



Service Line

NEWS AND IDEAS FROM AMSOIL

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

NOTES

AMSOIL Adds TRICO Wiper Blades

AMSOIL now offers five different lines of TRICO wiper blades: Exact Fit, Neo-Form, Oktane, Winter and Classic. As of April 1, AMSOIL is no longer carrying BOSCH products. TRICO wiper blades provide additional products, increased performance and easy installation. For application information consult the Online Product Application Guide on the AMSOIL website at www.amsoil.com.

Vehicles Staying in Operation Longer

According to a vehicle population report released by R. L. Polk & Co., the median age of passenger cars in operation increased to 9.2 years in 2006, a record high. For trucks, the median age increased slightly from 6.8 years in 2005 to 6.9 years in 2006. Light truck median age increased by 3 percent to 6.8 years, the largest increase across the major vehicle categories. Polk's vehicle population report data is updated annually following an in-depth analysis of more than 230 million vehicles.

ULSD Blamed for Stranded School Children

School districts in the northern United States were faced with a new challenge recently when temperatures dropped below zero and school buses stalled in the middle of their routes. The school bus breakdowns left thousands of children stranded and the school districts are blaming the ULSD fuel in the buses. EPA officials say there is nothing wrong with the fuel, but it might require treatment with additives in colder climates. According to Automotive Digest, fuel additives average approximately \$0.37 per gallon, in addition to the average price of \$2.49 per gallon for diesel fuel. AMSOIL Cold Flow Improver, at commercial pricing of \$4.95 for a 16 oz. bottle, costs only \$0.06 per gallon.

INDUSTRY UPDATE

Fuel Quality Poses Threat

Today's fuels vary in quality and additive treat levels from the refinery. Although a certain level of detergent additive is required by law to be formulated into gasoline, cost restrictions cause refineries to use low quality additives in the lowest additive concentration (LAC), a level insufficient to prevent deposit accumulation. Deposits accumulate on fuel injectors, intake valves and combustion chambers within just a few thousand miles, disrupting spray patterns, affecting electronic sensors and causing a multitude of problems.

Fuel system deposits result in the following:

- Lost fuel economy
- Lost power and poor throttle response
- Failed emission tests
- Poor drivability - surging, hesitation, stalling, rough idle
- Engine knocking (pinging) and rap
- Difficult starts

The newly formulated AMSOIL PI Performance Improver is the most potent gasoline additive available today. As a concentrated detergent, it is unsurpassed in cleaning combustion chamber deposits, intake valve deposits and port fuel injector deposits, eliminating the need for expensive fuel injector cleaning procedures. It is ideal for use prior to emissions inspections, and it helps maintain peak engine efficiency, fuel economy, power

and drivability in newer low mileage engines. In engines with accumulated deposits, testing showed AMSOIL PI provided the following clean-up benefits after only one tank of gasoline:

- Improves fuel mileage an average of 2.3% and up to 5.7%
- Reduced emissions
 - hydrocarbons (HC) up to 15%
 - carbon monoxide (CO) up to 26%
 - nitrous oxides (NOx) up to 17%
- Restored power and performance
- Reduced need for costly higher octane fuel
- Reduced noise from carbon rap and pre-ignition
- Better drivability
- Smoother operation



The new PI formulation offers greater potency and delivers additional benefits, including increased fuel economy improvements, improved intake valve and combustion chamber cleaning and lower emissions. Because it is recommended every 4,000 miles, rather than with every tank of gas, the new PI formulation is also more convenient to use. Its new smaller neck makes it easier to pour into the tank, and because the flip top has been eliminated, leakage is minimized.

PI Performance Improver

Product Code	Package Size	Wt. Lbs.	U.S. Commercial	Can. Commercial
API-CN	(1) 12-oz. Bottle	0.9	\$5.90	\$8.50
API-12	(12) 12-oz. Bottles	11.2	\$61.20	\$89.40

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

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

AMSOIL Saves Engine

Jason Schueller of Burnsville, Minn. was driving home late one night when the oil light came on in his 1986 Chevy Cavalier. Schueller was out in the country nearly 20 miles from home, didn't have a cell phone and was not about to stop for anything. Schueller made it home and told his dad, Jeff Schueller, about the incident the next morning.

"I checked the dipstick and there wasn't a drop of oil in the engine," said Jeff.

Jeff had the car towed to his personal mechanic who told him that the oil sending unit worked its way loose over time and fell out. This had the same effect as if the oil plug had come loose; every drop of oil immediately drained from the engine.

"Needless to say I had my mechanic looking for another engine when he suggested threading a bolt into where the oil sending unit had dropped out, putting some oil in the engine and seeing if it would start, you know, just for fun," said Jeff.

After doing just that, the mechanic started the car and drove it for 20 minutes without a problem.

"When he called me and told me, this he also accused me of exaggerating about how far my son was from home," said Jeff.

Jeff assured his mechanic that Jason was at least 20 miles away and that the car never even stalled when Jason got into the city and had to stop several times at stoplights before arriving home. Jeff's mechanic told him that was



impossible without any oil in the engine. He said it would have seized up long before reaching the city.

"It was at this point that I asked him if AMSOIL synthetic oil would have made a difference, to which he replied 'AMSOIL just saved you an engine!,'" said Jeff.

Jason drove that car for another year and a half before selling it.

"That was over 10 years ago and I've been a faithful AMSOIL customer ever since," said Jeff.

Jeff still uses AMSOIL 5W-30 in his 1996 and 1998 Toyota Avalons. He also uses AMSOIL 10W-40 Motorcycle Oil in his 1986 Honda Magna, AMSOIL 10W-30 in his lawnmower and AMSOIL 5W-20 in his snowblower. Jason has also continued using AMSOIL 5W-30, now in his 1998 Volkswagen Jetta.

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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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API-12	(12) 12-oz. Bottles	11.2	\$78.00	\$103.20	\$96.60	\$127.80

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