



Service Line

NEWS AND IDEAS FROM AMSOIL

AMSOIL INC. • AMSOIL BUILDING • SUPERIOR, WISCONSIN 54880 • 715-392-7101 • FAX 715-392-5225

AMSOIL Introduces New Signature Series 0W-30 Synthetic Motor Oil

AMSOIL was built on providing motorists with superior synthetic lubricants. As the first company to produce a full-synthetic motor oil to meet API requirements, AMSOIL burst onto the scene with a product that some people simply weren't ready for. Those who were embraced it and took full advantage of the extended drain capabilities and superior protection AMSOIL motor oils offered.

Today, what was once considered extended drain intervals has become the norm. Most vehicle manufacturers' oil drain interval recommendations have more than doubled in recent years. Still, AMSOIL is ahead of the curve with motor oils that provide superior, guaranteed protection over even longer drain intervals.

New AMSOIL Signature Series 0W-30 Synthetic Motor Oil (SSO) features an exclusive formulation that sets the standard for protection and performance. Personally endorsed by AMSOIL founder and president Al Amatzio, each bottle bears his signature and tells the story of how he developed the first API-qualified synthetic motor oil and launched the synthetic motor oil industry.

Product Description

AMSOIL Signature Series 0W-30 Synthetic Motor Oil is the industry benchmark in lubrication technology. Engineered with the world's finest synthetic base oils and high-performance additives, AMSOIL Signature Series 0W-30 is designed for those who demand the absolute best in motor oil performance. The exclusive extended drain formulation delivers superior engine protection and maximum fuel economy. AMSOIL Signature Series 0W-30 is a premium grade synthetic motor oil that exceeds the requirements of modern, high-performance engines and older engines. It replaces other 0W-30, 5W-30 and 10W-30 motor oils and consistently outperforms competitive conventional and synthetic motor oils.

Extends Drain Intervals

AMSOIL Signature Series 0W-30 Synthetic Motor Oil lasts much longer in service than conventional oils. Its unique synthetic formulation and long drain additive system resist oxidation and neutralize the acids that shorten the service life of other oils. AMSOIL Signature Series 0W-30 delivers the best possible engine protection, cleanliness and performance over extended drain intervals, reducing vehicle maintenance and waste oil disposal costs.

Maximizes Fuel Efficiency

The lightweight molecular structure of AMSOIL Signature Series 0W-30 Synthetic Motor Oil reduces energy loss from the "drag" common to high viscosity oils. It is fortified with additives that enhance its friction-reducing properties to help further improve fuel efficiency.

Reduces Wear

AMSOIL Signature Series 0W-30 Synthetic Motor Oil contains specialized anti-wear technology. Its durable, high temperature film strength effectively separates metal surfaces to reduce wear even under the most grueling conditions. Tests prove that AMSOIL Signature Series 0W-30 provides better protection against wear than other motor oils. AMSOIL Signature Series 0W-30 helps engines last longer.

Resists Heat, Reduces Oil Consumption and Emissions

AMSOIL Signature Series 0W-30 Synthetic Motor Oil is thermally stable with a strong resistance to high temperature volatility (burn-off). It is heavily fortified with detergent and dispersant additives designed to prevent sludge deposits and keep engines clean. Low volatility and clean operation reduce oil consumption and emissions.

Provides Outstanding Cold Flow Properties

Unlike conventional oils, AMSOIL Signature Series 0W-30 contains no wax. Its exceptional -60°F cold flow properties ease starting and reduce bearing wear.

Applications

AMSOIL Signature Series 0W-30 Synthetic Motor Oil is recommended for use in gasoline engines, diesel engines (API CF, ACEA B5) and other applications requiring SAE 0W-30, 5W-30 or 10W-30 with the following worldwide specifications:

- API SM/CF, SL, SJ ...
- ILSAC GF-4, 3 ...
- ACEA A5/B5-04
- GM 4718M, 6094M
- Ford WSS-M2C929-A
- Daimler Chrysler MS-6395N
- VW 503.00

Service Life

AMSOIL Signature Series 0W-30 Synthetic Motor Oil is recommended for extended drain intervals in unmodified, mechanically sound, gasoline-fueled vehicles as follows:

- Normal Service – Up to 35,000 miles or one year, whichever comes first.
- Severe Service – Up to 17,500 miles or one year, whichever comes first.
- Replace AMSOIL Ea Oil Filter at the time of oil change up to 25,000 miles or one year, whichever comes first (other brands at standard OEM intervals).
- In all non-gasoline fueled vehicle applications, extend the oil change interval according to oil analysis or follow the OEM drain interval.



U.S. & CANADA TOLL FREE ORDERING: 1-800-777-7094

Hours: 7:00 am to 5:00 pm, Central Time, Monday through Friday.

AMSOIL Helps Car Through Trouble to Reach 200,000 Miles

Frederick Hook of Hopewell, Pa. has been an AMSOIL Dealer since the mid 1980s. Hook said he was especially interested in AMSOIL because of the oil's compatibility with air-cooled engines.

"I've driven nothing but Corvairs since the early '80s," said Hook. "AMSOIL performed so well in my cars I decided to become a Dealer."

In 2001, Hook purchased a 1995 Buick LeSabre with 75,000 miles for his wife. He immediately installed AMSOIL 15W-40 Heavy Duty Diesel and Marine Oil, AMSOIL Oil and Air Filters and AMSOIL Automatic Transmission Fluid. The LeSabre provided trouble-free transportation for the Hook family until the car accumulated 180,000 miles when the "check engine" light started to flicker on and off while driving. Hook consulted with his mechanic buddies and was told not to worry, it was probably the oil pressure sending unit shorting out.

"I thought 'no biggie, we'll get around to it one of these days,'" said Hook. Eventually, the check engine light stayed on more frequently. After almost three months a lifter started to tap intermittently, increasing as time went on.

After four months of this problem, Hook feared the lifter had failed, so he brought the car to a mechanic friend to check it out.

"The first thing he did was a pressure test," said Hook. "There was only 10 pounds of oil pressure. How can this be, we had AMSOIL in it?"



Dealer Frederick Hook and his 1995 Buick LeSabre.

The mechanic ordered a new oil pump kit and upon disassembly of the old pump, it was discovered that the pressure relief valve had failed.

"For some unknown reason, the pressure relief valve somehow became stuck in its bore, thereby bleeding off the oil pressure," said Hook. "We had been cruising around for four months with only 10 pounds of oil pressure."

After the valve was repaired, the light went out and the tapping quit. "The engine still runs as quiet, smooth and spunky as it ever did," said Hook. "There was no damage, and I can definitely attribute that to the AMSOIL motor oil."

The AMSOIL Service Line sent courtesy of your Servicing AMSOIL Dealer.

Ordering Tips – Commercial and Retail Accounts get free freight with orders of \$7,500 (U.S.) or more. UPS delivers product to street addresses, not to post office boxes. To order: 1-800-777-7094 or www.amsoil.com, click on the "Account Orders" link at the top of the AMSOIL home page.

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- Daimler Chrysler MS-6395N

Full Line of Synthetics

AMSOIL offers a full line of top-quality synthetic lubricants. While many customers prefer the extended drain capabilities of AMSOIL 25,000- and 35,000-mile oils, the AMSOIL XL line of motor oils is far more popular at quick lubes. AMSOIL XL Synthetic Motor Oils provide superior protection for extended drain intervals of 7,500 miles or six months, or longer when electric oil monitoring is in use. They offer improved fuel economy and superior protection and performance compared to conventional motor oils.



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