



SERVICE LINE

NEWS AND IDEAS FROM AMSOIL

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NOTES

Fast Lube Operators Survey Shows Increased Popularity of Synthetics

The 2012 *National Oil & Lube News* Fast Lube Operators Survey indicates significant growth for synthetic motor oils and increasing oil change intervals. While synthetics accounted for 11 percent of total motor oil sales at fast lubes in 2011, the percentage increased to 15 percent in 2012. The average customer oil change interval increased 6 percent from 4,520 to 4,777 miles.

Increased Use of Synthetics in Commercial Market

According to a recent Kline and Co. study, volume demand for U.S. commercial automotive lubricants slipped 9.6 percent between 2008 and 2011, while market value increased 18.8 percent. Among the factors cited for this statistic are the increased use of synthetic lubricants and oil analysis services, increased practice of extended drain intervals and improved mechanical efficiency in commercial vehicles. The penetration of synthetic lubricants in the commercial market is expected to increase as original equipment manufacturers (OEMs) are faced with more stringent fuel economy regulations beginning in 2016.

“This may prompt OEMs to specify lower-viscosity engine oils, a potential technical driver to synthetic usage,” said George Morvey, U.S.-based project manager with Kline’s Petroleum and Energy Practice.

New 5W-40 Full-SAPS Synthetic Motor Oil Completes European Car Formula Lineup

AMSOIL Now Offers Low-, Mid- and Full-SAPS European Motor Oils

SAPS Content

Sulfated ash, phosphorus and sulfur (SAPS) comprise a significant portion of a motor oil’s additive content. Sulfated ash works to improve antioxidancy, anti-wear properties, total base number (TBN), corrosion resistance, engine cleanliness and soot-handling ability; phosphorus provides further antioxidancy and sulfur contributes antioxidancy, anti-wear properties and engine cleanliness.

Prior to 2010, there were no lower limits on an oil’s SAPS content. A low-SAPS oil could be used in a mid-SAPS application, while a mid-SAPS oil could claim full-SAPS specs (but not the other way around). However, because the vehicle emissions systems and aftertreatment devices of some European vehicles are sensitive to the SAPS content of oil, the European Automobile Manufacturers’ Association (ACEA) and original equipment manufacturers (OEMs) have realized the importance of using motor oil formulated with a precise SAPS level, and lower



limits were established in 2010. In addition to the specifications established by the ACEA, most European OEMs have also developed their own specifications. To ensure proper engine protection and optimal emissions system performance and life, it is important to use an oil that meets the recommended specification listed in the vehicle’s owner’s manual.

AMSOIL European Car Formula Lineup

AMSOIL European Car Formula Synthetic Motor Oil is specially formulated to provide outstanding protection and performance for European gasoline and diesel cars and light trucks. Blended with advanced AMSOIL synthetic base stocks, premium additives and broad viscosity ratings, European Car Formula allows motorists to take advantage of the maximum extended drain intervals recommended by European automakers.

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- Low-, Mid- and Full-SAPS Formulations

LOW-SAPS

AMSOIL European Car Formula 5W-30 Low-SAPS Synthetic Motor Oil (AEL)

is recommended for European gasoline or diesel vehicles requiring any of the following performance specifications:

- BMW LL-04 • Mercedes-Benz 229.51
- Porsche C30 • VW 504.00/507.00

MID-SAPS

AMSOIL European Car Formula 5W-40 Mid-SAPS Synthetic Motor Oil (AFL)

is recommended for European gasoline or diesel vehicles requiring any of the following performance specifications:

- ACEA C3 • API SN/SM... • BMW LL-04
- GM dexos2™ • Mercedes-Benz 229.51/229.31
- Porsche A40 • VW 502.00/505.01

FULL-SAPS

AMSOIL European Car Formula 5W-40 Full-SAPS Synthetic Motor Oil (EFM)

is recommended for European gasoline or diesel vehicles requiring any of the following performance specifications:

- ACEA A3/B3, A3/B4 • API SN/SM...
- BMW LL-01 • Mercedes-Benz 229.3/229.5
- Porsche A40 • Renault 0710/0700
- VW 502.00/505.00



AMSOIL Technical Services Provides Customers a Wealth of Information

Every week, AMSOIL Technical Services fields phone calls and emails from Dealers, customers, accounts and those simply interested in motor oil. The department's goal is not only to provide quick and accurate answers, but to be the industry standard-bearer for accessibility and customer service. Technical Services Manager Don Zupec spoke with the *AMSOIL Service Line* about Tech Services' primary role, how customers can best use Tech Services and more.

Service Line: Describe the Tech Services Department and the training its members receive.

Zupec: We have a well-rounded team that includes former mechanics, service writers and customer service personnel. When hired, each member embarks on a six-week training program that provides a solid foundation of AMSOIL business and product knowledge. Obtaining this foundational knowledge is critical. That is why reps don't pick-up a phone or answer an email until they successfully complete the training program. In addition to initial training, ongoing training is always occurring, which is necessary to keep up with changes in the industry and to maintain sharp customer service skills.

Service Line: What common questions does Tech receive?

Zupec: We receive a full range of questions; for example, many people inquire if it's safe to use AMSOIL synthetic motor oil in new engines or engines with higher miles. The answer to both is yes. In fact, AMSOIL synthetic motor oil can help clean up and improve the overall performance of higher mileage engines. Before switching, it's a good idea to ensure the engine is mechanically sound, doesn't leak oil or demonstrate other mechanical deficiencies. AMSOIL motor oil is also perfectly safe in new engines as well. In fact, many vehicles now come factory-filled with synthetic oil.

Service Line: Can you provide any other examples?

Zupec: Questions about compatibility offer another example. Customers often ask if AMSOIL synthetic lubricants are compatible with conventional lubricants, or if AMSOIL fuel additives may be mixed. Again, the answer to both is yes. AMSOIL synthetic lubricants may be mixed with conventional lubricants; however, doing so could reduce performance and shorten the lubricant's service life. AMSOIL doesn't support extended-drain intervals where lubricants have been mixed.

Fuel additives may also be mixed.
Be sure to use

them in accordance with their instructions and treat rates. It's also a good idea to mix them in the gas tank or gas can, as opposed to mixing prior to adding to the gasoline.

Service Line: What are some tips that can improve the resolution time for customer inquiries?

Zupec: Customers who just need basic product recommendation information are encouraged to contact their sponsoring Dealers or the online product guides first. In addition, when customers call Tech Services to learn what products are best-suited for their applications, being able to communicate the year/make/model/engine size of the application is very important to a speedy resolution.

Service Line: How has Tech Services evolved over the years?

Zupec: In the early years, Technical Services' primary responsibility was to provide technical assistance to AMSOIL Direct Jobbers. Although still important, Tech Services now provides that same high level of access to all Dealers, accounts and customers. Also, the number of inquiries we handle on a daily basis has increased as the company has grown. With more and more AMSOIL customers, the demand for technical support increases as well. We are busy from the time the doors open to the time we turn off the lights each night.

Service Line: What types of calls and emails do you receive from customers?

Zupec: Just the other day I spoke with someone who had switched to AMSOIL Signature Series Synthetic Motor Oil 18 months ago. The customer was ecstatic about the money he saved by only having to change his oil one time over the past year, and he also saw an uptick in fuel mileage. In his words, he's now a customer for life. Due to the quality of AMSOIL products, calls like these are common.

Service Line: Are you aware of another oil manufacturer with technical personnel as accessible as AMSOIL personnel?

Zupec: There are others that provide technical support, but not all provide the accessibility we do. For instance, some only provide email access for technical inquiries. The ability to talk to a person and build relationships is important to our customers. We pride ourselves on providing that accessibility, and in many cases we have built strong relationships with many of our customers.



AMSOIL lets YOU decide

When it's time to change your oil



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MILES**
OR 12 MONTHS

CHANGE OIL AT
**10,000
MILES**
OR 6 MONTHS

CHANGE OIL AT
**3,000+
MILES**
OR 3+ MONTHS



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