



*A Commitment to Excellence
in Synthetic Lubrication*



History

As a jet fighter squadron commander Lieutenant Colonel Albert J. Amatuzio had ample opportunity to witness synthetic lubricants in action. These oils are used exclusively in jet engines because of three extraordinary performance characteristics: an ability to reduce friction and wear on engine components, an ability to function dependably at severe temperature extremes and an ability to withstand rigorous and lengthy engine operation without chemical breakdown.

Recognizing that these same benefits would prove invaluable in combustion engines, Amatuzio began conducting serious research in 1963. By 1966 he had formulated a synthetic motor oil and put it to use in vehicles in northern Minnesota. Throughout the late '60s Amatuzio continued his research and development and sold commercially available synthetic oils under a variety of names.

In 1970 he incorporated his own name into a commercially sold product called AMMOIL. In 1971 this product name was changed to AMZOIL and it continued to be sold commercially. The true milestone came in 1972 when AMZOIL became the first synthetic motor oil in the world to meet



Lieutenant Colonel Albert J. Amatuzio

...inspired by aerospace technology

American Petroleum Institute criteria. The new lubricant performed like no other before it. When the first can of AMZOIL 10W-40 appeared on the market in 1972, it signaled the birth of an entire industry. Shortly thereafter, AMZOIL became AMSOIL and the company's products went on to expand the boundaries of lubrication science and redefine the performance possibilities of modern machinery and engines.

AMSOIL Today

Under the leadership of President Albert J. Amatuzio, along with Executive Vice President and COO Alan Amatuzio and Executive Vice President and CFO Dean Alexander, AMSOIL remains the leader in synthetic lubrication technology.



Alan Amatuzio
*Executive Vice
President and COO*

Albert J. Amatuzio
President and CEO

Dean Alexander
*Executive Vice
President and
CFO*

Products



...making history
with synthetics



AMSOIL FORMULATES A WIDE SELECTION OF SYNTHETIC LUBRICATING OILS for all types of engine and gear applications, including those for specialized vehicles and severe operating conditions. In addition, AMSOIL has developed sophisticated fuel additives, filtration systems and other companion products that supplement and extend lubricant performance. All are distributed through a worldwide network of independent Dealers.

This complete line of quality products is recognized by countless private motorists, fleet managers and industrial administrators as the best and most cost-effective choice for increasing engine performance, reducing maintenance and prolonging vehicle and equipment life.

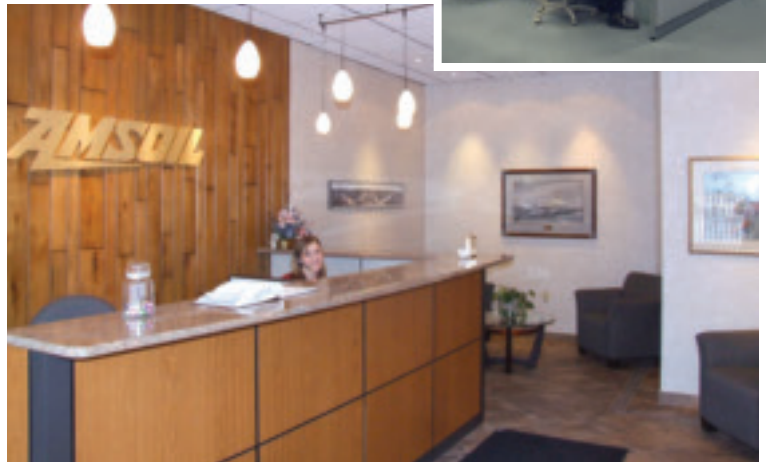
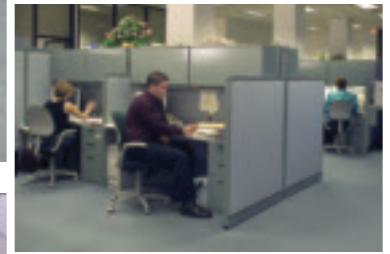
AMSOIL Product Chronology

1972 10W-40 Synthetic Motor Oil	1989 Synthetic Polymer Food Grade Grease	1998 Series 2000 Synthetic Chaincase Lubricant	2006 Formula 4-Stroke Synthetic Small Engine Oil
1973 Synthetic 2-Cycle Oil	1990 Dual-GARD By-Pass Filter Mount	1999 Heavy Duty Metal Protector	2006 Ea Motorcycle Air & Oil Filters
1974 80W-90 Synthetic Gear Lube	1990 BE-100 & BE-110 Spin-On By-Pass Oil Filters	2000 Fuel Filter/Water Separator	2006 Diesel Concentrate
1975 SE, CC, CD Synthetic Diesel Oil	1990 Rain Clear	2000 Synthetic Motorcycle Oils	2006 Diesel Cold Flow Improver
1975 Synthetic Hydraulic Oil	1991 5W-30 Synthetic Motor Oil	2000 Universal Synthetic Automatic Transmission Fluid	2006 Premium CJ-4 Synthetic 5W-40 Diesel Oil
1975 Farm Tractor Synthetic Hydraulic/Transmission Fluid	1991 2-Stage Air Filter	2001 Shock Therapy Synthetic Suspension Fluid	2007 Severe Gear Synthetic 75W-110 EP Gear Lube
1975 Power Foam	1991 Biodegradable Synthetic 2-Cycle Oil	2001 Synthetic Supershift Racing Transmission Fluid	2007 0W-20 Synthetic Motor Oil
1976 Synthetic Reciprocating Compressor Oil	1992 Dual Remote By-Pass Filtration System	2001 Formula 4-Stroke Synthetic Motor Oil	2007 10W-40 Formula 4-Stroke Synthetic Scooter Oil
1976 Synthetic Rotary Compressor Oil	1992 Cetane Boost Diesel Fuel Additive	2001 XL-7500 Synthetic 5W-20 Motor Oil	2007 Ea Racing Air Filters
1976 Engine Oil Filters	1993 Pumice Industrial Hand Cleaner	2002 T-6 Cleaning Solution	2007 Ea Crankcase Breather Filters
1976 Synthetic Grease	1993 Propylene Glycol Antifreeze & Engine Coolant	2002 Motorcycle Oil Filters	2007 Signature Series 0W-30 Synthetic Motor Oil
1978 P.I. Fuel Additive	1994 Non-Pumice Industrial Hand Cleaner	2002 SCRUB Hand Cleaner	2007 Ea Pre-Filters
1978 85W-140 Synthetic Gear Lube	1995 Series 2000 Synthetic 20W-50 Racing Oil	2003 XL-7500 Synthetic 10W-40 Motor Oil	2008 Series 500 High-Performance DOT 3 & Series 600 DOT 4 Racing Brake Fluids
1978 20W-50 Synthetic Racing Oil	1995 Lure Gard Aqueous Rust Preventative	2003 Slip-Lock Differential Additive	2008 Severe Gear SAE 190 & SAE 250 Synthetic EP Gear Lubes
1978 M.P. Metal Protector	1995 Multi-Purpose Synthetic Spray Grease	2003 INTERCEPTOR Synthetic 2-Cycle Oil	2008 Injen/AMSOIL Diesel & Gasoline Air Intakes
1979 Lifetime Air Filter	1995 Pure Power Plus Multi-Purpose Cleaner	2003 Torque-Drive™ Synthetic Automatic Transmission Fluid	2008 Dominator Synthetic 5W-20, 10W-30 & 15W-50 Racing Oils
1979 Air Filter Foam Oil	1995 Water Resistant Synthetic Grease	2004 DOMINATOR Synthetic 2-Cycle Racing Oil	2008 Heavy-Duty By-Pass System
1979 10W-40 Para-Synthetic Oil	1995 Series 2000 Synthetic Racing Grease	2004 hp Injector Synthetic 2-Cycle Oil	2008 EaBP120 Heavy-Duty By-Pass Filter
1979 SAE 40 Synthetic Racing Oil	1996 Miracle Wash	2004 Saber Synthetic 100:1 Pre-Mix 2-Cycle Oils	2008 10W-30 Synthetic Motorcycle Oil
1979 15W-40 Gas & Diesel Para-Synthetic Oil	1996 Silicone Spray	2004 5W-40 Synthetic European Motor Oil	2008 Synthetic Universal Power Steering Fluid
1980 Lifetime Pod Air Filter	1996 Series 2000 0W-30 Synthetic Motor Oil	2004 Power Sports Air Filters	2008 Diesel Concentrate Plus Cold Flow Improver
1980 Synthetic Automatic Transmission Fluid	1996 Air Freshener Spray	2004 SCRUB Hand Cleaner with Pumice	2009 Diesel Recovery
1980 Engine and Crankcase Cleaner	1996 Pro-Formula Vinyl and Leather Cleaner	2004 AMS-Oiler™ Pre-Charger	2009 Premium CJ-4 Synthetic 15W-40 Diesel Oil
1982 Diesel Fuel Additive Concentrate	1996 Pro-Formula Vinyl and Leather Protectant	2004 SEVERE GEAR Synthetic 75W-90 and 75W-140 EP Gear Lubes	2009 Fuel Efficient Automatic Transmission Fluid
1982 Diesel Fuel Modifier	1996 Pro-Formula Metal Polish	2004 Long Life Synthetic 75W-90 and 80W-140 Gear Lubes	2009 Synthetic Polymeric Off-Road Grease
1982 Home Heating Fuel Extender	1996 Pro-Formula BriteSide	2004 Marine Dual Remote Filtration System	2010 Synthetic Polymeric Truck, Chassis & Equipment Grease
1982 By-Pass Oil Filter	1996 Non-Flammable Rust Preventative	2004 Foam Air Filter Cleaner	2010 Quickshot SE
1982 Silicone Shield Car Polish	1996 Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil	2005 Universal Synthetic Marine Gear Lube	2010 Engine & Transmission Flush
1982 Vinyl & Leather Cleaner	1997 AMSOIL Undercoat	2005 Synthetic Synchromesh Transmission Fluid	2010 Biodegradable Hydraulic Oil
1982 Vinyl & Leather Protectant	1997 Pure Power Spot and Stain Remover	2005 Synthetic Manual Transmission and Transaxle Gear Lube	2010 Dominator Coolant Boost
1982 Brite Side Whitewall Tire Cleaner	1997 PI Quick Shot	2005 Formula 4-Stroke Marine Synthetic Motor Oils	2010 SAE 60 Synthetic Motorcycle Oil
1982 Chrome Brite Cleaner & Polish	1997 Synthetic 5th Wheel & Open Gear Compound	2005 Ea Air Filters	2010 Synthetic Vehicular Natural Gas Engine Oil
1982 Synthetic Marine Engine Oil	1997 Series 2000 75W-90 Synthetic Gear Lube	2005 Ea Oil Filters	2010 OE Synthetic Motor Oils
1983 TRIGARD Lifetime Oil Change System	1997 Synthetic Powershift Transmission Fluid	2006 Ea By-Pass Filters	2010 European Car Formula 5W-30 Synthetic Motor Oil
1983 Heavy-Duty By-Pass Filter	1997 XL-7500 5W-30 and 10W-30 Synthetic Motor Oils	2006 Engine Fogging Oil	
1984 Synthetic Marine Gear Lube	1998 Series 2000 75W-140 Synthetic Gear Lube	2006 Ea Air Induction Filters	
1984 10W-30 Synthetic Turbo Oil	1998 Series 2000 Octane Boost		
1984 75W-90 Synthetic Gear Lube	1998 Gasoline Stabilizer		
1985 5W-30 Para-Synthetic Oil	1998 Series 2000 Synthetic 2-Cycle Racing Oil		
1985 Synthetic 2-Cycle Injector Oil			
1985 Synthetic Multi-Purpose Grease & Synthetic Heavy-Duty Grease			
1986 80W-90 Synthetic Gear Lube (GL-4)			
1987 Spin-On By-Pass Oil Filters			
1987 20W-40 Synthetic Natural Gas Engine Oil			

Facilities

THE AMSOIL CORPORATE HEAD-QUARTERS, MANUFACTURING PLANTS, AND MAIN DISTRIBUTION CENTER are located in Superior, Wisconsin, with several regional warehouses strategically located throughout North America and overseas. These facilities cover a total of nearly 700,000 square feet.

The state-of-the-art lubricant production plant contains materials blending and bulk storage facilities, as well as high-speed bottling lines and packaging equipment. The main warehouse serves as the hub of a global distribution network; bottles, cases, drums and totes bearing the AMSOIL label are shipped worldwide. Capacity is geared to meet projected market demands decades away.



The AMSOIL administrative functions are centrally located and outfitted with the latest in communications and information processing equipment.

The entire complex is staffed by a cooperative, knowledgeable and well-disciplined team of approximately 300 employees.



...geared for the 21st century

Research and Development



...expanding the technological frontier

RESEARCH AND TESTING ARE HIGH PRIORITIES AT AMSOIL. The company's research and development facilities are staffed by specialists in every facet of synthetic lubricant technology. The chemical and engine-test laboratories are well-equipped with the sensitive analytical instruments needed for design and development of the world's finest oils.

Quality assurance test procedures are rigorous and begin with analysis of every raw material that enters the plant. Both during new product development and as a continuing control on the manufacturing process, AMSOIL lubricants are subjected to an exhaustive series of standardized industry tests, including those that measure film and shear strength, flashpoint, volatility and high- and low-temperature viscosity.



No other lubricant manufacturer in the world matches the high quality standards set by AMSOIL, and AMSOIL synthetic lubricants are engineered to exceed the industry's most stringent specifications.

Field Testing

EVEN THE MOST COMPREHENSIVE LAB TESTING MUST BE VALIDATED IN THE FIELD. AMSOIL products are proven in intensive field demonstrations involving automobiles, trucks and commercial and industrial equipment in real-world service situations. Long-range studies have involved vehicles requiring the most severe lubricant applications: taxicabs, delivery fleets, police and emergency vehicles, over-the-road transports and heavy-duty construction and industrial machinery.

Results of tests performed under these extreme operating conditions demonstrate that AMSOIL products reduce engine wear, decrease maintenance time, maximize fuel efficiency and increase fleet cost-effectiveness.

The final, conclusive proof of any lubrication product is, of course, the superior performance acknowledged by satisfied consumers and cost-conscious fleet managers.



*...proven superior
in actual service*

Environmental Impact



AS OUR WORLD STRENGTHENS ITS ENVIRONMENTAL POLICIES AND GRAPPLES WITH POLLUTION ISSUES, the ecological wisdom of using synthetic lubricants becomes obvious. AMSOIL synthetic motor oils outlast regular petroleum-based oils by as much as 11 times. These remarkably long drain intervals help ease the world's waste-disposal problem: users of synthetics simply have much less oil and fewer plastic containers to deal with. The combined use of AMSOIL motor oil, AMSOIL Ea Air and Oil Filters and engine oil analysis can greatly extend oil change intervals.

The superior lubricity of AMSOIL products means reduced friction, drag and wear on critical engine parts. This can result in an improvement in fuel efficiency and a reduction of emission levels which contribute to the conservation of natural resources and protection of the atmosphere.



AMSOIL INC. is determined to meet the challenge of the lubrication industry's environmental responsibilities head on. The company's long-standing quality products lead the way to a greener, healthier planet for the next generation.

...leaving a cleaner planet to our children

Our World Relies on Technology...

... to meet ever-increasing demands of transportation, manufacturing and industry. The use of high-quality synthetic lubricants to meet these demands has grown steadily. However, tomorrow's needs will be different from today's. AMSOIL INC. anticipates these needs and will remain on the leading edge of new developments.

As engineering and automotive technologies progress and generate higher-performance machinery, it is certain that synthetic lubrication will be the **ONLY** choice for most applications. AMSOIL will maintain its *Commitment To Excellence* and continue to set the standards by which other lubricants are judged.



AMSOIL has been the leader in quality synthetic lubrication for almost four decades, and will continue to introduce dynamic and innovative products to meet the challenges of the 21st century.

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 # _____

