of moving parts. Though the metal surfaces of these parts look smooth, they are actually full of microscopic peaks and valleys. When the peak of one surface touches its mating surface, it causes damage. Damage may lead to component failure or wear. Failure prevention and wear reduction are the primary functions of lubrication.

Refined Oils

Conventional oils – the oils most people are familiar with – are refined from crude oil. Refining is a process of physically separating light oil components from heavy ones.

Crude oil contains a full range of different kinds of molecules. Many are similar in weight but not in structure. The refining process cannot distinguish such molecules, so a wide assortment of molecules is present in a finished lubricant made from crude oil stocks.

Some crude oil molecules are not beneficial to the lubrication process. For example, paraffin causes refined lubricants to thicken and flow poorly in cold temperatures. Molecules containing sulfur, nitrogen and other elements invite the formation of sludge and other products of lubricant breakdown, especially in high-temperature applications. Sludge and breakdown products significantly increase wear rates.

The assorted molecules of refined lubricants also have different shapes, making lubricant surfaces irregular at the molecular level. As lubricant layers flow across one another during the lubrication process, these irregularities create friction, which consumes power, reduces efficiency and increases heat and wear.

Synthetic Lubricants

Synthetic lubricants are chemically engineered from pure chemicals rather than refined from crude oil. That gives them significant advantages over refined oils.

Pure

The base stocks from which synthetic lubricants are made contain no sulfur, nitrogen or other elements that invite the formation of sludge and other products of lubricant breakdown. Synthetic lubricants can be used in higher temperatures than refined lubricants without breaking down. Their resistance to breakdown also allows them to be used longer than refined lubricants can be used. Lubricated systems stay cleaner and last longer with synthetics.

Uniform

The base stocks from which synthetic lubricants are made feature uniform and smooth molecular structures, which ensures low friction as lubricant layers slide across one another. Reduced friction increases energy through-put for greater fuel efficiency and power, and reduces heat and wear for longer equipment life.

Molecular uniformity also helps synthetics resist thinning in heat and thickening in cold, which helps them protect better than refined oils over a system's operating temperature range and helps ensure secure sealing.

Designable

Many different kinds of base stocks may be used to create synthetic lubricants, allowing a synthetic to be designed for virtually any application. Some base stocks are ideal for use in extremely cold environments, others are perfect for use in extreme heat. Some are extremely safe in applications in which refined lubricants pose a fire or explosion hazard. Refined oils simply do not offer the design flexibility synthetics offer.

The designability of synthetics also allows them to be tailored very specifically to the needs of everyday applications, such as automotive engines, commercial equipment or industrial machinery. That specificity helps ensure long life and peak power, performance and fuel economy from the lubricated system, as well as long lubricant life.



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Why Are AMSOIL Synthetic Lubricants the Best?

As a jet fighter squadron commander Lieutenant Colonel Albert J. Amatuzio had ample opportunity to witness synthetic lubricants in action. These oils are used exclusively in jet engines because of three extraordinary performance characteristics: an ability to reduce friction and wear on engine components, an ability to function dependably at severe temperature extremes and an ability to withstand rigorous and lengthy engine operation without chemical breakdown.

Recognizing that these same benefits would prove invaluable in combustion engines, Amatuzio began conducting serious research in 1963. By 1966 he had formulated a synthetic motor oil and put it to use in vehicles in northern Minnesota. Throughout the late '60s Amatuzio continued his research and development and sold commercially available synthetic oils under a variety of names. In 1970 he incorporated his own name into a commercially sold product called AMMOIL. In 1971 this product name was changed to AMZOIL and it continued to be sold commercially. The true milestone came in 1972 when AMZOIL became the first synthetic motor oil in the world to meet American Petroleum Institute criteria. The new lubricant performed like no other before it. When the first can appeared on the market in 1972, it signaled the birth of an entire industry.

During the past 35 years, AMSOIL synthetic lubricants have expanded the boundaries of lubrication science and redefined the performance possibilities of engines, equipment and machinery in automotive, commercial and industrial use. Why are AMSOIL synthetic lubricants the best lubricants available?

High-Temperature Protection and Performance

AMSOIL synthetic lubricants are much more stable in high temperatures than are refined oils. Their superior heat stability reduces the rates of oil consumption, lubricant breakdown and lubricant oxidation, which keeps oil consumption low, equipment clean, protected and running right, and extends lubricant life.

Cold-Temperature Protection and Performance

AMSOIL synthetic lubricants remain fluid in temperatures

far below zero, allowing dependable engine start-up, fast lubrication, dependable protection and maximum fuel economy in severe cold operations.

Increased Efficiency

AMSOIL synthetic lubricants are superior to refined oils in reducing friction, helping lubricated systems use fuel energy for work, not for overcoming drag. Superior friction reduction, as well as lower volatility rates, also helps keep exhaust emissions low.

Longer Engine and Equipment Life

AMSOIL synthetic lubricants' heat stability and friction-reducing ability keep wear rates low, which helps increase the time to first teardown, increases the interval between teardowns and increases overall equipment life.

Extended Lubricant Drain Intervals

AMSOIL synthetic lubricants offer eight times the service life offered by refined lubricants, sometimes even more. The long life of AMSOIL synthetic lubricants reduces costs, downtime, waste and environmental damage.

Product Line

AMSOIL manufactures synthetic lubricants, advanced filtration systems, fuel additives and coolant for virtually every commercial, industrial or automotive application.

Quality Control

AMSOIL synthetic lubricants are manufactured from top-quality synthetic base stocks and performance additives according to a stringent quality control protocol in computer-controlled AMSOIL manufacturing facilities. AMSOIL synthetic lubricants may be counted on to deliver the same top-quality performance and protection every time they are used, no matter where in the world they are purchased.

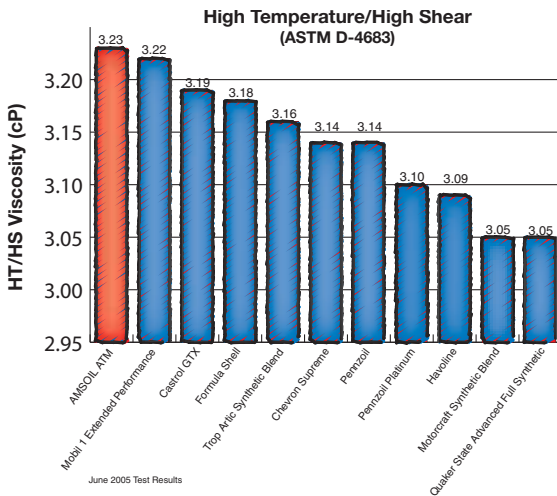
Experience

AMSOIL formulated the first API-rated synthetic motor oil in the world and has more experience formulating synthetic lubricants than any other manufacturer in the world. AMSOIL leads the industry in product quality and innovation.

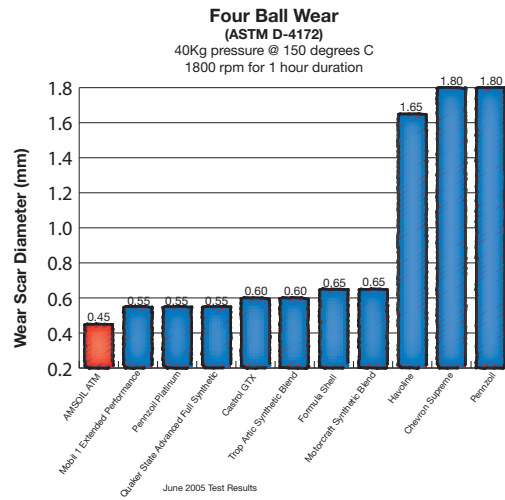




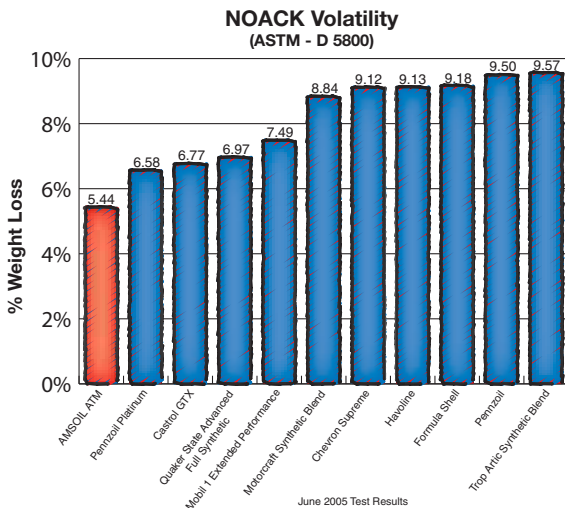
Quality Consumers Demand



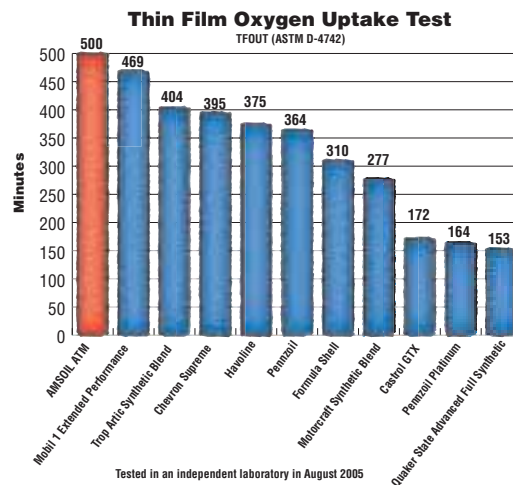
The superior viscosity retention of AMSOIL synthetic motor oil in the face of severe temperature and shear conditions allows it to provide continuous, unsurpassed protection for engine bearings, extending equipment life and preventing wear.



AMSOIL synthetic motor oil provides unsurpassed protection against engine wear. Equipment life is extended, and repairs, downtime and expenses are reduced. The smaller the scar, the better the protection.



The extremely low volatility of AMSOIL synthetic motor oil allows it to maintain its superior protective and performance qualities throughout extended drain intervals, even when faced with severe operating temperatures. In addition, oil consumption and emissions are minimized and fuel efficiency is maximized.



The superior oxidation stability of AMSOIL synthetic motor oil allows it to effectively resist the formation of engine deposits and sludge, keeping engines running clean and efficient and extending oil life. It also resists thickening, maintaining its superior wear protection and lubricating properties and maximizing fuel efficiency.

Boost Profits With AMSOIL

AMSOIL Increases Profits

Quality Products Command a Quality Price

People are willing to pay more for premium products, and AMSOIL is widely known as the premier producer of synthetic lubricants. With markup levels at 30-35%, store owners realize higher profits with AMSOIL products.

Freight Discounts

AMSOIL offers freight bill discounts based on the order total, provided that the order is shipped to one destination. This discount is calculated on the total of the order before taxes, discounts or any miscellaneous charges are applied.

- Full freight is paid if the order totals \$7,500.00 or more.
- One half of freight is paid if the order totals \$3,750.00 to \$7,499.99

Full Line of Quality Products

A complete product line from AMSOIL ensures that customers will find what they are looking for. With everything from advanced filtration systems to Multi-Purpose Spray Grease, AMSOIL makes products to satisfy nearly every lubrication need. In addition, AMSOIL has created strategic corporate partnerships to provide other top-quality automobile products like Mothers® polishes and waxes and Trico® wiper blades, creating more opportunity for sales.

AMSOIL Products are in Demand

Sales of AMSOIL products have never been higher. Vehicles are requiring more superior products, and customers are looking for the best performance available. AMSOIL products provide unsurpassed protection and performance, and is recognized worldwide as the leader in the motor oil industry.

Limited Availability

AMSOIL products are not available everywhere. AMSOIL is distributed by independent Dealers, and won't ever be found in giant retail chain stores. AMSOIL limits its sales to accounts with less than 12 outlets to protect small stores from large competitors

and predatory pricing. Carrying AMSOIL can give store owners an edge over the competition.

Advertising Support

AMSOIL provides national advertising support with commercials, promotional literature and more. AMSOIL ads appear in over 150 national publications yearly. AMSOIL is best known nationwide for sponsoring high-profile racers like Kevin Windham and Josh Grant in motocross and Mike Oberg and Scott Douglas in off-road racing. AMSOIL is the official oil of the American Motorcycle Association (AMA) Outdoor Nationals, World Power Sports Association (WPSA), ChampBoat Series, United States Modified Touring Series (USMTS), Loretta Lynn's National Motocross Championships and more. In all, AMSOIL is involved with more than 1,000 racing teams, series and events across North America.

AMSOIL also offers a Co-op Advertising Program for retail accounts. Co-op credits are earned according to the amount of AMSOIL products purchased each year. Co-op credits can be redeemed for print and broadcast advertising featuring AMSOIL products, or for AMSOIL literature and promotional material. For more information on the AMSOIL Co-op Program, consult the G-1071 Retail Account Co-op Credit Order Form.

Leading Synthetic Oil

AMSOIL was the first fully synthetic oil approved by the American Petroleum Institute for use in passenger vehicles. Since then, AMSOIL has been recognized as the benchmark in synthetic motor oils. AMSOIL products consistently outperform the competition in nearly every category.

Commitment To Excellence

Vehicle manufacturers are requiring lubricants that provide better protection and auto owners want the best for their vehicles. Stocking AMSOIL products keeps retailers ahead of the pack in a competitive industry because they surpass manufacturers' requirements and impress consumers.

AMSOIL products' sterling reputation, proven performance and storied history are sure to raise profit margins in any retail store.

Boost Profits With AMSOIL





- **First** to develop an API rated 100 percent synthetic motor oil.
- **First** to introduce the concept of extended drain intervals with a recommended 25,000-mile/12-month drain interval.
- **First** to produce synthetic motor oils for diesel engines.
- **First** to produce synthetic motor oils for racing engines.
- **First** to produce synthetic motor oils for turbo engines.
- **First** to produce synthetic motor oils for marine engines.
- **First** to manufacture synthetic gear lube for automotive use.
- **First** to manufacture a 100:1 pre-mix synthetic 2-cycle oil.
- **First** to manufacture a synthetic automatic transmission fluid for automotive use.
- **First** to manufacture a full-synthetic cartridge-style oil filter.

*First in History
First in Quality*

The First in Synthetics®

AMSOIL products and Dealership information are available from your local AMSOIL Dealer.

