



The First in Synthetics®

Products for All Applications



POWER • PROTECTION

On the Job...



Lawnmowers & 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.



Farming & Agriculture

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



Manufacturing

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



Diesel Trucks & 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.



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.



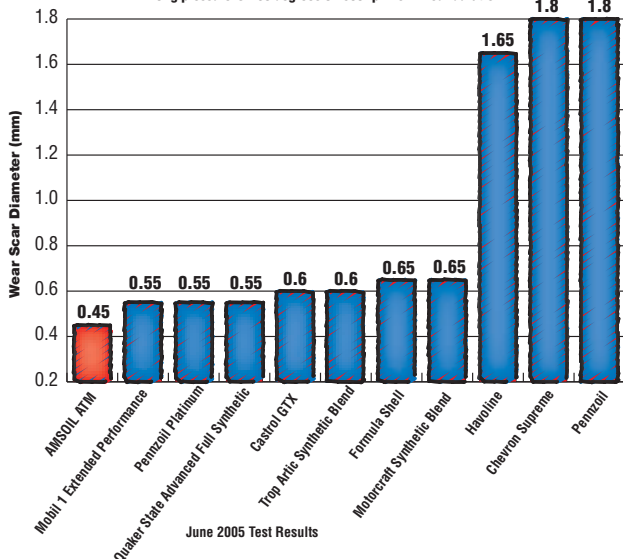
Logging Industry

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

Four-Ball Wear

(ASTM D-4172)

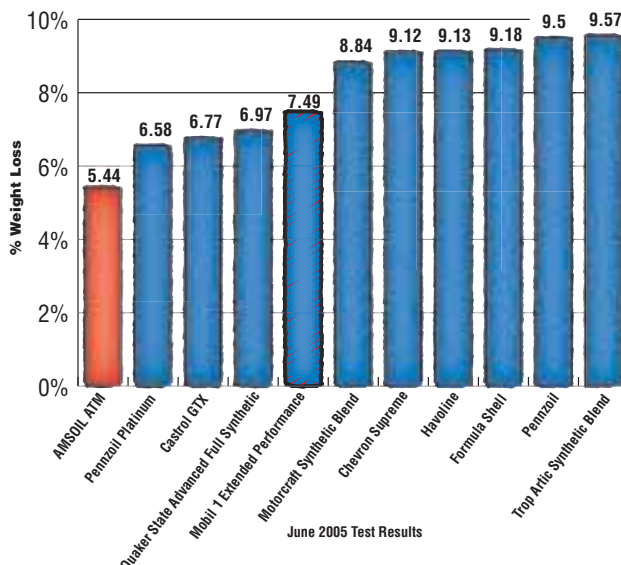
40Kg pressure @ 150 degrees C 1800 rpm for 1 hour duration



The Four-Ball Wear Test determines the wear protection properties of a motor oil by measuring the wear scars created by four metal balls in contact. The smaller the wear scar the better the engine protection.

NOACK Volatility

(ASTM - D 5800)



The Noack Volatility Test is a standard test used to measure the evaporation loss of lubricating oils. The low volatility of AMSOIL Synthetic Motor Oil reduces oil consumption, improves fuel efficiency and maximizes engine protection.

ON • FUEL ECONOMY ...and On the Go.



Performance & Competition

Performance vehicles need performance oil. AMSOIL synthetic racing oils reduce heat and wear while providing quicker engine response and increased horsepower.



Four-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.



Motor Homes & RVs

Motor homes and RVs operate in the widest ranges of environments and temperature extremes. AMSOIL motor oils provide dependable starts, maximum power and increased fuel economy.



Outboards & 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 waters.



Family & Personal

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



Custom & Show

Vehicles stored for long periods of time need rust and corrosion protection. AMSOIL motor oils and Fuel Stabilizer protect against harmful conditions to preserve irreplaceable engines.



Motorcycles & 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 unsurpassed protection in extreme conditions.



Snowmobiles

AMSOIL INTERCEPTOR Synthetic 2-Cycle Oil is engineered specifically for powersports applications and those engines equipped with exhaust power valves. It provides exceptional cleanliness and excels at controlling exhaust valve sticking. INTERCEPTOR provides outstanding overall lubrication properties.

AMSOIL Filtration Solutions

AMSOIL provides the highest-quality filtration products available 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. WIX oil, air, fuel, transmission and racing filters are known around the world for their performance and reliability. Donaldson Endurance and Donaldson P-Series filters provide superior filtration for heavy-duty applications. When it comes to filtration, AMSOIL provides the best choice for virtually every application.





The First in Synthetics®

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 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.

Today, virtually every other motor oil manufacturer has recognized the superiority of synthetic lubricants and has followed the AMSOIL lead with introductions of synthetic motor oils of their own. They spend millions of dollars advertising their "new" and "revolutionary" products. No one, however, can match AMSOIL experience and technological know-how. And no one delivers products like AMSOIL. Accept no substitutes – AMSOIL is "*The First in Synthetics.*"®



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