

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."®

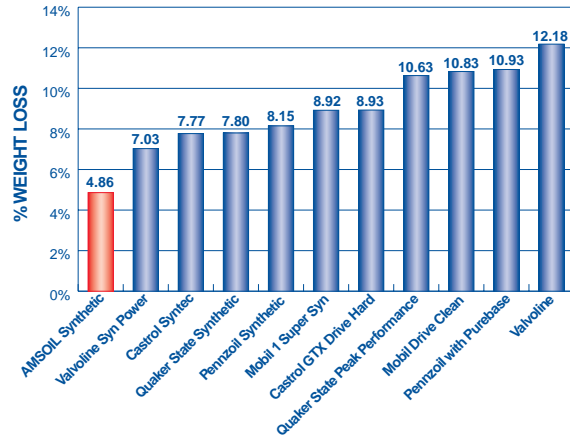
Superior Stability

The NOACK Volatility Test determines the evaporation loss of lubricants in high temperature service. The more motor oils vaporize, the thicker and heavier they become, contributing to poor circulation, reduced fuel economy and increased oil consumption, wear and emissions. A maximum of 15 percent evaporation loss is allowable to meet API SL and ILSAC GF-3 specifications. As shown in the graph, AMSOIL 10W-30 Synthetic Motor Oil outperformed its nearest competitor by over 30 percent.

The extremely low volatility of AMSOIL Synthetic Motor Oil allows it to maintain its superior protective and performance qualities throughout extended drain intervals, even when faced with severe operating temperatures. In addition, oil consumption and emissions are minimized and fuel efficiency is maximized.

NOACK VOLATILITY (ASTM D-5800)

(March 2003 test results)



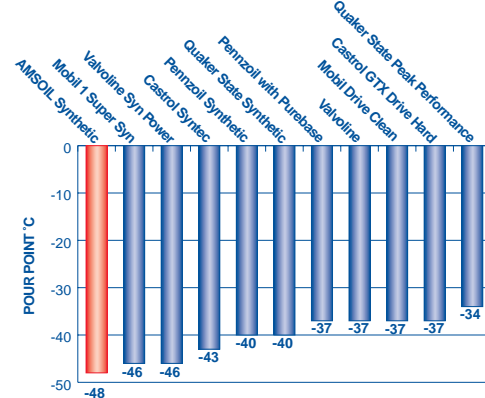
Superior Fluidity

The Pour Point Test determines the lowest temperature at which a lubricant will flow when cooled under prescribed conditions. The lower a lubricant's pour point, the better protection it provides in low temperature service. As shown in the graph, AMSOIL Synthetic 10W-30 Motor Oil has the lowest pour point of the tested oils.

The low pour point of AMSOIL Synthetic Motor Oil allows it to maintain its fluidity in extremely low temperatures, reducing drag on moving vehicle parts, providing critical engine components with quick, essential lubrication and easing startup in cold temperatures. Wear is greatly reduced and equipment life is extended.

POUR POINT (ASTM D-97)

(March 2003 test results)



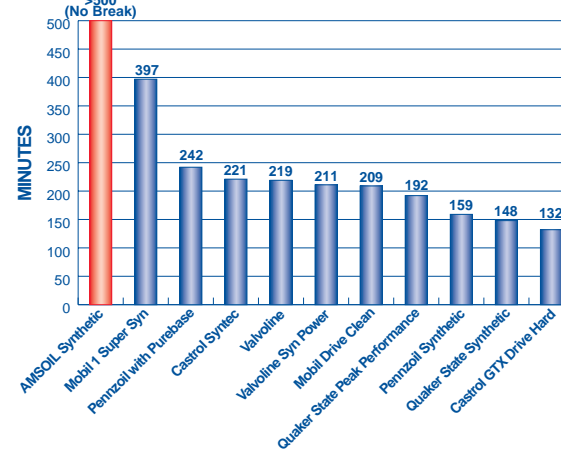
Superior Oxidation Resistance

The Thin-Film Oxygen Uptake Test evaluates the oxidation stability of lubricating oils. A mixture of the test oil and chemistries found in gasoline engine operation (oxidized/nitrated fuel, soluble metals and distilled water) are placed in a test vessel, which is pressurized with oxygen and placed in a heated bath. Anti-oxidant breakdown is evident when the oxygen pressure in the vessel rapidly decreases. At this point, the induction time (break point) of the oil is recorded. As shown in the graph, AMSOIL Synthetic 10W-30 Motor Oil had the highest induction time of all the tested oils. In fact, it didn't reach its break point in over 500 minutes of testing.

The superior oxidation stability of AMSOIL Synthetic Motor Oil allows it to effectively resist the formation of engine deposits and

THIN-FILM OXYGEN UPTAKE (ASTM D-4742)

(May 2003 test results)



sludge, keeping engines running clean and efficient and extending oil life. It also resists thickening, maintaining its superior wear protection and lubricating properties and maximizing fuel efficiency.

Superior Wear Protection

The Four Ball Wear Test determines the wear protection properties of a lubricant. Three metal balls are clamped together and covered with the test lubricant, while a rotating fourth ball is pressed against them in sliding contact. This contact typically produces a wear scar, which is measured and recorded. The smaller the average wear scar, the better the wear protection provided by the lubricant. As shown in the graph, AMSOIL Synthetic 10W-30 Motor Oil produced the smallest wear scar of the tested lubricants.

AMSOIL Synthetic Motor Oil provides unsurpassed protection against engine wear. Equipment life is extended, and repairs, downtime and expenses are reduced.

FOUR-BALL WEAR (ASTM D-4172)

(March 2003 test results)

