

AMSOIL®

The First in Synthetics®

*Preserving
Our
Environment*





The Right Choice for

INNOVATION, EFFICIENCY AND SOLUTIONS

Our mechanized society cannot function without lubricants. The dilemma is oil is both necessary for our lifestyle and potentially destructive to nature. Quite simply, we must select innovative, efficient products that will help solve our pollution problems.

The introduction of AMSOIL synthetic motor oil in 1972 set all new standards for motor oil quality. AMSOIL lubricants are 100% synthetic. They are specially designed to protect engine components, reduce emissions, last longer, reduce fuel consumption and prevent environmental pollution. From the beginning, AMSOIL synthetic motor oils have out-performed conventional petroleum motor oils on all counts.

AMSOIL synthetic motor oils resist chemical breakdown and the formation of sludge, keeping engines cleaner. They have been specifically designed not to oxidize, volatilize or shear back, resulting in a motor oil that lasts longer than conventional petroleum motor oils. While petroleum motor oil manufacturers recommend oil changes every 3,000 miles, AMSOIL synthetic motor oils protect engine components up to 35,000 miles or one year, dramatically extending oil change intervals.

AMSOIL PRESCRIPTION FOR PREVENTION

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 11 times.

It is estimated that over 240 million gallons of oil are improperly discarded annually. Dumping 240 million gallons of oil is nearly the same as two Exxon Valdez spills each month. Just one quart of used oil can produce a two-acre oil slick. One gallon of oil can make one million gallons of water too foul to drink and 35 ppm of oil will kill fish. Improperly disposed used oil is dangerous.

Improperly dumped used oil seeps through landfills into ground water, disrupts bacterial digestion in sewer treatment plants and washes into lakes and harbors. At present, used motor oil is the largest single source of oil pollution in our nation's waterways. Certainly the first thing we can do is not create so much used oil to begin with, and recycle the used oil we have. Both synthetic and conventional motor oils can be recycled at any used oil recycling center. Virtually every city in the United States has multiple used oil collection sites for free recycling.

PREVENTING BILLIONS OF QUARTS FROM BEING DUMPED

Most automobile manufacturers recommend oil drain intervals of 3,000 to 6,000 miles for petroleum motor oils. AMSOIL recommends up to a 35,000-mile oil change which is 5 to 11 times fewer oil changes. Just think about the savings on the environment if, for

the Environment

example, the 243 million cars (excluding trucks, buses and taxis) in the United States were equipped with AMSOIL motor oil. Assuming an average service-life of 100,000 miles and an oil capacity of 5 quarts each, 20.2 billion to 40.5 billion quarts of used oil will be generated during a regular service lifetime (with regular oil changes every 3,000 to 6,000 miles). If 40.5 billion quarts of used oil were put into 55-gallon barrels and lined up, the line would stretch from Los Angeles to Washington D.C. and back 12 times. Alternatively, if each of those 243 million cars was equipped with AMSOIL synthetic motor oils and following oil drain intervals of 7,500 to 35,000 miles, only 3.5 billion to 16.2 billion quarts of oil would be consumed in the same period. That is a reduction of anywhere from 4 to 37 billion quarts of oil, just by switching to AMSOIL motor oils.

AMSOIL SOLUTIONS

For over three decades, AMSOIL INC. has been recognized as the leader in synthetic lubrication technology. AMSOIL was the first to introduce a synthetic motor oil qualified by the American Petroleum Institute, the first to recommend 25,000-mile/one-year drain intervals, the first to recommend 35,000-mile/one-year drain intervals, and the first to implement a system for dramatically increasing drain intervals with oil analysis. Decades of research, laboratory analysis and millions of engine miles have

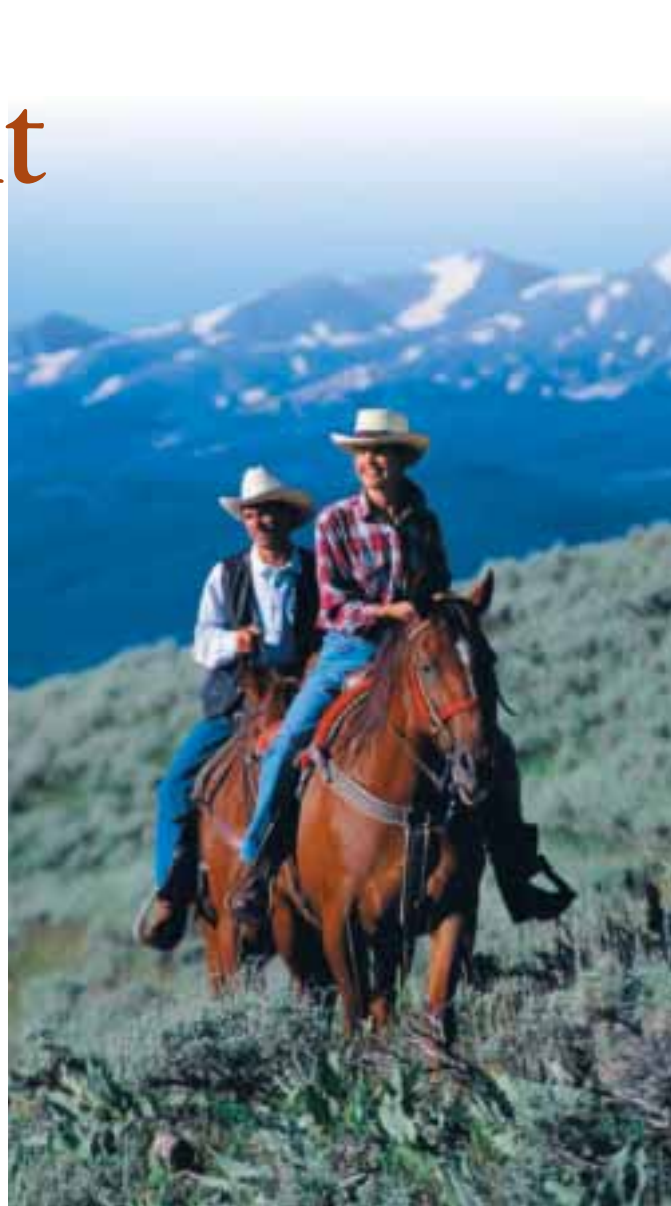
kept AMSOIL the leader in automotive applications for synthetic lubrication. Although the results have paid off in maximizing efficiency and minimizing waste, more can be done. AMSOIL is the leader in synthetics and will continue to explore ways to reduce environmental impact through continued research, analysis and product development.



LOOKING TOWARD THE FUTURE

The life of a lubricant is dependent on the quality of the oil and the filtration system's ability to keep it clean. Using the AMSOIL TRIGARD engine protection plan dramatically extends oil drain intervals, saves time, money and offers peace of mind. This three-pronged approach delivers superior motor oil technology, superior filtration technology and a customer-focused testing service that detects any unforeseen issues and predicts when adjustments or oil and filter changes are necessary. Less oil changed means less oil disposal and less oil pollution.

With regard to the environment, the AMSOIL TRIGARD engine protection plan is the most technologically sound, environmentally friendly motor oil program to reduce oil disposal.



U.S. Department of Energy
Pollution Control Chart



Ecological and Economical Benefit

REDUCES EMISSIONS, INCREASES ENGINE LIFE

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.

The graph below shows the results of 11 oils that underwent the NOACK Volatility Test. Of all the oils tested, AMSOIL shows dramatically less weight loss.

The thicker oil left behind after volatilization contributes to damaging deposits, sticky piston rings and

oil blow-by, all of which cause reduced engine life, reduced fuel economy and increased air pollution.

GREATER FUEL ECONOMY

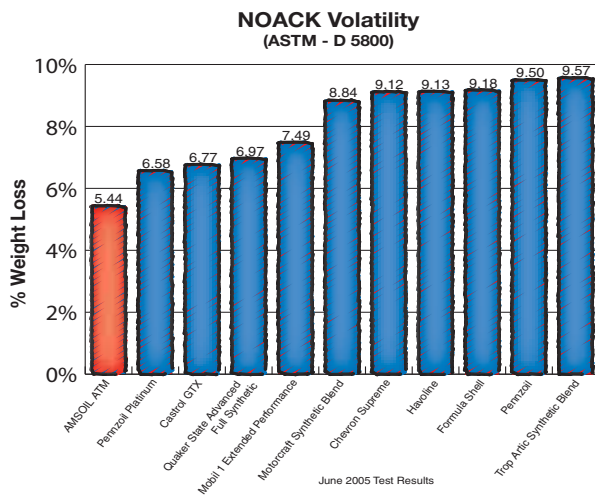
The advanced lubricity (slipperiness) of AMSOIL synthetic lubricants has been proven to increase fuel economy by 2-5%. AMSOIL reduces friction and allows your engine to use its heat-energy more efficiently.

HOW MUCH IS 5%?

If a person averages more than 15,000 miles each year, and spends an average of \$3.10 per gallon of gas, a 5% savings would be more than \$88 per year (assuming an average of 25 mpg).

INTERESTING FACTS

- Recycling just two gallons of used oil can generate enough electricity to run the average household for nearly 24 hours.
- Three states in the U.S. have classified used motor oil as a hazardous waste: California, Rhode Island and Massachusetts.
- The used oil from one oil change can contaminate 1 million gallons of fresh water – a year's supply for 50 people.
- If all Americans who changed their own oil recycled their used oil, it would provide enough motor oil for more than 50 million cars a year. Imagine how much foreign oil that would eliminate.



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

