

# AMSOIL Provides Maximum Value



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In the 40 years since AMSOIL pioneered the synthetic motor oil industry, countless motorists have recognized the superior performance benefits synthetics provide over conventional oils, motivating many to make the leap from conventional to synthetic in their vehicles. In fact, synthetics currently comprise 7-9 percent of the lubricant market, a sharp increase from the 5 percent share held in 2005. However, many customers are also motivated by price – especially in today's economy. They won't pay a significantly higher price than a conventional oil and they seek the best deal they can find for their synthetic motor oil.

The industry has seen the costs of base stocks, additives and other raw materials continue to rise over the course of the year, forcing lubricant manufacturers to implement multiple price adjustments to their products to compensate. According to *JobbersWorld*, the average July price for a quart of conventional motor oil was \$3.75 at a leading big-box retailer and \$4.56 at a leading auto parts retailer, while the average July price

for a quart of synthetic motor oil was \$6.32 at the big-box store and \$8.20 at the auto parts store.

AMSOIL has implemented fewer price increases than competing manufacturers over the past year, while also limiting the percentage of increase to approximately half of the percentage of increase implemented by competing manufacturers, setting AMSOIL up to provide even greater value for customers.

As seen in the graph below, the suggested retail price of AMSOIL OE Synthetic Motor Oil is less than the average price of synthetic motor oil at both big-box and auto parts stores. Dealers and Preferred Customers save even more.

Price-savvy customers who enjoy the benefits of OE are prime candidates for moving up to AMSOIL Signature Series Synthetic Motor Oil, which allows them to save even more by taking advantage of maximum extended drain intervals of 25,000 miles or one year, whichever comes first. ■

## SYNTHETIC MOTOR OIL PRICES

