

AMSOIL STILL LEADING THE WAY

As the market continues to evolve, it is clear that AMSOIL is ahead of the curve with innovative products that lead current trends.



When AMSOIL synthetic motor oil was introduced in 1972 it stood in stark contrast from its conventional-oil counterparts. Pioneering the use of synthetics, the concept of extended drain intervals and the practice of formulating a high-quality product up to a performance standard rather than making it "just good enough" were all new ideas then. Today, nearly every other oil manufacturer offers a line of synthetic products, and a few even offer extended-drain oils. To be sure, AMSOIL has impacted the industry. But while the other companies play catch-up, AMSOIL has continued to innovate and improve its products to ensure it remains at the forefront of the lubrication industry. In fact, current trends only reinforce the idea that AMSOIL is perfectly positioned for continued growth.

New Specifications

The new API SN, ILSAC GF-5 and dexos1™ specifications were introduced in the fall, mandating improved fuel economy, oil robustness and emissions system protection. The dexos1 and GF-5 specifications are designed to address the unique demands presented by modern turbocharged engines and engines running on ethanol fuels (E85). Because a number of GM engines with variable camshaft timing use motor oil as a hydraulic fluid, the dexos1 specification also requires increased resistance to aeration.

The main objectives of the new specifications are to improve protection for modern vehicles and squeeze as much additional fuel economy as possible out of motor oil. As the leading synthetic lubricant manufacturer in the industry, AMSOIL products were already ideal for meeting these objectives. Nonetheless, AMSOIL OE and XL Synthetic Motor Oils are API SN and ILSAC GF-5 licensed, and OE 5W-30 (OEF) and XL 5W-30 (XLF) are recommended for applications requiring the dexos1 specification. The top-tier line of AMSOIL synthetic motor oils is being repackaged to reflect the latest industry specifications.

Higher Costs

Because each new industry specification provides an increased level of protection and performance over the preceding specification, most oils require higher quality, more expensive base stocks and additives. Combined with the increased costs associated with research and development and licensing fees for the new oils, motor oil prices have steadily increased over the past few years. In fact, GF-5 oils cost about 15-20 percent more than GF-4 oils, while dexos1 oils carry an average 25-30 percent price premium.

AMSOIL offers the most cost-effective motor oils on the market. While the initial price of an oil change using an AMSOIL XL or top-tier motor oil costs more than a conventional oil change, customers dramatically reduce their annual motor oil costs by taking advantage of extended drain intervals, and save even more through improved fuel economy, reduced vehicle maintenance and extended vehicle life.

Extended Drain Intervals

While the 3,000-mile oil drain interval was the standard for many years, a single oil-drain standard based on mileage no longer applies. The industry has seen vehicle manufacturers recommend increasingly longer drain intervals over the past several years, and motor oil manufacturers have had to keep pace. In fact, Ford recommends 10,000-mile drain intervals with its 2011 vehicles, while vehicles equipped with electronic oil monitoring systems often extend drain intervals up to and even beyond the 10,000-mile mark. Of course, while many customers follow the oil change recommendations set by their vehicle's manufacturer, many continue to practice the 3,000-mile drain intervals recommended by many installers.

AMSOIL pioneered the concept of extended drain intervals back in 1972 and remains the industry leader. The company offers an oil for every type of customer, whether they follow 3,000-

mile intervals, OEM-recommended intervals or extended drain intervals. OE synthetic motor oils are formulated for today's OEM-recommended oil drains; XL synthetic motor oils are formulated for 10,000-mile/six-month drain intervals, or longer when recommended in owners' manuals or indicated by electronic oil life monitoring systems, and the top-tier AMSOIL synthetic motor oils are formulated for 25,000-mile/one-year drain intervals.

Economy Shopping

People are looking to save money wherever they can in today's economy, and an increasing number of customers are motivated to seek motor oil sales or shop around for the best price. In fact, even as the popularity of synthetics continues to grow, data indicates 92 percent of synthetic motor oil customers purchase lower-priced products recommended for standard drain intervals.

AMSOIL OE synthetic motor oils are ideal for cost-conscious customers who want the benefits associated with a synthetic, but won't pay a significantly higher price than a conventional product. OE is recommended for original equipment manufacturer (OEM)-recommended drain intervals and serves as an excellent entry-level product for customers. Once they experience the benefits, they are prime candidates for moving up to the XL or top-tier line of AMSOIL synthetic motor oils to save even more through extended drain intervals. XL Synthetic Motor Oils are recommended for 10,000-mile/six-month drain intervals, while the top-tier line is recommended for 25,000-mile/one-year drain intervals.

When examining current trends in lubrication, it's easy to see how AMSOIL has led the charge. New specifications are forcing quality up, drain intervals are getting longer and consumers are searching for the most cost-effective methods of maintaining their vehicles – all hallmarks of AMSOIL products. ■