

## AMSOIL Products Save Money

AMSOIL products save motorists time and money through extended drain intervals, increased fuel efficiency and longer-lasting equipment.

### Extended Drain Intervals

In 1972, AMSOIL coined the phrase "extended drain interval." Many oil companies have since introduced synthetic motor oils of their own recommended for use beyond 3,000 miles. Original equipment manufacturers have been raising recommended oil drain intervals for vehicles, with some reaching 10,000 miles or higher where stated by an electronic oil life monitoring system. AMSOIL offers

lubricants that safely extend drain intervals even further for greater savings.

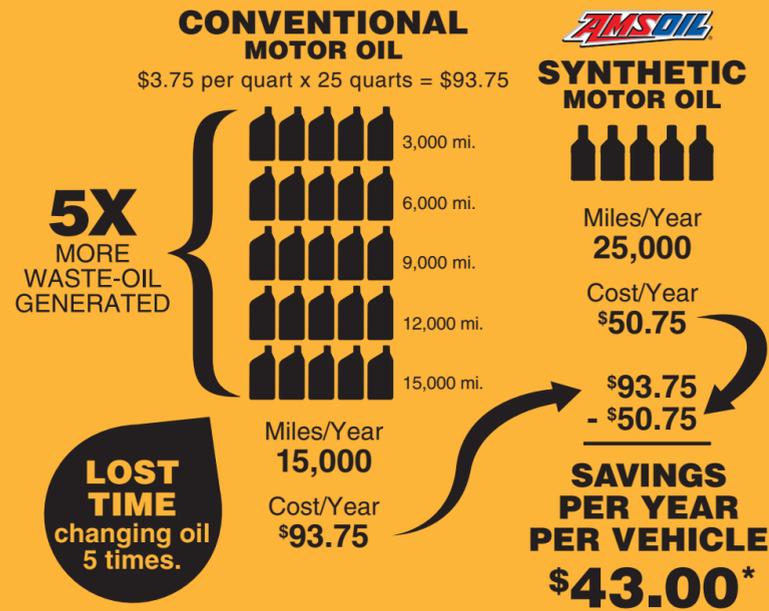
### Fuel Efficiency

Synthetic lubricants can provide increased fuel economy compared to conventional lubricants. Many AMSOIL customers have reported receiving substantial fuel economy benefits after installing AMSOIL synthetic motor

oil, transmission fluid and gear lube throughout a vehicle.

### Longer-Lasting Equipment

AMSOIL synthetic lubricants help reduce wear, inhibit deposit and sludge formation and lower operating temperatures, even in severe service. The superior protection they provide translates into equipment that lasts longer and requires less maintenance, saving motorists money.



## Changing Oil Less Often is a Good Thing

AMSOIL INC. became the first company to safely extend oil drain intervals to 25,000 miles or one year, dramatically cutting the amount of oil consumed, waste-oil generated and tailpipe emissions produced nation-

wide. AMSOIL motor oils' advanced lubricity (slipperiness) helps optimize fuel economy, reducing fuel consumption and America's dependence on foreign oil. They resist high-temperature volatility (burn-off), reducing oil

consumption and air pollution emissions. Use of AMSOIL synthetic lubricants benefits consumers, vehicles and the environment.

\* Examples only. Based on March 1, 2012 figures. Prices subject to change.



## AMSOIL Gasoline Additive

### P.i.® Performance Improver

P.i. ranks among the most potent gasoline additives available today. As a concentrated detergent, it is outstanding in cleaning combustion chamber deposits, intake valve deposits and port fuel injector deposits, eliminating the need for expensive fuel injector cleaning procedures. It is ideal for use prior to emissions inspections, and it helps maintain peak engine efficiency, fuel economy, power and drivability in newer low-mileage engines. In engines with accumulated deposits, P.i. provides up to 5.7 percent improved fuel mileage after only one tank of gasoline. A single treatment of P.i. also delivers reduced emissions, restored power and performance, reduced need for higher octane fuel, reduced carbon rap and preignition, better drivability and smoother operation.



Contact your AMSOIL Dealer for more information on AMSOIL products or to place an order. You may also order direct by calling AMSOIL INC. at 1-800-956-5695 and providing the referral number listed here. ▼

Referral # \_\_\_\_\_

## Autos & Light Trucks



Premium Protection  
Extended Drain Intervals  
Maximum Performance  
Save Money

## AMSOIL Synthetic Motor Oils

AMSOIL revolutionized the automotive world with its introduction of the first synthetic motor oil to meet American Petroleum Institute service requirements. Today, AMSOIL is the recognized leader in synthetic lubricant technology.

With three premium synthetic motor oil lines available, everyone from casual motorists to hardcore performance enthusiasts can experience the many benefits of AMSOIL synthetics throughout the drain interval they prefer.

### Maximum Fuel Efficiency

AMSOIL synthetic motor oils are designed to reduce friction, resulting not only in enhanced performance and protection, but increased fuel efficiency as well. With less resistance to internal moving parts, engines are able to operate at peak efficiency and deliver maximum mpg.

### Reliable Protection

By controlling friction and heat more effectively than conventional oils, AMSOIL synthetic motor oils can significantly reduce the rate of component wear and failure. During cold starts when most wear occurs, they remain fluid to circulate and deliver faster lubrication to critical engine parts than conventional oils.

### Premium Performance

AMSOIL synthetic motor oils' low coefficient of friction allows more energy to reach the vehicle's wheels, maximizing power and performance. Their sophisticated chemistries reduce oil consumption and inhibit sludge formation for a clean, efficient engine.



**AMSOIL Signature Series Synthetic Motor Oil** is the industry benchmark in quality, providing maximum performance and protection throughout drain intervals up to 25,000 miles/one year. Available in five viscosities.



**AMSOIL XL Synthetic Motor Oil** uses extended-drain boost technology to deliver superior performance for up to 10,000 miles/six months, or even longer when recommended in owners' manuals or indicated by electronic oil life monitoring systems. Available in five viscosities.



**AMSOIL OE Synthetic Motor Oil** is engineered to outperform conventional oils throughout original equipment manufacturer-recommended drain intervals. Available in four viscosities.



## AMSOIL Ea® Oil and Air Filters

Fully synthetic media brings maximum efficiency to the auto/light-truck market.



### Protection

A filter's efficiency refers to its ability to stop dirt and other contaminants from entering the engine. AMSOIL Ea Oil Filters trap and hold 98.7 percent of particles 20 microns and larger, while competitive filters demonstrate efficiencies as low as 51 percent. Ea Air Filters rank among the most efficient filters available, removing five times more dust than traditional cellulose media alone and 50 times more dust than wet gauze filter media.

### Extended Service

Used with AMSOIL synthetic motor oils, Ea Oil Filters have a maximum recommended service life of either 15,000 miles or 25,000 miles, depending on the application. Ea Air Filters provide 100,000 miles/four years of service with annual cleaning using a shop vacuum or compressed air. Both lines of filters save motorists time and money.

## AMSOIL Drivetrain Fluids

Premium drivetrain fluids deliver bumper-to-bumper protection, extended service life and maximum fuel efficiency.

### AMSOIL Synthetic Automatic Transmission Fluids

AMSOIL synthetic automatic transmission fluids flow readily in cold temperatures for fast circulation and protection. They resist thermal breakdown and inhibit sludge and deposit formation for smooth shifts and quick response times, even in severe driving conditions. Their synthetic formulations help maximize fuel efficiency while delivering excellent performance and protection.

### AMSOIL Severe Gear® Synthetic Gear Lube

Severe Gear boasts a naturally high film strength and tough extreme-pressure additives to shield gears from metal-to-metal contact. Its low-friction formulation promotes maximum fuel efficiency and it is designed to provide longer oil, seal and equipment life. Available in five viscosities.

### AMSOIL Synthetic Greases

AMSOIL synthetic greases are engineered to protect better than conventional greases. They feature exceptional adhesion properties and superior friction-reduction abilities for long equipment life.



## How does AMSOIL Compare?

### Outperforms Industry Standards

The ILSAC GF-5 motor oil specification establishes minimum quality standards for oil performance in the areas of engine cleanliness, wear protection, fuel economy and more. In industry-standard testing, AMSOIL Signature Series 5W-30 Synthetic Motor Oil outperforms ILSAC GF-5 standards in virtually all categories, helping engines remain cleaner, last longer and achieve increased mpg.

- 44 percent improved cleanliness properties
- 3X better wear protection on cams and lifters
- 30 percent less oil consumption
- 75 percent increased oxidation resistance
- Surpassed fuel economy standard

### Sequence IIIG Engine Test

Performed by independent lab October 2010

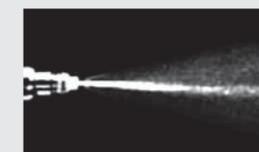
Failing Example      Passing Example



AMSOIL Signature Series Synthetic Motor Oil



### Increased Fuel Economy



Injector pattern before P.I. treatment



Injector pattern after P.I. treatment



Intake Valve before P.I. Treatment

Intake Valve after P.I. Treatment



For optimum fuel efficiency and lower emissions, fuel must first be atomized into a fine mist prior to entering the combustion chamber. Over time, injector deposits produce irregular spray patterns with heavy streams of gasoline that reduce performance, while intake valve deposits also decrease efficiency. AMSOIL Pi.® Performance Improver cleans injector and intake valve deposits to improve fuel efficiency up to 5.7 percent and an average of 2.3 percent.

### Superior Transmission Protection

Excessive lubricant oxidation leads to varnish and sludge formation, fluid thickening, poor overall shift performance and clutch glazing. AMSOIL Multi-Vehicle Synthetic Automatic Transmission Fluid withstands the challenges presented by modern, hot-running transmissions. It resists oxidation two times longer than required for MERCON V to deliver outstanding protection.



### High Temperature Tests

Ford MERCON® V required oxidation test (ABOT)

