



Service Line

NEWS AND IDEAS FROM AMSOIL

Trucks Beat Cold Weather Wear With AMSOIL

The only way to increase the bottom line is to keep the fleet on the road. That means being ready for grueling temperature extremes in winter. Fleets, from 18-wheelers to light trucks and vans, are subject to severe service driving. Over-the-road big-rig drivers sometimes travel from subzero temperatures to blazing heat in one trip. Smaller vehicle fleets, especially urban fleets, are exposed to the rigors of stop and go driving and long idling periods in cold and hot temperature extremes.

Fleet owners and operators know the toll these conditions take on their vehicles. Savvy fleet managers develop preventive maintenance schedules that keep trucks on the road, running efficiently and not in the garage undergoing costly break-down maintenance and downtime.

AMSOIL Synthetic Motor Oils and other lubricants give fleet managers the ultimate in engine protection, efficiency and cost-effectiveness.

AMSOIL also offers other products that enhance diesel engine performance:

Diesel Fuel Additive Concentrate

Lowers diesel fuel gel point by 20° to 30°F, depending on mix ratio and fuel quality. Improves the performance, fuel efficiency and longevity of diesel engines while reducing deposits, black smoke, emissions and injector wear. For use in heavy-duty diesel engines.

- Improves cold fuel flow
- Improves cold weather starting
- Improves fuel economy
- Extends injector life
- Increases fuel stability
- Reduces emissions
- Controls injector wear



Diesel Fuel Modifier

Improves combustion, fuel efficiency, cold-weather starting, power and performance. Cleans injectors, fuel screens, pumps and filters. Designed for use in cars and light duty trucks.

- Improves cold weather starting
- Improves cold fuel flow
- Improves fuel economy
- Extends injector life
- Increases fuel stability
- Reduces emissions
- Controls injector wear



Propylene Glycol Antifreeze and Engine Coolant

Formulated to provide maximum antifreeze and cooling protection in the most extreme temperatures and operating conditions. Combines the benefits of biodegradability, low toxicity and all-climate protection.

- Extended service life – seven years or 250,000 miles in passenger cars, light-duty trucks, vans and recreational vehicles; seven years or 750,000 miles in over-the-road diesel trucks.
- Compatible with other fluids – Can be mixed with all ethylene and propylene antifreeze and coolant formulations on the market., including Dex-Cool®, Sierra® and Zerex®, as well as fully formulated diesel antifreezes and other organic acid technology (OAT) and hybrid organic acid technology (HOAT) formulations.



Series 3000 Synthetic 5W-30 Heavy Duty Diesel Oil (HDD)

- Resists thermal (heat) breakdown, oxidation and sludge formation. Stays fluid down to -60 degrees F for improved cold temperature oil flow, reduced bearing wear and easier starting.
- Energy efficient for reduced fuel costs. Low viscosity minimizes “drag” associated with high viscosity oils, allowing the engine to operate more freely, maximizing power and fuel economy.
- HDD delivers extraordinary lubrication in diesel and gasoline engines in commercial, fleet and personal vehicles. Premiere synthetic technology and AMSOIL premium additives, make HDD exceed higher performance demands of modern engines. It withstands the stress of higher heat, higher acid levels and excessive soot loading found in EGR equipped engines.
- HDD has superior film strength and anti-wear additives that help prevent metal-to-metal contact. It reduces ring wear, cylinder bore polishing, oil consumption and valve train wear for improved engine life and lower maintenance costs.





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AMSOIL Offers 'Peace of Mind' in Winter

More than 70 percent of motorists admit they didn't winterize their cars for inclement weather, according to a recent survey conducted by the Car Care Council.

"With the risk of breakdowns or being stranded in severe winter weather, we are surprised more people do not take preventive action when it comes to vehicle maintenance," said Rich White, executive director of the Car Care Council.

Those consumers represent a huge untapped market for retailers and quick lube operators. In fact, according to the Car Care Council, the aftermarket automotive industry is missing \$60 billion in annual unperformed vehicle maintenance. The council's Be Car Care Aware program seeks to reverse the trend in unperformed maintenance to increase profitability in the aftermarket, conserve energy, improve highway safety and benefit the environment.

Why does vehicle maintenance go unperformed?

Consumer neglect of regular care is a result of a lack of awareness and understanding, inconsistent messages, and misinformation and misperceptions, according to the survey.

Auto technicians say the key to keeping vehicles running well – today and down the road – is routine maintenance. Yet many drivers fail to keep up with some everyday auto-basics.

The survey results found:

- 54 percent had low tire pressure
- 38 percent had low or dirty engine oil
- 28 percent had inadequate cooling protection
- 19 percent needed new belts
- 16 percent had dirty air filters
- 10 percent had low or contaminated brake fluid

AMSOIL provides retailers and quick lube operators the world's finest synthetic motor oils, designed specifically to handle hot and cold temperature extremes throughout long-drain intervals. AMSOIL Synthetic Motor Oils on your shelves and in your service bays give you the ability to offer your customers peace of mind throughout the harsh driving conditions of winter.

AMSOIL also offers:

P.I. Performance Improver Gasoline Additive

Ideal for both fuel injected and carbureted systems. Dissolves and removes fuel system deposits and other contaminants for improved power, performance and fuel efficiency in gasoline engines. Reduces PCV and EGR system deposits and exhaust emissions. Improves engine idle, response and starting.

- Cleans fuel injectors, intake valves and carburetors
- Dissolves carbon and varnish deposits
- Controls rust and friction

Synthetic Universal Automatic Transmission Fluid (ATF)

Exceeds the performance requirements for domestic and foreign automatic transmission fluid applications. AMSOIL ATF provides automatic transmissions, power steering units and hydraulic equipment with excellent lubricating protection and better performance over a wider temperature range than conventional automatic transmission fluids.

- Offers twice the cold temperature fluidity required by current automatic transmission fluid specifications.
- Provides easier starting, faster warm-ups, smoother shifting and improved fuel economy
- Resists oxidation and thermal degradation
- Allows extended drain intervals up to 60,000 miles under severe service and up to 100,000 miles under normal service, or according to vehicle manufacturer recommended intervals, whichever is longer.

For a complete list of AMSOIL performance products, contact your AMSOIL Servicing Dealer, or visit the AMSOIL corporate website at www.amsoil.com.

AMSOIL Synthetic XL Motor Oils

"PEACE OF MIND" IN WINTER

- **Extended Life**
Convenient and cost effective, provide 7,500-mile/six month drain intervals or longer.
- **Cold Temperature Dependability**
AMSOIL XL Motor Oils flow to more than -40 degrees F.
- **Improved Fuel Economy**
Fuel efficient oils formulated with friction modifiers to reduce energy loss from friction.



AMSOIL Powers Hard-Driven Jetta TDI

AMSOIL customer Scott Farrell, Newport News, Va., saves money and gains mileage in his 1998 Volkswagen Jetta TDI using AMSOIL Synthetic Motor Oil and biodiesel made from soybeans.

Farrell, Chief Electronics Technician (ETC) in the U.S. Coast Guard, bought the car new in February 1998. "I ran a conventional diesel oil for the first 24,000 miles," he said. "Then I switched to AMSOIL Synthetic 15W-40 Heavy Duty Diesel Oil. My car now has more than 195,000 miles."

The car is hard-driven, exposed to everything from commuting and towing to racing and excessive idling.

"I change my oil every 10,000 miles," Farrell said. "However, oil analysis always indicates the oil is suitable for continued use."

Farrell races Autocross, a timed handling competition similar to Rally Racing.

He said AMSOIL synthetic motor oils have never let him down. He now uses Amsoil Synthetic 5W-40 European Formula Motor Oil.

"My oil consumption is less than a quart every 10,000 miles and the car is still capable of achieving more than 50 miles per gallon, even with significant performance modifications," Farrell said.



RUGGED USE – Scott Farrell, Newport News, Va., puts this Volkswagen Jetta through severe service every day.

He started racing the car in 2004. "I display the AMSOIL banner with pride and enjoy turning heads in my diesel-powered underdog of a race car/commuter," Farrell said.

"I also fuel my car with biodiesel made from US-grown soybeans. With rising fuel prices, it's safe to say I will maintain my relationship with diesels and AMSOIL for years to come."

CORRECTION:

A statement in the November 2005 *Service Line* regarding the new EA Oil Filters was incorrect. It should have read: "EaO Filters are guaranteed for 25,000 miles or one year, whichever comes first, when used with AMSOIL Synthetic Motor Oil in gasoline and diesel vehicles in normal service, and 15,000 miles for severe service."

"EaO Filters are recommended for use up to two times longer than OEM recommendations for commercial units, fleets and RVs using diesel fueled engines, not to exceed 60,000 miles for heavy-duty on-highway diesel applications. Customers using petroleum oil should change EaO Filters when the oil is changed. In fact, AMSOIL recommends changing the EaO filter every time the oil is changed."

The AMSOIL Service Line sent courtesy of your Servicing AMSOIL Dealer.

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www.SyntheticOils.us