



SERVICE LINE

NEWS AND IDEAS FROM AMSOIL

NOTES

Freedonia Group Anticipates Increased Lubricant Demand

According to a new U.S. market study from Freedonia Group Inc., high oil prices and increased environmental regulations have sparked increased interest in synthetic basestocks, while an increased number of vehicles is expected to increase overall demand for lubricants in the U.S. by 0.8 percent per year until 2012. However, the firm suggests volume gains will be restricted by increasing trends toward smaller vehicles and higher quality, longer lasting lubricants capable of extended drain intervals.

Increased Demand for Fuel Additives

Many consumers hoping to avoid expensive new vehicle payments and repair bills have turned to performance products as a way to extend vehicle life. In fact, business research and consulting firm Frost & Sullivan cites octane boost, fuel treatments and fuel injector cleaners as especially hot sellers. AMSOIL P.i. Performance Improver and AMSOIL Series 2000 Octane Boost are top-of-the-line fuel additives that provide increased power and performance in both new and older vehicles.

AMSOIL Boosts CJ-4 Diesel Oil Offering

AMSOIL has reformulated its Premium API CJ-4 Synthetic 5W-40 Diesel Oil (DEO). In addition, AMSOIL now offers a new 15W-40 Premium API CJ-4 Synthetic Diesel Oil (DME). These exceptional diesel oils provide a level of protection afforded only by a truly high-quality synthetic oil – and do so over drain intervals of 3X OEM recommended drain intervals. They are the premium choice for API CJ-4 emission-compliant diesel oil required by model-year 2007 and newer diesel engines. Formulated for vehicles fitted with exhaust treatment devices, DEO and DME are also backwards compatible, offering maximum protection to all diesel applications.

New Drain Interval Recommendations

AMSOIL Premium CJ-4 Diesel Oils are recommended for extended drain intervals in engines that are unmodified and in good operating condition. In diesel applications, the recommended drain interval for AMSOIL Premium Diesel Oils is three times the original equipment manufacturer's (OEM) recommendation, not to exceed 50,000 miles/600 hours or one year, whichever comes first. Drain intervals can be extended further with oil analysis. In gasoline applications, the recommended drain interval is two times the OEM recommendation, not to exceed 15,000 miles or one year, whichever comes first. In addition, normal and severe service are defined by the OEM, not AMSOIL. To determine the drain interval for a particular diesel application, refer to the owner's manual for the OEM's definitions of normal and severe service and multiply the OEM's corresponding drain interval recommendation by three for the recommended service interval for AMSOIL Premium API CJ-4 Diesel Oils. For example, if the OEM recom-

mendation for normal service is 10,000 miles, AMSOIL Premium Diesel Oils would be recommended for 30,000 miles.



Premium Synthetic Formulation

AMSOIL Premium API CJ-4 Synthetic 5W-40 and 15W-40 Diesel Oils are engineered using the latest, highest-quality synthetic base oils and most advanced additive chemicals. Their heavy-duty detergent/dispersant additives and 10.4 TBN formulation

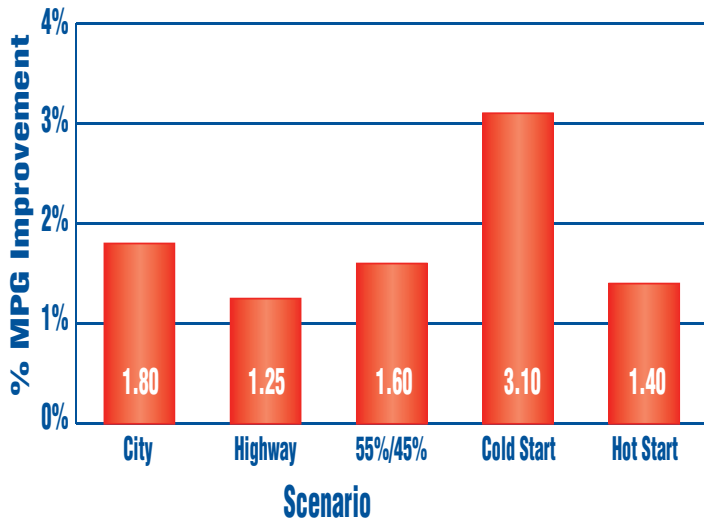
control soot-thickening from exhaust gas recirculation (EGR) and blow-by to protect against corrosion and cylinder bore polishing (wear) and help prevent the formation of varnish/sludge deposits. AMSOIL Premium Diesel Oils are shear stable and provide exceptional oxidation stability to resist heat and breakdown in high temperatures. In addition, their low sulfated ash formulation promotes long diesel particulate filter (DPF) life.

Maximum Fuel Economy, Reduced Oil Consumption

AMSOIL Premium CJ-4 Diesel Oils have a very low high-temperature volatility rate (burn off). Because less oil vapor passes into the combustion chamber, oil consumption and emissions are reduced. Additionally, lower volatility helps AMSOIL Synthetic CJ-4 Diesel Oils retain their viscosity after high-temperature service for continued dependable protection and excellent fuel economy. In fact, the Environmental Protection Agency's (EPA) Federal Test Procedure (FTP) confirms that AMSOIL 5W-40 Diesel Oil provides up to 3 percent better fuel economy than conventional 15W-40 diesel oils. Maximized fuel efficiency, extended drain intervals and reduced oil consumption add up to maximum value and minimal environmental impact.

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SAE 5W-40 Fuel Economy Results - FTP Cycle



The EPA's Federal Test Procedure (FTP) confirms that when compared to conventional 15W-40 diesel oil, AMSOIL 5W-40 Diesel Oil improves fuel economy up to 3%. At a mix of 55% city/45% highway driving the average improvement is 1.6%, and at straight highway driving the average improvement is 1.25%.

Benefit All Diesel Engines

AMSOIL Premium API CJ-4 Synthetic 5W-40 and 15W-40 Diesel Oils are formulated with model-year 2007 and newer diesel engines fitted with exhaust treatment devices in mind, but are backwards compatible (Synthetic 15W-40 Heavy Duty Diesel and Marine Motor Oil [AME] and Series 3000 Synthetic 5W-30 Heavy Duty Diesel Oil [HDD] remain available in the AMSOIL lineup). They are ideal for trucks with hydraulically-actuated electronically-controlled unit injectors (HEUI). HEUI fuel injection systems use a high-pressure oil pump which tends to shear down motor oil. AMSOIL Premium Diesel Oils, however, are formulated to resist heat and breakdown. They provide maximum shear stability in a wide variety of applications.

Applications

AMSOIL Premium CJ-4 Synthetic 5W-40 and 15W-40 Diesel Oils are recommended for diesel engines and, where appropriate, gasoline engines requiring any of the following worldwide specifications:

- API CJ-4, CI-4+, CF, SM
- ACEA E7, E9
- Mack EO-O Premium Plus
- DDC Power Guard 93K218
- Caterpillar ECF-3, ECF-2
- Cummins 20081
- Volvo VDS-4
- MB 228.31
- MTU Type I & II
- MAN 3275
- JASO DH-2
- Global DHD-1
- Renault RLD-3



Ideal Options for Fleets

AMSOIL Premium Synthetic Diesel Oils lower operating costs through improved fuel efficiency and extended drain intervals. They meet or exceed OEM specifications from a variety of manufacturers, allowing fleet operators to consolidate engine oil inventories in mixed fleets. In fact, the reformulated 5W-40 DEO meets and exceeds an expanded list of OEM specifications. In addition, AMSOIL Premium Synthetic Diesel Oils reduce downtime through extended drain intervals and improved equipment protection. (See the following charts.) AMSOIL CJ-4 Diesel Oils save money.

AMSOIL 15W-40 Premium Diesel Oil costs less per mile than conventional oil*.

	Total Motor Oil Used in 1 Yr.	Cost Per Gal.	Total Oil Cost X 1 Truck	Total Oil Cost X 50 Trucks
Conventional 15W-40	8 gal. x 12 drains = 96 gal.	\$13.55	\$1,301	\$65,050
AMSOIL Synthetic 15W-40	8 gal. x 4 drains = 32 gal.	\$34.36	\$1,100	\$55,000
Total Savings with AMSOIL			\$201	\$10,050

AMSOIL 5W-40 Premium Diesel Oil costs less per mile than conventional oil*.

	1 Truck	50 Trucks
Fuel Economy Savings (1.2%)	\$720	\$36,000
Extended Drain Savings	\$201	\$10,050
Total Savings with AMSOIL	\$921	\$46,050

*Based on 120,000 miles per year with an OEM-recommended drain interval of 10,000 miles. Avg. 6 mpg, 32-qt. oil sump, \$3/gal. fuel, \$34.36/gal. AMSOIL, \$13.55/gal. conventional diesel oil. Does not include labor, filter or used oil disposal costs, making AMSOIL even more cost effective.

Smooth Transition

As additional consumers start buying newer, CJ-4 compliant vehicles, AMSOIL Premium CJ-4 Synthetic 15W-40 Diesel Oil (DME) will provide a smooth transition from AMSOIL Synthetic 15W-40 Heavy Duty Diesel and Marine Motor Oil. AMSOIL Premium Diesel Oils offer significantly extended oil drain intervals.

Spray-On Versatility

AMSOIL M.P. is one of the most versatile products in the AMSOIL product line. In a business, home, office or shop, AMSOIL M.P. offers the versatility, quality, effectiveness and economy people have come to expect from AMSOIL.

Product Uses

AMSOIL M.P. Metal Protectant was first introduced in the fall of 1978. At that time it was billed as “The Product for Everyone.”

The billing remains true. By digging into the pores of metal surfaces and forming a dry, lubricating, water-resistant film over the applied area, M.P. accomplishes four important tasks: light lubrication, water displacement, corrosion protection and penetration. It accomplishes all four with remarkable effectiveness. That combination makes it good for countless applications, some obvious, others not.

The most well-known applications for M.P. include lubricating gun mechanisms and protecting them from moisture, protecting electrical systems from corrosion (both salt-water and fresh-water corrosion), fixing squeaking doors and unsticking bolts and mechanical parts frozen up by rust and corrosion.

The bulk of the list, however, is comprised of less obvious uses that may surprise some potential AMSOIL customers.



Here is a small sampling of the lesser known uses of M.P.:

- Spray M.P. on the rollers of chairs to help them move quieter and smoother.
- Use M.P. to lubricate, protect and clean guns. M.P. helps eliminate jamming, particularly in cold weather.
- Apply M.P. to adjustable camera tripods so they'll move smoothly and precisely.
- Apply M.P. to car door locks to prevent winter freeze-up or to de-ice frozen locks.
- Use M.P. in stalled cars with wet distributors. Its water displacement properties will help dry them out.
- Spray M.P. on lug nuts to keep them from rusting and freezing up.
- Use M.P. to lubricate office equipment.
- Use M.P. to protect cables that are exposed to the weather.
- Use M.P. to remove glue or stickers from windows or bumpers.
- Use M.P. to clean greasy parts.

