

## Promo Items Help You Sell

An AMSOIL banner and other sales tools are yours **FREE** when you open an AMSOIL account with an initial qualifying purchase of either five cases of quarts, four cases of gallons, one drum or one tote of either XL or OE.\*

### You'll receive:

- One "Move up to AMSOIL" Banner
- 25 OE brochures for waiting area
- 25 XL brochures for waiting area
- One Countertop P-O-P Literature Display
- 27 Oil Change Reminder Windshield Decals

\* These materials are available with any viscosity purchased.

Freight discounts and co-op advertising programs are also available. Ask your servicing AMSOIL Dealer for details.

### AMSOIL can also provide

- AMSOIL logos for your website.
- Radio advertising scripts.

For comprehensive ordering, shipping and sales tax information, see the Retail-on-the-Shelf Ordering Information Sheet (G2603).

Existing accounts that have already received a banner kit will receive the new kit when purchasing a qualifying order of OE oils.



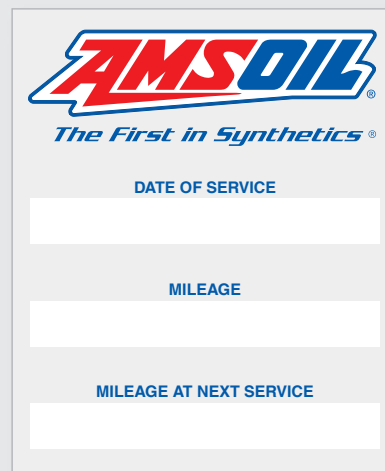
2' x 6' Banner (G3421)



XL & OE Brochures (G3406 & G3407)



P-O-P Literature Display (G3405)



Windshield Decal (G3408)

## Four important trends in today's passenger car market

### The Trend Toward Synthetic Motor Oils

North American demand for synthetic motor oils is growing. Increasingly stringent CAFE requirements and increased awareness of the benefits of synthetics are two of the drivers behind this growing demand.

**AMSOIL OE** is an entry-level, full-synthetic motor oil designed for motorists seeking to move up from conventional motor oil and take advantage of the benefits of synthetic motor oil.

**AMSOIL XL** offers additional engine protection for motorists desiring the convenience of extended service life.

### The Continuing Environmental Trend

Recommended: **AMSOIL XL**

Environmental pressures have placed greater demands on oil formulators to improve the quality of their products. AMSOIL offers a model program that lube center operators can embrace which is not only environmentally wise, but economically suited for profit-mindedness as well: the AMSOIL XL Program, with drain intervals of up to 10,000 miles/six months.

### The Trend Toward Performance

Recommended: **AMSOIL OE and AMSOIL XL**

Drastic changes in engine design, with smaller, hotter engine compartments, tighter tolerances and emissions restrictions, continue to place higher demands on lubricants. At the same time, vehicle manufacturers seek extended drains, cleaner engines, improved fuel economy, reduced oil consumption and better wear protection.

### The Trend Toward Extended Drain Intervals

Recommended: **AMSOIL XL**

Many lube operators are beginning to see the trend toward extended drain intervals as an opportunity, servicing customers who want the convenience without sacrificing protection. Properly priced, offering premium extended-drain oil frees up time and service bays, allowing shops to service more regular customers. AMSOIL XL Synthetic Motor Oils have a service life of up to 10,000 miles or six months, whichever comes first (or longer when relying on factory-installed oil life monitoring systems).



AMSOIL manufactures a full line of synthetic lubricants and performance products for people who appreciate quality.



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

## Programs for Today's Installers

Two Products/Two Price Points – A product for every customer willing to "Move Up" to AMSOIL.



An AMSOIL customer is a customer for life.



A synthetic oil that is attractively priced for your customers and profitable for your business.



## Change oil at OEM-recommended drain intervals

Even motorists who understand that synthetic oils perform better than conventional petroleum oils have sometimes balked at the initial cost.

AMSOIL OE Synthetic Motor Oil brings you a new generation of synthetic oil customers – customers who have always wanted the performance, protection and benefits of synthetic motor oil but were reluctant to pay extra for it.

AMSOIL OE Synthetic Motor Oil helps motorists cross the last barrier to experiencing the benefits of synthetic motor oil.

OE Synthetic Motor Oil offers the benefits of AMSOIL synthetic motor oil at a drain interval recommended by vehicle manufacturers. See your customers at the same frequency as when they used petroleum oils...

- API Certified
- GF-5
- Full Synthetic
- AMSOIL Quality
- OEM-Recommended Drain Interval

## Premium performance for customers who want only the best

AMSOIL formulates a wide selection of synthetic lubricants for all types of engine and gear applications including motorcycles, boats, commercial vehicles and all types of powersports equipment. In addition, AMSOIL offers sophisticated fuel additives, filtration systems and other companion products that supplement lubricant performance, especially in severe operating conditions. Here are a few best-selling AMSOIL products that have been proven to deliver additional profits for installers.

### European Car Formula 100% Synthetic Motor Oil

Offers oils motorists have difficulty finding elsewhere

AMSOIL European Car Formula Synthetic Motor Oil is specially formulated for the lubrication needs of modern European gasoline and diesel cars and light trucks. Available in 5W-30 and 5W-40 viscosities. Recommended for VW 504.00/507.00, ACEA A3/B4.

### P.i. Performance Improver Concentrate

Help your customers improve fuel economy and meet emission standards

AMSOIL P.i. improves fuel mileage an average of 2.3% and up to 5.7%. Reduces emissions such as hydrocarbons (HC) up to 15%, carbon monoxide (CO) up to 26% and nitrous oxides

(NOx) up to 17%. Restores power and performance.

### Automatic Transmission Fluid

Your customers will appreciate the feel of smoother shifts

AMSOIL synthetic automatic transmission fluids improve fuel efficiency, reduce transmission temperatures and increase equipment life. AMSOIL offers two ATF's that, between the two of them, cover most modern OEM specifications, including GM Dexron III and IV; Ford Mercon V, LV and SP, Chrysler ATF +4 and Toyota WS.

### Severe Gear® Gear Lube

Provide a service your customers don't even know they need

Differential fluids are an often-neglected facet of vehicle maintenance. AMSOIL Severe Gear

provides outstanding performance in domestic and import cars, trucks, SUVs and commercial vehicles. Available in five viscosities.

### Premium Diesel Oils

Diesel owners can depend on exclusive AMSOIL synthetic technology

Premium AMSOIL synthetic diesel oils deliver extraordinary lubrication in diesel engines in commercial, fleet and personal applications. AMSOIL synthetic diesel oils exceed specs for emission-quality oil, reducing friction and heat, resisting oxidation and helping hard-working diesel engines run cooler, last longer.



Engine protection for your customers who want the convenience of extended service life.



## Change oil at intervals of up to 10,000 miles or six months\*

Many motorists find frequent oil changes a time-consuming hassle.

In addition to extended service life, AMSOIL XL Synthetic Motor Oils are designed to provide cleaner operation, reduced deposits, better protection against sludge and varnish formation, reduced wear and excellent fuel economy for additional savings. AMSOIL XL Synthetic Motor Oils also help reduce environmental impact due to lower volatility and less waste disposal.

In short, AMSOIL XL saves consumers money while delivering profits for oil change professionals. When you recommend AMSOIL you are recommending the world's leading independent synthetic motor oil.

\*AMSOIL XL Synthetic Motor Oils provide superior performance for up to 10,000 miles/six months, or longer when recommended in owners' manuals or indicated by electronic oil life monitoring systems.

Both OE and XL Synthetic Motor Oils are rated API SN and ILSAC GF-5, with the SAE 5W-30 viscosities recommended for the new GM dexos1™ specification.



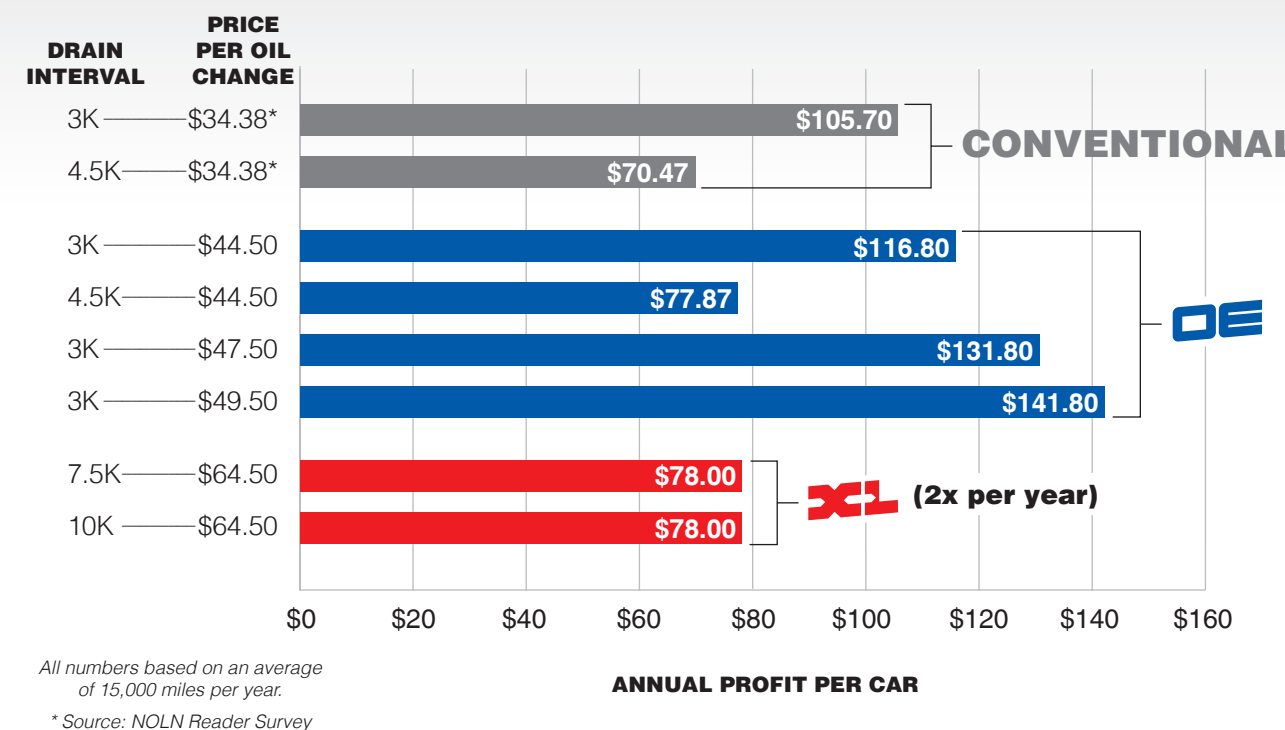
## How Installers Profit with AMSOIL

Industry reports indicate that the overall North American lubricants market is shrinking, but synthetics' share of the market continues to grow. It's evident that consumers now generally accept that synthetics are better than petroleum oils. Petroleum oils have risen from under \$1 per quart up to the \$2 – \$3 per quart range, and even higher in most convenience stores. With the initial-cost gap narrowing, the performance differences are becoming more apparent.

Statistics show that people are keeping their vehicles longer than they used to. Consumers want to put off the expense of a new vehicle for as long as possible, and synthetic lubricants can help them extend the life of their equipment.

## How Installers Make More Money

The price structure for AMSOIL OE and XL Synthetic Motor Oils was developed to be profitable for installers, while offering value to motorists as well. The lower price point for OE Motor Oils enables motorists to make an easy transition from petroleum to synthetic motor oil while the XL line provides excellent profitability for installers and even more value for consumers. Though profits vary based on drain intervals and typical oil change prices, OE and XL are clearly profitable recommendations and excellent choices for customers.



The chart shows how a properly priced AMSOIL oil change boosts your bottom line while simultaneously providing all the benefits of a premium synthetic motor oil, including better wear protection, improved fuel economy, easier cold-weather starts, excellent thermal stability and cleaner engine operation. While most oil change facilities recommend customers return every 3,000 miles, statistics show that the average customer actually drives approximately 4,500 miles between oil changes. Regardless of whether your customers adhere to a 3,000-mile recommendation, practice a more typical 4,500-mile drain interval or participate in the XL Program, AMSOIL is the most profitable choice for installers.