



Why Synthetics?

- Better wear protection
- Excellent fuel economy
- Outstanding extreme-temperature performance

Synthetic lubricants, unlike their conventional counterparts, are chemically engineered to form pure lubricants. They contain no contaminants or molecules inherent to crude oil that don't serve a designed purpose, such as sulfur, nitrogen, oxygen and metal components. They are made from molecules that are saturated with a higher percentage of carbon-hydrogen bonds, leaving fewer sites to which other, harmful molecules can attach and attack the molecular composition of the oil. Their smooth, uniform lubricating molecules slip easily across one another. In short, synthetics' versatility and pure, uniform molecular structure impart properties that provide better friction-reduction, optimum fuel efficiency, maximum film strength and extreme-temperature performance conventional lubricants just can't touch.



Why AMSOIL?

- World's first API-qualified synthetic motor oil
- Leader in synthetic lubricant technology
- The only 25,000-mile oil

The introduction of the world's first synthetic motor oil to meet American Petroleum Institute service requirements in 1972 set all-new standards for motor oil quality. AMSOIL synthetic motor oil outperformed conventional petroleum motor oils on all counts. It was clear from the start that this innovative product would play a major role in engine performance and engine life.

AMSOIL has remained steadfast in its commitment to quality and precision lubricant engineering, leading the charge over the past four decades with many industry firsts. This quality-first commitment has driven the introduction of numerous synthetic lubricants, premium filtration technologies and fuel additives that provide tangible, real-world value.

Today, virtually every other motor oil manufacturer has recognized the superiority of synthetic lubricants and followed the AMSOIL lead with introductions of synthetic motor oils of their own. Accept no substitutes – AMSOIL is "The First in Synthetics®".

Why Now?

- Automakers are moving up to synthetics
- Helps vehicles last longer
- Saves time & money

Modern engine technology is placing more burden on motor oils. Vehicle manufacturers are under tremendous pressure to provide fuel-efficient vehicles that produce fewer emissions than their predecessors. They employ a variety of techniques to improve efficiency and reduce emissions, and nearly all of them negatively impact motor oil. Engines are smaller, yet produce more power, often relying on turbos or unique fuel injection systems that can increase the amount of contaminants introduced into the oil. Synthetic lubricants contend with these additional stresses better than conventional lubricants.

AMSOIL synthetic motor oils help engines run at peak efficiency. Their pure, uniform molecular structure results in maximum friction reduction and outstanding wear protection. Lubricated components move more freely and remain closer to like-new condition for longer periods, meaning reduced overall maintenance costs.

AMSOIL synthetic motor oils also reduce environmental impact. Each year millions of gallons of motor oil are burned and exit through the tailpipes of cars and trucks, creating emissions pollution. Petroleum oils volatilize (burn off) more readily than AMSOIL synthetic oils and create more emissions pollution. The thicker oil left behind after volatilization contributes to damaging deposits, sticky piston rings and oil blow-by, all of which cause reduced engine life, reduced fuel economy and increased air pollution. In addition, AMSOIL extended-drain motor oils reduce the number of oil changes performed, which reduces the amount of waste oil generated.



The Company of Firsts

A Legacy of Innovation and Leadership

FIRST API-qualified 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 synthetic gear lube for automotive use.

FIRST synthetic motor oil for diesel engines.

FIRST synthetic motor oil for racing engines.

FIRST synthetic motor oil for turbocharged engines.

FIRST synthetic motor oil for marine engines.

FIRST 100:1 pre-mix synthetic 2-cycle oil.

FIRST synthetic automatic transmission fluid for automotive use.



Since 1972

Accept no substitutes –
AMSOIL is "The First in Synthetics®"



Jeff Fisher
866-292-4700
www.SyntheticOils.us

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

Boost Profits with AMSOIL



AMSOIL® synthetic lubricants, filtration products and fuel additives help retail businesses realize increased profits.

Why Establish an AMSOIL Retail Account?

AMSOIL Products are in Demand

Many of today's vehicles arrive from the factory with synthetic lubricants already installed, and manufacturers often encourage their continued use to maximize vehicle performance and life. As the First in Synthetics®, AMSOIL is a recognized and established brand in the industry, providing a ready-made customer base.

Increased Visibility on the AMSOIL Locator

The AMSOIL website receives more than 30,000 visitors each day, many of whom are searching for stores or auto service centers that offer AMSOIL synthetic lubricants. AMSOIL retail accounts appear on the AMSOIL locator at www.amsoil.com, helping increase traffic through your doors.

Increased Profit Margins

Many people are willing to pay a premium for high-quality products that reduce overall costs, such as AMSOIL synthetic lubricants. The premium prices AMSOIL synthetic lubricants command provide your business high profit margins.



Motor Oil



Transmission Fluid



Gear Lube



Diesel Oil

AMSOIL also offers synthetic lubricants for motorcycles, ATVs, snowmobiles, lawn & garden equipment and more.



AMSOIL is the Official Oil of numerous influential racing series and events. Visit www.amsoilracing.com for details.

Official Oil partnerships, racing sponsorships and advertisements in widely read magazines help drive customers to retail establishments.

Exclusivity

AMSOIL products will never be found in giant retail chain stores. AMSOIL limits sales to independent accounts and small regional chains to protect against predatory pricing. Carrying AMSOIL synthetic lubricants helps you stand out from the competition.

Extensive Product Line

AMSOIL offers everything from advanced synthetic drivetrain lubricants to premium fuel additives. The complete AMSOIL product line ensures your customers will find whatever they need so they don't have to shop elsewhere.

Advertising Support

To help drive customers through your doors, AMSOIL invests heavily in national television, Internet and print advertising. Official Oil partnerships with the nation's biggest events and racing series – including Sturgis, Monster Energy Supercross, The Off-Road Championship Series (TORC) and more – increase brand recognition and help increase sales. AMSOIL also offers the Co-op Advertising Program, which rewards credits according to the amount of AMSOIL products you purchase annually. You can redeem Co-op credit to help pay for advertisements that feature AMSOIL products or for AMSOIL promotional material. Consult the *Retail Account Co-op Credit Order Form* (G1071) for details.



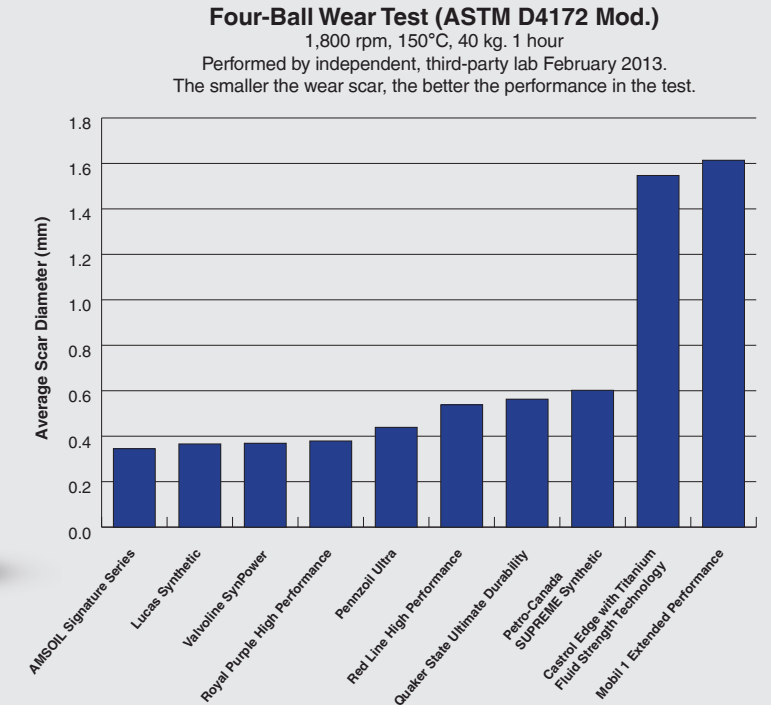
Quality Consumers Want

Superior Protection Against Engine Wear

Though they may not know it, most motorists' driving habits fall under the severe service category, increasing engine stress and inviting wear. AMSOIL Signature Series 5W-30 Synthetic Motor Oil provides superior wear protection. In the Four-Ball Wear Test, Signature Series limited wear more effectively than the other oils. It helps motorists elicit maximum performance and life from their engines. See *A Study of 5W-30 Synthetic Motor Oils* (G3115) for additional test results.



Note: These test results describe and represent properties of oils that were acquired November-December 2012. Results do not apply to any subsequent reformulations of such oils or to new oils introduced after completion of testing. All oils were available to consumers at the time of purchase. Testing was completed February 2013 by an independent, third-party lab. Formulations were coded to eliminate bias, and samples were tested in random order. An appropriate number of trials of each oil were run to produce results at the 95 percent confidence level when compared to AMSOIL Signature Series Synthetic Motor Oil.



Increased Fuel Economy



Injector pattern before P.i. treatment



Injector pattern after P.i. treatment



Intake Valve before P.i. Treatment

Intake Valve after P.i. Treatment



For optimum fuel efficiency and lower emissions, fuel must be atomized into a fine mist prior to combustion. Over time, injector deposits produce irregular spray patterns with heavy streams of gasoline that reduce performance, while intake valve deposits also decrease efficiency. AMSOIL Pi.® Performance Improver cleans injector and intake valve deposits to improve fuel efficiency up to 5.7 percent and an average of 2.3 percent. Hot-running direct-fuel-injected engines are more susceptible to harmful deposits, making it even more important to clean injectors routinely.

Superior Transmission Protection

Excessive lubricant oxidation leads to varnish and sludge formation, fluid thickening, poor overall shift performance and clutch glazing. After more than 180,000 miles of severe service in a Las Vegas taxi cab, AMSOIL Signature Series Multi-Vehicle Synthetic ATF still surpassed the heat-resistance requirements of new fluid to meet the Chrysler ATF+4 specification. See the *Las Vegas Taxi Cab Field Study* (G3118) for additional test results.



Reserve Protection Against Heat After 180,000 Miles
ABOT Test Performed by Independent Lab
Based on Total Acid Number (TAN)

