



The First in Synthetics®

FIELD SALES TOOLS SERIES

SELLING AMSOIL

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AMSOIL HISTORY

Though AMSOIL Inc. was founded in 1972, its story begins in the mid 1960s, when Lt. Col. A.J. "Al" Amatuzio, a jet fighter squadron commander, was impressed by the superb performance of synthetic lubricants in jet engines (in fact, only synthetics stand up to the performance demands of jet engines) and began studying their possible automotive applications. In 1972, after an intense period of research and development, Al Amatuzio introduced the first synthetic motor oil in the world to exceed API automobile service requirements.

The next year, Amatuzio developed a marketing plan to get his innovative but still unknown product to customers. His marketing plan enabled customers to have personal contact with a Dealer who could take the time to explain the product and answer questions. The rest is history! From humble beginnings in a northwest Wisconsin warehouse, AMSOIL pioneered an entire industry -- synthetic lubrication -- and established high professional and ethical standards for a unique business opportunity.

Since 1972, the company has seen rapid growth and constant change. One driving force behind the great success of AMSOIL is a commitment to quality and constant improvement. As the years passed, an increasingly broad range of automotive and industrial lubricants and filtration equipment was developed, with each new product exceeding industry performance specifications by a wide margin. In addition, the ALTRUM division of personal care items and household products was created, and the AGGRAND line of natural, organic lawn and garden products followed. In February 1994, Lubricants World magazine honored A.J. Amatuzio by inducting him into their "Hall of Fame" as the pioneer in synthetic motor oil.

In October of 2005, the Independent Lubrication Manufacturers Association (ILMA) honored Mr. Amatuzio for his significant accomplishments and contributions to the lubricant industry. He was one of only five recipients, to be presented with the association's highest level of recognition, the 2005 Nachman Award.

AMSOIL and Mr. Amatuzio were also recognized and honored in an episode of the History Channels program, Modern Marvels, titled Lube Job. This program first aired in the fall of 2005 and is available for purchase from the History Channel on their web site. In May of 2006 AMSOIL debuted a one-of-a-kind movie on the life of Mr. Amatuzio and the beginnings of AMSOIL. The title of this amazing and detailed documentary is "Albert J. Amatuzio, An American Success Story." It was unveiled at the Wednesday night Dealer event of AMSOIL University and was received with great cheers and applause. Dealers now have access to information that is key to understanding the trials and success Mr. Amatuzio and AMSOIL experienced in the months and years leading up to today's growing and extremely successful business.

If you are sincere about having a successful AMSOIL business, it would be wise to purchase a copy of this movie. This movie, along with this document, will help Dealers to see the same vision that Mr. Amatuzio had and still has today. It will also help motivate Dealers to achieve even higher levels of success. The movie can be ordered by asking for G-2218 DVD version, or G-2219 VHS version when placing product orders.



AMSOIL--A Company of Firsts

An Independent AMSOIL Dealer is part of a company that is focused on the future and committed to providing only the highest quality products that meet or exceed the performance specifications required in their respective application.

This list of high quality products is continually growing and Dealers should be prepared to provide this list to potential Dealers, customers and accounts during the first meeting with them. It will help establish in their minds right away that AMSOIL is not new to the industry or just dabbling in the oil business. AMSOIL is the recognized leader in synthetic lubrication and has been leading the way since 1972.

AMSOIL, the:

- **First** to develop API-rated 100 percent synthetic motor oil.
- **First** to introduce the concept of "extended drain intervals" with a recommended 25,000-mile/1-year 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, turbo and marine engines.
- **First** to introduce synthetic oils that legitimately contribute to improving fuel efficiency.
- **First** to manufacture synthetic gear lube for automotive use.
- **First** to manufacture a 100:1 pre-mix synthetic 2-cycle oil.
- **First** to manufacture a synthetic automatic transmission fluid for automotive use.
- **First** to introduce "nanotechnology" in air filtration for Auto / Light Truck.
- **First** to introduce full synthetic "nanotechnology" media in a diesel cartridge filter.

AMSOIL PRESENT

Today, the AMSOIL corporate headquarters, manufacturing plants and research and development laboratories boast state-of-the-art equipment and employee specialists in every facet of lubricant technology. At AMSOIL, unparalleled quality standards are assured. AMSOIL also provides a full range of customer and technical services, while fourteen distribution centers throughout North America and the world keep pace with the increasing demand for AMSOIL products. Here are some AMSOIL facts that just might surprise you:

- AMSOIL headquarters are in Superior Wisconsin and we employ approximately 225 people and have over 80,000 independent distributors.
- AMSOIL has added new filling, capping, boxing and palletizing equipment to more than triple output of quart, gallon and 2.5-gallon containers.
- AMSOIL added new equipment and updated existing equipment in 2005, which doubled our storage capacity, which is currently 1.5 million gallons.
- AMSOIL purchased a new warehouse in 2005, renamed The AMSOIL Center, which added 371,000 square feet of space with 38 dock doors for production, storage and distribution. Current growth predictions are driving plans to expand this facility by 2011.
- AMSOIL has established a corporate based Dealer support organization to help Dealers be even more successful. The Sales department is made up of four regional sales managers and a vice-president of sales.
- AMSOIL has partnered to provide Dealers with the most technically advanced air and oil filtration products in the country. Ea filtration is the industries best and gives Dealers another one-up on the competition.
- AMSOIL has created and introduced several new tools to help educate existing and new Dealers, in the areas of product knowledge and sponsoring. Two of these tools are the AMSOIL Corporate video, "The Sum of its Parts" G-2143 and the AMSOIL Filter Marketing Tour video, viewable in the Dealer Zone.

AMSOIL Headquarters:



The AMSOIL Center:



- AMSOIL is launching even more electronic methods of training and development through Webinars. These will be product or market based virtual classes that will be viewable over the Internet through the Dealer Zone.

Today, AMSOIL is even better positioned for continued success and growth in support of our Dealer network and ready to support even the largest customers. AMSOIL has promoted and hired the best talent at the executive management level that will help to lead and extend the AMSOIL vision long into the future and to ensure the stability and success of the AMSOIL Dealer opportunity.

AMSOIL In the Oil Industry

AMSOIL has always formulated its products to be the absolute best, continually researching ways to make our already outstanding products even better. AMSOIL has 33 years of experience blending premium extended drain synthetic oils--that's 33 years worth of proven performance in the field! No one else even comes close to this amount of experience with synthetic lubricants. Other oil companies, however, are beholden to shareholders, and one could speculate that their incentive is to maximize profit. These companies formulate oils down to a price, rather than formulating them to be the best product they can be. Then, they price their products to maximize profits. This is completely opposite from the approach AMSOIL has taken over the last 33 years and your customer will see the difference!

AMSOIL has recommended 25,000 mile/one year drain intervals since 1972 and delivers the highest quality lubricants on the market. It's the AMSOIL identity, and it's what customers have come to expect. Al Amazio coined the phrase "extended drain interval," and from the beginning, AMSOIL synthetic motor oils have been formulated for extended drain intervals.

Vehicle manufacturers are pushing for extended oil drain intervals. Vehicle manufacturers in Europe have been recommending extended oil drains for years. In fact, the average drain interval in Europe is 16,000 kilometers or about 10,000 miles. Vehicle manufacturers in the United States are definitely coming around to extended oil drains as well. Most owner's manuals from recent model vehicles recommend 5,000 to 7,500 mile oil drain intervals. In addition, oil life monitors have become increasingly

common on today's vehicles, allowing and encouraging motorists to increase drain intervals up to 12,000 miles, even when using conventional oil. Vehicles equipped with an oil life monitor no longer recommend oil changes based solely on mileage. The system measures engine operational data such as temperature, revolutions and speed to determine when the oil is nearing the end of its life.

The motor oil industry is squarely faced with the extended oil drain interval issue. The success of oil life monitors has posed a threat to motor oil companies who insist oil must be changed every 3,000 miles. It becomes increasingly difficult to maintain this position when vehicle manufacturers are recommending significantly longer intervals with the use of their oil monitoring systems. This is no doubt one of the reasons ExxonMobil recently introduced their own line of motor oils with suggested drain intervals longer than 3,000 miles.

Armed with these facts, AMSOIL Dealers are positioned to capture even more customers who are interested in extending the oil drain interval on their vehicles and other equipment. By offering customers AMSOIL synthetic motor oils, Dealers are offering a better oil, enhanced wear protection, longer engine life, a longer drain interval, lower overall cost, and proven reliability since 1972.

Synthetics--Definition

A synthetic can be defined as: compounds formed through a chemical process by human intervention as opposed to those of natural origin. Generally a synthetic is used when it can offer benefits in areas of performance, cost effectiveness and/or availability. Synthetic basestocks offer an advantage over mineral base stocks.

Synthetic lubricants are made from pure chemicals, not refined crude. Their components are chemically reacted to produce finished products with pre-designed performance characteristics. Because of their molecular uniformity, they excel in reducing friction, which improves fuel efficiency, controls heat and reduces wear. This molecular uniformity also helps synthetics resist thinning in hot temperatures and thickening in cold.

Synthetics--What and Why

Conventional lubricants are refined from crude oil. Crude oil is a natural substance and it contains millions of different kinds of molecules, many of which are similar in weight but dissimilar in structure. Refining is a process of physically separating light from heavy oil fractions. Because refining separates products by weight, it groups molecules of similar weight including those of dissimilar structure; so refined lubricants contain a wide assortment of molecules, many of which are not needed or desired in the lubricant.

Some of the molecules found in refined lubricants are detrimental to the lubricated system or to the lubricant itself. For example, paraffin, a common refined lubricant component, causes refined lubricants to thicken and flow poorly in cold temperatures. Some refined lubricant molecules may also contain sulfur, nitrogen and oxygen, which act as contaminants and invite the formation of sludge and other by-products of lubricant breakdown. Synthetic lubricants, on the other hand, are not refined; they are:

Pure ...

... because they are derived from pure chemicals, synthetic lubricants contain no contaminants or molecules that "don't pull their own weight," they only contain the molecular agents needed to do the job and that do it the most effectively and efficiently.

Uniform ...

... because synthetics contain only smooth lubricating molecules, they slip easily across one another. On the other hand, the potpourri of jagged, irregular and odd-shaped molecules of refined lubricants doesn't slip quite so easily. The ease with which lubricant molecules slip over one another affects the lubricant's ability to reduce friction, which in turn, affects wear control, heat control and fuel efficiency. Synthetics are superior. Uniformity also helps synthetics resist thinning in heat and thickening in cold, which helps them protect better over a system's operating temperature range and helps synthetic lubes provide better sealing than conventional lubes do.

Designable ...

... because synthetic lubricants may be made to fulfill virtually every lubricating need. On the other hand, the applicability of conventional lubes is limited due to their functional limitations in high temperatures, low temperatures and various other demanding conditions.

AMSOIL Synthetics--Benefits

There are two key components that contribute to the benefits that AMSOIL synthetic lubricants provide: first, are the inherent natural benefits provided by the synthetic material; and second, is from the quality of base stocks and additives used. AMSOIL chooses to use only high quality base stocks and additives in our products.

The following items are the key benefit areas that a consumer would receive from using AMSOIL synthetic lubricants in their equipment.

TEMPERATURE (Heat) CONTROL

Lubricated components are designed to operate across a range of temperatures, with the optimal operating range being a small part of the overall range. However, demands for more power, faster operation and more load carrying capacity often push actual operating temperatures above the optimal range. High temperature operation is often a cause of component failure and, even frequently, is a significant cause of component wear.

Because uniformly smooth synthetic lubricant molecules slip easily over one another, they are superior friction reducers to conventional lubricants. (Technically, because they slip more easily over one another, synthetics are said to have a lower "coefficient of friction" than conventional lubricants.) The less friction in a system, the less heat in it, too. Friction and heat are two major contributors to component failure and wear. By controlling friction and heat more effectively, synthetics significantly reduce the incidence of component failure as well as the rate of component wear.

In addition, uniformly sized synthetic lubricant molecules allow for better heat transfer than conventional lubricant molecules. Some petroleum lubricant molecules are large and heavy, while others are small and light. As oil flows in a lubricated system, the small, light molecules tend to flow in the center of the oil stream while the large, heavy ones get stuck on the metal surfaces where they create a barrier against the movement of heat away from the component and into the oil stream. In effect,

the large, heavy molecules work like a blanket around hot components. If those large, heavy molecules are chemically unstable, they may also breakdown and form deposits on component surfaces, making the blanketing affect even more pronounced.

Since synthetic lubricants have no large heavy molecules, they don't blanket hot components. Instead, every molecule is equally likely to touch the hot component surface and take some of its heat into the oil stream, which carries the heat away from the component. Also, since synthetics tend to be chemically stable, they are not prone to form deposits.

VISCOSITY INDEX (VI)

Lubricant viscosity plays an important role in component efficiency and life expectancy. (Remember, viscosity is a measure of fluid flow.) If a component is lubricated with a fluid whose viscosity is too low, the component will not be protected adequately and will wear excessively. If the component is lubricated with a fluid in which the viscosity is too high for the application, the component will expend excess energy doing its job, which reduces efficiency and may affect the life of other components, such as motors.

"Viscosity index" is a number assigned to lubricants to describe how much their viscosity changes as temperature changes. The higher the viscosity index, the less the lubricant's viscosity changes. High viscosity index lubricants protect better and provide for greater efficiency than low viscosity index lubricants do because the high viscosity index fluids are more apt to retain the correct viscosity for the job, neither thickening as much in cold nor thinning as much in heat.

Synthetic lubricants have higher viscosity indexes than conventional lubricants, due, in part, to the uniformity of synthetic lubricant molecules. The large, heavy lubricant molecules in conventional lubricants tend to increase lubricant viscosity more in cold temperatures than smaller, lighter lubricant molecules do. Conventional lubricants also tend to thicken in cold temperatures more

Benefits of Temperature (Heat) Control:

Equipment runs cooler, resists the development of sludge and varnish, requires fewer repairs, emits cleaner exhaust and lasts longer.

Benefits of Viscosity

Index (VI): The lubricant lasts longer and reduces the customer's overall cost of maintenance.

Benefits of Thermal and Oxidative Stability: Less wear in cold starts, equipment runs cooler, resists the development of sludge and varnish, requires fewer repairs, emits cleaner exhaust and lasts longer.

Benefits of Cold Temperature Fluidity: Wear is dramatically reduced, cold starting is improved and equipment life is prolonged.

easily than synthetic lubricants do, again because of their large, heavy molecules. Since temperature affects the viscosity of conventional lubricants more than it does the viscosity of synthetic lubricants, conventional lubricants have a lower viscosity index than synthetics.

THERMAL AND OXIDATIVE STABILITY

Heat and oxidation are the primary enemies of lubricant base stocks, especially conventional petroleum base stocks. Once heat or oxidation cause a lubricant to breakdown, the lubricant must be replaced or the equipment or vehicle may be damaged by a lack of lubrication or by chemical attack. The excellent resistance of synthetic lubricants to thermal and oxidative breakdown allows them to be safely used for much longer drain intervals than conventional lubricants. In fact, most AMSOIL synthetic motor oils may be used for 25,000 miles or one year under normal operating conditions.

Some of the chemicals in conventional lubricants break down at temperatures within the normal operating range of many vehicle and equipment components. Some are prone to break down in these relatively mild temperatures if oxygen is present, which it almost invariably is in vehicles and equipment. These thermally and oxidatively unstable contaminants do not help the lubrication process in any way. They are present in conventional oils because removing them is impossible or too expensive.

When the contaminants in conventional oil break down, they coat components with varnish, deposits and sludge and leave the lubricant thick, hard to pump and with very poor heat transfer ability. Because synthetic lubricants do not contain contaminants, they are much more resistant to thermal and oxidative breakdown. That means they can be used in higher temperatures than conventional oils without breaking down and that they are impervious to breakdown at normal operating temperatures. With synthetics, components stay varnish-free, deposit-free and sludge-free. In addition, because thermally and oxidatively stable lubricants retain their fluidity, pumpability and original heat transfer abilities, they protect and lubricate better for longer

periods of time.

COLD TEMPERATURE FLUIDITY

Many are familiar with paraffin wax from its everyday uses such as in canning fruits and vegetables and in children's craft projects. It is used because it hardens at room temperature. Conventional lubricants often contain paraffin, which cause the lubricants to thicken in cold temperatures as the paraffin gels.

To truly be effective, a lubricant must flow readily throughout the system in all temperatures to protect the moving parts. If it doesn't, metal on metal contact occurs and wear results. Lubricants containing paraffin become thickened in the cold and lose their ability to flow readily, or sometimes to flow at all. In fact, at startup, conventional oils may leave working parts unprotected for as long as five minutes – plenty of time for significant wear to occur.

Synthetic lubricants do not contain paraffin or other waxes that thicken dramatically in cold temperatures. Synthetic lubricants flow readily in extremely cold temperatures, much colder than those at which conventional oils flow, which provides rapid post-startup lubrication and protection, keeping startup wear in check.

The superior cold temperature fluidity of synthetic lubricants also helps engines start more dependably in cold temperatures than they do with conventional oils. Cold thickened conventional oils sometimes hinder the rotation of the crankshaft so much that it cannot rotate fast enough to start the engine.

FRICTION CONTROL

The "goal" of the engine and drive train is to maximize the transfer of the energy released from fuel combustion to the wheels to move the vehicle. The engine and drive train accomplish their goal mechanically. Each mechanical component has moving parts that require lubrication for friction, heat and wear control. While parts move with significantly reduced friction when a lubricant separates them, the lubricant itself contributes some friction to the system, due

Benefits of Friction

Control: Wear is reduced, equipment life is prolonged, more power is delivered to the tires and fuel economy is improved.

Benefits of Low Volatility:

The lubricant lasts longer, requires less energy to pump, resists thickening and reduces the customers overall cost of maintenance.

Benefits of Low Volatility:

Reduced maintenance, downtime and inconvenience. Reduces customers overall cost of maintenance.

to the way its molecules slip over one another. Engineered molecules are designed to flow as smoothly as possible over one another which is another reason that they are superior.

These uniform, smooth synthetic lubricant molecules, slip across one another easily minimizing friction. This in turn, improves power and fuel economy because more of the energy released from fuel combustion reaches the drive train, which turns the wheels and moves the vehicle. The vehicle accelerates more quickly and powerfully because more of the fuel goes to moving the vehicle rather than to overcoming friction. The vehicle also works more efficiently, getting better fuel economy (more miles to the gallon) for the same reason – more of the fuel goes to moving the vehicle than to overcoming friction.

LOW VOLATILITY

The small, light molecules in conventional lubricants “boil off” at relatively low temperatures: just as one would put less energy into throwing a light ball into the air than you do a heavy one, so light molecules require less energy, in the form of heat, to lift out of solution and into the air than heavier molecules do. The tendency of a liquid to boil off is referred to as its “volatility.” Conventional lubricants are more volatile than synthetic oils are.

Volatility affects more than the rate of oil consumption. Because the light molecules are lost through volatility, volatile oils tend to grow thick with use, which makes them hard to pump. The harder the oil pump works, the more energy it consumes, which reduces fuel economy, and the quicker the pump wears out. Plus, parts require more energy to move through thicker oil than they do through thinner oil. All the energy spent on pumping thick oil and moving parts through thick oil is energy lost, and performance and fuel economy suffer.

Synthetic lubricants lose very little to volatility, because their molecules are uniformly sized. None are smaller and lighter than others and therefore more susceptible to boiling off. The low volatility of synthetic lubricants keeps performance and fuel economy at their peak.

Predictive maintenance is a growing practice in commercial and industrial applications. Predictive maintenance practice calls for oil drain intervals based on oil analysis. As a result, commercial and industrial lubricant users of AMSOIL synthetic lubricants are finding their lubricant drain intervals may be substantially increased with no danger to their vehicles and equipment. The practice of extending drain intervals saves them money on used oil disposal costs and replacement oil costs, and most importantly, it saves them downtime.

“Downtime” to a motorist may mean inconvenience – a lost Saturday afternoon changing oil or having to take the bus while the car is being serviced. The value of a Saturday afternoon or the convenience of having the car may be very high.

“Downtime” to a commercial or industrial fleet is money lost to reduced productivity.

BENEFITS SUMMARY

Because AMSOIL only uses high quality base stocks and additives, our synthetic lubricants perform dramatically better in any environment than petroleum based lubricants can.

AMSOIL Synthetics and the Environment

The introduction of AMSOIL synthetic motor oil in 1972 set all new standards for motor oil quality. AMSOIL lubricants are 100% synthetic and 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 sludging, which keeps engines cleaner. They have been specifically designed not to oxidize, volatilize or shear down, resulting in 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 25,000 miles or 1 year under normal operating conditions, dramatically and safely 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 eleven times.

Consider this: in 1993 an estimated 189.5 million motorized vehicles were on the road in the United States alone, and an estimated 700 million motorized vehicles were in operation throughout the world. If, by petroleum oil manufacturers recommendations, these vehicles have their oil changed every 3,000 miles on an average five-quart system, almost 1 billion quarts of used oil will be generated each month. It is estimated at present 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.

If not disposed of properly, used oil can be dangerous to the environment. Just one quart 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.

Used oil, improperly disposed of in landfills, can seep 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 nations waterways. Certainly the best thing motorists can do is reduce the amount of waste oil that is unnecessarily created and this can be done by extending oil drains, and the United States Department of Energy seems to agree.

PREVENT 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 25,000-mile oil change which equates to 4 to 9 times fewer oil changes. Just think about the savings on the environment, for example, if the 135 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 a sump capacity of 5 quarts per car, an oil change every 3,000 miles will generate 170 quarts of waste oil per year. That same car using AMSOIL and changing the oil every 25,000 miles will only generate 20 quarts of used oil per year. That is a difference of 150 quarts of used oil per car per year that can be saved. If we multiply the 150 quart savings out for all 135 million cars, the United States could see a reduction in waste oil of some 20.3 billion quarts of oil. If you put 20.3 billion quarts of used oil into 55-gallon barrels and loaded them onto semi-trucks, a line of trucks would stretch end-to-end from Los Angeles to Washington D.C. and back to Los Angeles.

AMSOIL SOLUTIONS

For nearly 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/1-year drain intervals, the first to recommend 35,000-mile/1-year drain intervals, and the first to implement a system for dramatically and safely 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, they are not conclusive. AMSOIL is the leader in synthetics and with continued research, analysis and product development will continue on as the industry's leader.

AMSOIL Synthetics vs. the Competition

An independent laboratory using American Society for Testing and Materials Standards (ASTM) tests subjected AMSOIL Synthetic 10W-30 Motor Oil (ATM) along with 10 competing conventional and synthetic 10W-30 motor oils to a series of motor oil tests. The competing oils included petroleum-based Castrol GTX, Chevron Supreme, Havoline, Formula Shell and Penzoil, as well as synthetic blends Trop Artic and Motorcraft, and full-synthetic Penzoil Platinum, Quaker State Advanced Full Synthetic and Mobil 1 Extended Performance.

Seven tests were run on the motor oils. The Thin-Film Oxygen Uptake Test (TFOUT) measures the oxidation stability of engine oils. The High Temperature/High Shear Test (HTHS) measures a lubricant's viscosity under severe operating conditions. The NOACK Volatility Test measures the evaporation loss of oils in high temperature service. Pour Point indicates the lowest temperature at which a fluid will flow. Total Base Number (TBN) is the measurement of a lubricant's reserve alkalinity for combating acids. The Cold Cranking Simulator Test (CCS) measures a lubricant's viscosity at low temperatures and high shear rates. The Four-Ball Wear Test measures a lubricant's wear protection properties. The impressive test results show AMSOIL Synthetic 10W-30 Motor Oil outperformed the competitors in each test.

EXTENDS OIL LIFE

The Thin Film Oxygen Uptake Test (TFOUT) is used to evaluate engine oil's ability to resist heat and oxygen breakdown when contaminated with oxidized/nitrated fuel, water, and soluble metals such as lead, copper, iron, manganese and silicon. This test is designed to mimic the operating conditions of a gasoline engine. AMSOIL 10W-30 Synthetic Motor Oil has superior heat and oxidation resistance to control sludge deposits and extend oil life. Engines stay clean for maximum protection and oil changes are reduced, saving time and money.

PROTECTS HOT ENGINES

The Thin Film Oxygen Uptake Test (TFOUT) is used to evaluate engine oil's ability to resist heat and oxygen breakdown when contaminated with oxidized/nitrated fuel, water, and soluble metals such as lead, copper, iron, manganese and silicon. This test is designed to mimic the operating conditions of a gasoline engine. AMSOIL 10W-30 Synthetic Motor Oil has superior heat and oxidation resistance to control sludge deposits and extend oil life. Engines stay clean for maximum protection and oil changes are reduced, saving time and money.

MAXIMIZES FUEL ECONOMY, REDUCES OIL CONSUMPTION AND EMISSIONS

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. AMSOIL 10W-30 Synthetic Motor Oil resists high temperature volatilization (evaporation) better than other motor oils. AMSOIL Synthetic Motor Oil maintains peak fuel efficiency and reduces oil consumption and emissions.

IMPROVES COLD TEMPERATURE STARTS

The Pour Point Test determines the lowest temperature at which a lubricant will flow. The lower a lubricant's pour point, the better protection it provides in low temperature service. Unlike conventional oils that solidify in cold temperatures, AMSOIL 10W-30 Synthetic Motor oil remains fluid down to -58° F. AMSOIL Synthetic Motor Oil helps engines turn over easier and flows quickly to engine parts for critical start-up protection. Engines start faster and wear is greatly reduced for extended engine life.

CONTROLS ACID FORMATION

Total Base Number (TBN) is the measurement of a lubricant's reserve alkalinity, which aids in the control of acids formed during the combustion process. The higher a motor oil's TBN, the more effective

To see how AMSOIL stacked up against the 10 competing oils, visit the AMSOIL website at:

<http://www.amsoil.com/performance-tests/g1971>

SELLING AMSOIL



**AMSOIL
Formula
4-Stroke
Synthetic
Small Engine
Oil**



**AMSOIL
5W-30
Synthetic
Motor Oil**



**AMSOIL
0W-40
Formula
4-Stroke
Synthetic
Motor Oil**



**AMSOIL
15W-40
Synthetic
Blend Diesel
Oil**



**AMSOIL
15W-40
Synthetic
Heavy Duty
Diesel &
Marine Motor
Oil**



**AMSOIL
20W-50
Synthetic
Motorcycle
Oil**



**AMSOIL HP
Injector
Synthetic
2-Cycle Oil**

it is in suspending wear-causing contaminants and reducing the corrosive effects of acids over an extended period of time. The high TBN of AMSOIL Synthetic 10W-30 Motor Oil allows it to effectively combat wear-causing contaminants and acids, providing superior protection and performance over extended drain intervals.

HELPS ENGINES START EASIER

The Cold Crank Simulator Test determines the apparent viscosity of lubricants at low temperatures and high shear rates. Viscosity of lubricants under these conditions is directly related to engine cranking and startability. The lower a lubricant's cold crank viscosity, the easier an engine will turn over in cold temperatures. The low cold crank viscosity of AMSOIL Synthetic 10W-30 Motor Oil reduces drag on moving engine parts and allows engines to achieve critical cranking speed in extremely frigid temperatures. Engines turn over quickly and dependably in the coldest winter temperatures.

PROTECTS AGAINST WEAR

The Four-Ball Wear Test evaluates the protection provided by engine oil under conditions of pressure and sliding motion. The size of the scar left as a result of the test determines the amount of wear protection the lubricant provides. The smaller the wear scar, the better the protection. Tests show that AMSOIL 10W-30 Synthetic Motor Oil has better antiwear performance than all other oils tested. With AMSOIL Synthetic Motor Oil, engine life can be extended and major repairs are often reduced.

AMSOIL Lubricants, Filters and Car Care Products

AMSOIL has high quality peak performance products for just about all your applications. AMSOIL understands that protecting the investment in your equipment extends beyond just the motor and as such, offers products such as, transmission fluid, gear oil, grease, anti-freeze/coolant, a wide variety of air and fluid filters and even exterior and interior cleaners and protectants.

The following is a representative listing of application categories for AMSOIL products:

Lawnmowers and Small Engines:

AMSOIL lubricants offer the best protection for lawn, garden, garage and machine shop tools. With AMSOIL motor oils, small engines start better and last longer.

Family and Personal:

AMSOIL synthetic lubricants and filtration products provide unsurpassed, long-lasting service and protection for cars, trucks and other family fleet equipment.

4-Wheel Drives:

AMSOIL gear lubes and motor oils provide the hard pounding protection needed by 4x4s. Even under the most extreme conditions and temperatures, AMSOIL lubricants perform and protect.

Motorhomes and RVs:

Motorhomes and RVs operate in the widest ranges of environments and temperature extremes. AMSOIL motoroils provide dependable starts, maximum power and increased fuel economy.

Diesel Trucks and Delivery Fleets:

AMSOIL Diesel Oils reduce maintenance costs, improve fuel efficiency and decrease downtime. Statistics have shown AMSOIL Diesel Oils increase fuel economy by an average of 8.2 percent.

Motorcycles and ATVs:

AMSOIL Motorcycle Oils reduce friction and wear, improving throttle response and delivering maximum power. The tough, no-shear formulation of AMSOIL Motorcycle Oils provides the ultimate protection in extreme conditions.

Outboards and Marine:

AMSOIL hp Injector Synthetic 2-Cycle Oil reduces wear, improves throttle response and delivers maximum engine response and power. AMSOIL Marine Gear Lube provides outstanding protection to outboard and sterndrive lower units in fresh and salt water.



AMSOIL Interceptor Synthetic 2-Cycle Oil



AMSOIL 20W-50 Synthetic High Performance Motor Oil



AMSOIL Fogging Oil



AMSOIL Torque-Drive Synthetic Transmission Fluid



AMSOIL Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil



AMSOIL Synthetic Universal Automatic Transmission Fluid



AMSOIL Synthetic Compressor Oil



Ea Motorcycle Air Filter



BriteSide Miracle Wash

Snowmobiles:

AMSOIL Interceptor Synthetic 2-Cycle Oil is engineered specifically for power sports applications and those engines equipped with exhaust power valves. It provides outstanding overall lubrication properties.

Performance and Competition:

Performance vehicles need performance oil. AMSOIL Synthetic Racing Oil reduces heat and wear while providing quicker engine response and increased horsepower.

Custom and Show:

Vehicles stored for long periods of time need rust and corrosion protection. AMSOIL motor oils, fogging oil and fuel stabilizers protect against harmful conditions to preserve irreplaceable engines.

Construction:

AMSOIL products keep tractors, dozers and heavy equipment in optimal operating condition at all temperature extremes. AMSOIL lubricants dramatically reduce maintenance costs and downtime.

Farming and Agriculture:

AMSOIL products reduce maintenance and fuel costs. AMSOIL ensures tractors, trucks and all types of farming equipment will run better and last longer.

Logging Industry:

AMSOIL motor oils protect engines and components in the most abusive operating conditions. AMSOIL lubricants decrease operating expenses by reducing engine wear and downtime.

Manufacturing:

AMSOIL lubricants reduce downtime, conserve energy and reduce maintenance costs. AMSOIL lubricants last longer and provide unsurpassed wear protection.

Filtration Products:

AMSOIL provides the highest-quality filtration products on the market today. AMSOIL Ea Filters feature synthetic nanofiber technology, providing the ultimate in efficiency, capacity and reduced

restriction. AMSOIL Ea Air and Oil filters offer extended service intervals as well, providing superior protection longer. AMSOIL also offers high-quality filtration products from Donaldson and WIX.

Car Care Products:

AMSOIL provides a complete line of car care products that help extend the beauty and life of your vehicle's finish and interior. AMSOIL offers both the traditional line of premium BriteSide® products as well as the newest addition of products from Mothers®.

Summary of AMSOIL Lubricant Benefits

AMSOIL synthetic lubricants last longer than other lubricants do, which reduces lubricant costs and the amount of used oil that must be disposed. As you use AMSOIL products, you will soon notice that your vehicles and equipment perform more powerfully and use fuel more efficiently than before. Over time, you will appreciate that your vehicles and equipment spend less time in the repair shop, costing you less for maintenance. The product features that keep your car out of the repair shop also help it last longer.

An AMSOIL user will notice that vehicles and/or equipment run cleaner, which reduces the air pollution associated with vehicles and equipment. When AMSOIL synthetic motor oils are used for the recommended 25,000-mile or one-year drain intervals, less used oil will be produced that is destined for disposal with previous shorter-drain oils. Used oil, even when recycled, affects the environment.

With AMSOIL, consumers:

- reduce their maintenance expenses
- have more quality time
- experience fewer breakdowns
- help save the environment
- reduce dependence on foreign oil

With AMSOIL, vehicles and equipment:

- last longer
- need fewer repairs
- perform better--more responsive, more power
- get better fuel economy (more miles to the gallon)
- emit cleaner exhaust

ALTRUM Healthy Living Supplements:

***Visit the ALTRUM website at: www.altrumonline.com; for a full list of products offered.**

AGGRAND Healthy Living Fertilizers:**AMSOIL Healthy Living Products****ALTRUM HEALTHY LIVING SUPPLEMENTS**

ALTRUM is derived from the word "altruism," which means concern and service for the well being of others. ALTRUM is a division of AMSOIL INC. that provides a line of quality health and homecare products designed to enhance your quality of life and offer additional sales opportunities.

The ALTRUM Division gives you an opportunity to diversify your AMSOIL business, adding customers, sales, commission credits and new down line Dealers and Preferred Customers. ALTRUM takes care of business while taking care of you.

The ALTRUM nutritional product line is your foundation for good health. The core group of products in this line are: Ultra Multis (DNU-with iron and DWI-without iron), an advanced multi-vitamin supplement, the Children's Chewable Multi, the Ultra Daily Enzymes (DEU), with advanced enzyme formula, the Longevity Enzymes, the Nutritional Oils, and Vision Power. Combine the Ultra Daily Enzymes with one of the Ultra Multis and you are assured a powerful start to your health program and a more vibrant life.

The ALTRUM line offers a full compliment of other nutritional supplements for enhanced vitality. These include items such as, four different types of Superfoods, prostrate support, daily energy, joint formulas, vision power, stress formula, calcium, Q-10 and vitamin C.

All of the products in the ALTRUM vitamin family work synergistically to enhance and support the function each are designed to accomplish. The ingredients in each supplement have been thoroughly researched and chosen for their quality, absorption, health benefits and value to the customer.

AGGRAND HEALTHY LIVING FERTILIZER

AGGRAND Natural Fertilizers are a safe and effective alternative to high Nitrogen, Phosphorus and Potassium (N-P-K) chemical fertilizers, also known as "High Analysis" fertilizers. We strive to put only the highest quality natural ingredients into our products. Greenhouse and field experiments are conducted to validate the use of these ingredients; AMSOIL then compares different fertilizer formulations and rates to compute the optimum fertility for each plant type. Finally, research is conducted to compare our fertilizer with those of our competitors. In this way we are confident we are manufacturing the best, most effective liquid fertilizers in the country.

Homeowners, lawn care specialists, and commercial growers alike are recognizing the importance of environmental responsibility as they tend to gardens, lawns and crops. They understand that their homes, businesses, and farms will be judged according to the appearance of their gardens, landscapes and fields. They also want products that are safe to use and will not negatively impact the environment. As a result, more and more homeowners, lawn care services, turf managers and commercial growers are turning to AGGRAND Natural lawn and garden products.

Whether you are an experienced gardener or a beginner, a nurseryman, landscaper, or farmer, AGGRAND products produce high yields and quality growth by stimulating the biological activity in the soil, which provides a continuous release of critical nutrients. AGGRAND products are useful during soil preparation, planting, transplanting, and plant growth. In addition to the macronutrients, Nitrogen, Phosphorus, and Potassium (N-P-K), AGGRAND products contain micronutrients, growth hormones, chelating agents, vitamins and humus, which provide a balanced nutritional program for plants and the creatures in the soil.

AQUABRITE HEALTHY LIVING WATER FILTERS

AquaBrite water filters are a safe, cost effective alternative to bottled water. The new AquaBrite water filters feature advanced filtration elements with CBC® (Carbon Briquette Cartridges) activated carbon block and lead-reduction media. The new AquaBrite water filter elements also feature 0.5-micron (nominal) filtration, which means the elements are capable of removing pollutants up to one half of a micron small.

AquaBrite filters have all-natural polypropylene housings with ultra-smooth contact surfaces to prevent bacterial adhesion and build-up. AquaBrite filter housings feature pure polypropylene components with no fillers, colorants, plasticizers, or lubricants. These advanced filter housings are also resistant to stress cracking.

PURE POWER LAUNDRY DETERGENT

Concentrated and economical, biodegradable and phosphate free, Pure Power cleans clothes best. This concentrated powder detergent is toughest on stains, ground-in dirt, and dulling gray. Only a half-scoop (quarter cup) of Pure Power is required for a full load of laundry. One 20 lb. Pail can, in turn, clean a substantial amount of laundry.

AMSOIL Future

AMSOIL is driven by quality. AMSOIL introduced synthetic motor oils and extended drain intervals in 1972. The vision of Lt. Col. A.J. Amatuzio still holds true today and AMSOIL is positioned to continue it well into the future. AMSOIL's goal is to always stay ahead of the competition in terms of product performance. AMSOIL has the willingness and the ability to act and react to market forces and advancements in technology. When there is a need for a new product or an opportunity to improve an existing product, rest assured, if it's the right thing to do, AMSOIL will take action.

The unique structure and organization of AMSOIL allows the company to provide the best possible technology for any given application. A board of directors, heavy bureaucracy, and industry constraints bind large oil companies. Their primary goal is to maximize shareholder profits which conflicts with the idea of bringing the highest quality product to market. Only AMSOIL is willing to make the investment necessary to provide the highest quality lubricants to the market. This is demonstrated by the purchase of the "AMSOIL Center" and several new bottling and packaging lines. AMSOIL will also invest in a new tank farm and even more bottling and packaging equipment to make sure we have the capacity and the product necessary to meet Dealer and customer demand. It is the right thing to do for you, the AMSOIL Dealer, the end consumers, the environment and of course the equipment AMSOIL products are designed to protect. It's the right thing to do for AMSOIL.

Looking to the future, AMSOIL will continue with the practice of providing the best possible product to the consumers of the world. Research and development have been, and will be the core of the company's success. AMSOIL has always been a relatively small company competing against some of the largest in the world. Despite this fact, AMSOIL has never wavered from offering the highest quality products. AMSOIL insists on doing the right thing well into the future, just as it did in 1972.

The future is very bright and we are glad to have you as part of the AMSOIL family. Keep sponsoring and selling and together we will continue to prosper for many years to come.

Aerial View of AMSOIL Center:

