

Your AMSOIL Dealer offers a full line of high-performance products:

- Motor Oils
- Diesel Oils
- Trans. Fluids
- Gear Lubes
- Hydraulic Fluids
- Greases
- Compressor Oils
- 2-Cycle Oils
- Air Filters
- Fuel Additives
- Spray Lubes
- Oil Filters
- Injector Cleaners
- Engine Cleaners
- Shock/Fork Fluids
- Motorcycle Oils & Filters
- 4-Stroke Oils

The Company of Firsts

- **First** API rated 100 percent synthetic motor oil.
- **First** to introduce the concept of "extended drain intervals" with a recommended 25,000-mile/12-month drain interval.
- **First** U.S. company to utilize the NOACK volatility test as a standard of performance excellence.
- **First** to produce synthetic motor oils for diesel engines, racing engines, turbos and marine engines.
- **First** to introduce synthetic oils that legitimately contribute to improving fuel efficiency.
- **First** synthetic gear lube for automotive use.
- **First** 100:1 pre-mix synthetic 2-cycle oil.
- **First** synthetic automatic transmission fluid for automotive use.

AMSOIL products and Dealership information are available from your local AMSOIL Dealer.

AMSOIL®

Synthetic Motor Oils

Superior
Performance
Superior
Protection



AMSOIL®

The First in Synthetics®



During Lieutenant Colonel Al Amatuzio's 25 years as an award-winning jet fighter pilot, he gained a solid appreciation for the extraordinary lubricants that protected the engines of the jets he flew. He knew that *only* these lubricants, synthetic lubricants, could stand up to the demanding operating conditions of jet engines and the severe temperature extremes they encounter.

He knew also that the same outstanding performance benefits synthetic lubricants provide for jet engines would prove invaluable to car, truck and other internal combustion engines.

In the mid-1960s, Al Amatuzio began an intense period of research and development. He assembled the industry's most knowledgeable chemists and directed the formulation of the first synthetic motor oil in the world to meet American Petroleum Institute service requirements.



The introduction of AMSOIL synthetic motor oil in 1972 set all-new standards for motor oil quality. AMSOIL synthetic motor oil outperformed conventional petroleum motor oils on all counts. It was clear from the start that this innovative product would play a major role in engine performance and engine life.

Today, virtually every other motor oil manufacturer has recognized the superiority of synthetic lubricants and has followed the AMSOIL lead with introductions of synthetic motor oils of their own. They spend millions of dollars advertising their "new" and "revolutionary" products. No one, however, can match AMSOIL experience and

technological know-how. And no one delivers products like AMSOIL. Accept no substitutes — AMSOIL is "The First in Synthetics."®

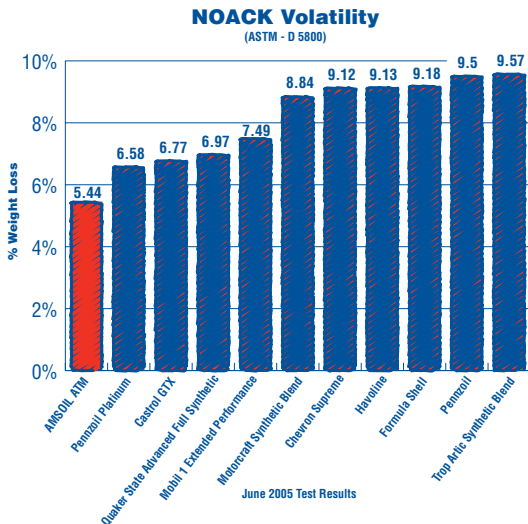
Superior Stability

Conventional motor oil boils off at engine operating temperatures, allowing oil consumption and engine deposits to skyrocket while wear protection and fuel economy plummet. AMSOIL synthetic motor oils don't boil off like conventional oils do.

The NOACK Volatility Test determines the evaporation loss of lubricants in high temperature service. In other words, it determines how likely an oil is to boil off at engine operating temperatures. A maximum of 15 percent evaporation loss is allowable to meet API specifications. As shown in the graph, AMSOIL 10W-30 synthetic motor oil outperformed its nearest competitor by over 30 percent.

Superior Fluidity

AMSOIL synthetic motor oils' natural tenacity and anti-wear agents form a protective molecular layer on metal surfaces, protecting engines from initial start-up wear. AMSOIL motor oils' cold temperature fluidity gets the oil flowing throughout the engine fast for ready protection, even in the bitter cold.



Superior Overall Economy

AMSOIL synthetic motor oils are formulated so well, they can be used for 25,000 miles, even more with oil analysis. AMSOIL motor oils can significantly increase MPG and reduce maintenance costs.

Superior Oxidation Resistance

AMSOIL synthetic motor oils resist oxidation and sludge formation so they keep engines clean and working right. They also resist thickening, maintaining their superior wear protection and lubricating properties and maximizing fuel efficiency.

Superior Operating Temperature Range

AMSOIL synthetic motor oils reduce friction and heat more effectively than petroleum oils do. With AMSOIL, engines run cooler,

wear less and get more horsepower and better mileage than they can with petroleum oils. AMSOIL motor oils remain stable in extreme heat and flow freely in extreme cold

Environmental Benefits

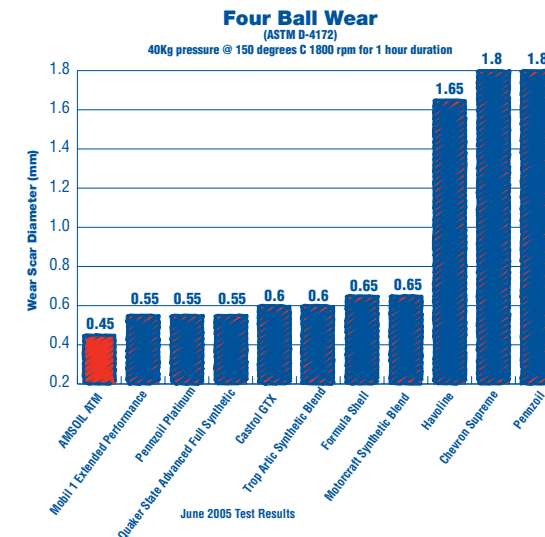
Each year nearly 600 million gallons of motor oil are burned and exit through the tailpipes of cars and trucks, creating emissions pollution. Petroleum oils volatilize (burn off) more readily than AMSOIL synthetic oils and create more emissions pollution. AMSOIL synthetic motor oils reduce emissions and increase engine life, reducing pollution.

According to the U.S. Department of Energy's Pollution Prevention Requirements, the first step in revitalizing a cleaner nation is pollutant source reduction. AMSOIL accomplishes this by extending the interval between motor oil changes which can reduce the source of motor oil pollution more than eleven times.



Superior Wear Protection

AMSOIL synthetic motor oils provide a thick oil film every time your engine operates in high temperatures, high speeds or high load conditions, protecting your hard working engine from heat and wear.



The Four Ball Wear Test determines the wear protection properties of a lubricant. The smaller the average wear scar, the better the wear protection provided by the lubricant.