

A Personal Touch to a Premium Product



From the time he introduced the first can of AMZOIL 10W-40 Synthetic Motor Oil in 1972, AMSOIL President and CEO Al Amatuzio has taken great pride in the superior protection and performance provided by AMSOIL products. Now, in celebration of 35 years of technical leadership, AMSOIL is updating its premiere motor oil with a new, personal image. New Signature Series 0W-30 Synthetic Motor Oil (SSO) replaces Series 2000 0W-30 Synthetic Motor Oil (TSO) and offers even greater performance. Supplemented with a proprietary ashless anti-wear system for improved heat and viscosity control and boasting a 10 percent increase in TBN

(see graph), new Signature Series 0W-30 sets the standard for protection and performance. Personally endorsed by AMSOIL founder and President Al Amatuzio, each bottle bears his signature and describes how he developed the first API qualified synthetic motor oil and launched the synthetic motor oil industry.

Product Description

AMSOIL Signature Series 0W-30 Synthetic Motor Oil is the industry benchmark in lubrication technology. Engineered with the world's finest synthetic base oils and high performance additives, AMSOIL Signature Series 0W-30 is designed for those who demand the absolute best in motor oil performance. The exclusive extended drain formulation

delivers superior engine protection and maximum fuel economy. AMSOIL Signature Series 0W-30 is a premium grade synthetic motor oil that exceeds the requirements of modern, high-performance engines and older engines. It replaces other 0W-30, 5W-30 and 10W-30 motor oils and consistently outperforms competitive conventional and synthetic motor oils.

Extends Drain Intervals

AMSOIL Signature Series 0W-30 Synthetic Motor Oil lasts much longer in service than conventional oils. Its unique synthetic formulation and long drain additive system resist oxidation and neutralize the acids that shorten the service life of other oils. AMSOIL Signature Series 0W-30 delivers the best possible engine protection, cleanliness and performance over extended drain intervals, reducing vehicle maintenance and waste oil disposal costs.

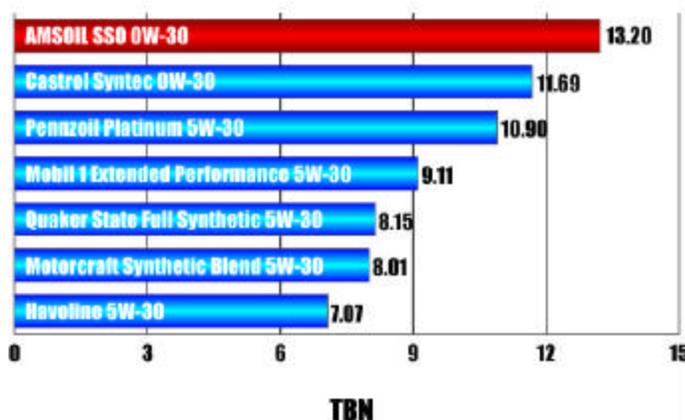
Maximizes Fuel Efficiency

The lightweight molecular structure of AMSOIL Signature Series 0W-30 Synthetic Motor Oil reduces energy loss from the "drag" common to high viscosity oils. It is fortified with additives that enhance its friction-reducing properties to help further improve fuel efficiency.

Reduces Wear

AMSOIL Signature Series 0W-30 Synthetic Motor Oil contains specialized anti-wear technology. Its durable, high temperature film strength effectively separates metal surfaces to reduce wear even under the most grueling conditions. Tests prove that AMSOIL Signature Series 0W-30 provides better protection against wear than other motor oils (see graph). AMSOIL Signature Series 0W-30 helps engines last longer.

Total Base Number (TBN)



Four-Ball Wear Test

(ASTM D-4172)

40 kg Pressure @ 150° C, 1800 RPM, 1 Hour Duration

As tested by an independent lab in August 2007



Foldout portion of label



Driven by Excellence

As A.J. Amatuzio neared the end of his 25-year career as an award-winning jet fighter pilot, he set his sights on a new challenge. Knowing that every jet engine in the world used *only* synthetic oil, he was convinced that the same type of technology would provide tremendous benefits to automotive engines. In the early-1960s he set out on an intense period of research and development.

In 1972 A.J. Amatuzio created AMSOIL INC. and introduced the world's first API qualified synthetic motor oil, AMSOIL 10W-40. But obstacles remained for Amatuzio. The major oil companies were threatened by his advanced technology and, along with the auto manufacturers, refused to acknowledge his revolutionary new product.

Amatuzio persevered. Through sheer determination he began to convince the motoring public that AMSOIL synthetic motor oil was far superior to the conventional petroleum oils they had been using. Then, as consumers caught on by the thousands, the competing oil companies could no longer deny the performance benefits of AMSOIL motor oil. They were forced to follow the AMSOIL lead and, one by one, developed synthetic oils of their own. Amatuzio had humbled an industry.

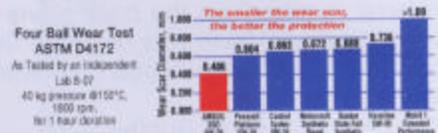
Today, AMSOIL remains the leader in quality and innovation. A.J. Amatuzio Signature Series Motor Oil is engineered with the world's most advanced synthetic base oils and high-performance additives. This exclusive formulation represents the benchmark in motor oil technology and sets the standard by which all other oils are measured.

Congratulations for choosing AMSOIL.

Service Intervals

- **Normal Service** – Up to 35,000 miles or one year, whichever comes first in non-Severe Service, personal vehicles.
- **Severe Service** – Up to 17,500 miles or one year, whichever comes first, defined as turbo/supercharged engines, commercial or fleet vehicles, excessive idling, first and subsequent use in vehicles with over 100,000 miles, daily short trip driving less than 10 miles (16 km), frequent towing, plowing, hauling or dusty condition driving.
- For all other applications, follow standard OEM service intervals.
- Engines with modified operation conditions see evaluation form.

For Those Who Demand the Best!



Recommended for applications requiring the following:
SAE 0W-30 API SM/CF, SL, SJ ...
ILSAC GF-4, 3 ... • ACEA A5/B5-04 • GM 4718M, 6094M
Ford WSS-M2C929-A • Daimler Chrysler MS-6395N • VW 503.00
Replaces SAE 5W-30 and 10W-30

Compatible with petroleum and synthetic motor oils
PRODUCT CODE: SSO-QT
CAUTION: Avoid excessive skin contact with used motor oil, as it is a possible skin cancer hazard. Wash skin thoroughly with soap and water. Flush eyes with water for 15 minutes in case of contact. If swallowed, do not induce vomiting. Contact a physician immediately. **KEEP OIL OUT OF REACH OF CHILDREN.** Don't Puddle. Return used oil to collection centers.
SUPERIOR, WI 54880 U.S.A.

The front label of Signature Series 0W-30 Synthetic Motor Oil bears AMSOIL President Al Amatuzio's signature, while the three-panel back label includes the story of how AMSOIL began and Four-Ball Wear Test results.

Resists Heat, Reduces Oil Consumption and Emissions

AMSOIL Signature Series 0W-30 Synthetic Motor Oil is thermally stable with a strong resistance to high temperature volatility (burn-off). It is heavily fortified with detergent and dispersant additives designed to prevent sludge deposits and keep engines clean. Low volatility and clean operation reduce oil consumption and emissions.

Provides Outstanding Cold Flow Properties

Unlike conventional oils, AMSOIL Signature Series 0W-30 contains no wax. Its exceptional -60°F cold flow properties ease starting and reduce bearing wear.

Applications

AMSOIL Signature Series 0W-30 Synthetic Motor Oil is recommended for use in gasoline engines, diesel engines (API CF, ACEA B5) and other applications requiring SAE 0W-30, 5W-30 or 10W-30 with the following worldwide specifications:

- API SM/CF, SL, SJ ...
- ILSAC GF-4, 3 ...
- ACEA A5/B5-04
- GM 4718M, 6094M
- Ford WSS-M2C929-A
- Daimler Chrysler MS-6395N
- VW 503.00

Service Life

AMSOIL Signature Series 0W-30 Synthetic Motor Oil is recommended for extended drain intervals in unmodified, mechanically sound, *gasoline-fueled* vehicles as follows:

- **Normal Service** -- Up to 35,000 miles or one year, whichever comes first.
- **Severe Service** -- Up to 17,500 miles or one year, whichever comes first.
- Replace AMSOIL Ea Oil Filter at the time of oil change up to 25,000 miles or one year, whichever comes first (other brands at standard OEM intervals).
- In all non-gasoline fueled vehicle applications, extend the oil change interval according to oil analysis or follow the OEM drain interval.

AMSOIL Signature Series 0W-30 Synthetic Motor Oil replaces Series 2000 0W-30 Synthetic Motor Oil, which will remain available while supplies last.