



*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, Al Amatuzio formulated the first synthetic motor oil in the world to meet API service requirements for automobile engines. The new lubricant performed like no other before it. When the first can of AMSOIL 10W-40 appeared on the market in 1972, it signaled the birth of an entire industry. AMSOIL synthetic lubricants have expanded the boundaries of lubrication science and redefined the performance possibilities of modern machinery and engines.



*...inspired by
aerospace technology*

AMSOIL INC. was founded on Al Amatuzio's desire for technical innovation, his commitment to high quality and his belief that consumers would respond to a superior product. The company has remained true to these ideals; its history is a checklist of revolutionary products that have withstood the tests of time. As the

pioneer corporation in the field of synthetic lubrication, AMSOIL sees its *Commitment to Excellence* as a historical responsibility, and A.J. Amatuzio's energy and vision continue to drive the company forward.



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

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| 1972 10W-40 Synthetic Motor Oil | 1982 Silicone Shield Car Polish | 1992 Cetane Boost Diesel Fuel Additive | 1997 Series 2000 75W-90 Synthetic Gear Lube |
| 1973 Synthetic 2-Cycle Oil | 1982 Vinyl & Leather Cleaner | 1993 Pumice Industrial Hand Cleaner | 1997 Synthetic Powershift Transmission Fluid |
| 1974 80W-90 Synthetic Gear Lube | 1982 Vinyl & Leather Protectant | 1993 Propylene Glycol Antifreeze & Engine Coolant | 1997 XL-7500 5W-30 and 10W-30 Synthetic Motor Oils |
| 1975 SE, CC, CD Synthetic Diesel Oil | 1982 Brite Side Whitewall Tire Cleaner | 1994 Non-Pumice Industrial Hand Cleaner | 1998 Series 2000 75W-140 Synthetic Gear Lube |
| 1975 Synthetic Hydraulic Oil | 1982 Chrome Brite Cleaner & Polish | 1995 Series 2000 Synthetic 20W-50 Racing Oil | 1998 Series 2000 Octane Boost |
| 1975 Farm Tractor Synthetic Hydraulic/Transmission Fluid | 1982 Synthetic Marine Engine Oil | 1995 Lure Gard Aqueous Rust Preventative | 1998 Gasoline Stabilizer |
| 1975 Power Foam | 1983 TRIGARD Lifetime Oil Change System | 1995 Multi-Purpose Synthetic Spray Grease | 1998 Series 2000 Synthetic 2-Cycle Racing Oil |
| 1976 Synthetic Reciprocating Compressor Oil | 1983 Heavy-Duty By-Pass Filter | 1995 Pure Power Plus Multi-Purpose Cleaner | 1998 Series 2000 Synthetic Chaincase Lubricant |
| 1976 Synthetic Rotary Compressor Oil | 1984 Synthetic Marine Gear Lube | 1995 Water Resistant Synthetic Grease | 1999 Heavy Duty Metal Protector |
| 1976 Engine Oil Filters | 1984 10W-30 Synthetic Turbo Oil | 1995 Series 2000 Synthetic Racing Grease | 2000 Fuel Filter/Water Separator |
| 1976 Synthetic Grease | 1984 75W-90 Synthetic Gear Lube | 1996 Miracle Wash | 2000 Synthetic Motorcycle Oils |
| 1978 P.I. Fuel Additive | 1985 5W-30 Para-Synthetic Oil | 1996 Silicone Spray | 2000 Universal Synthetic Automatic Transmission Fluid |
| 1978 85W-140 Synthetic Gear Lube | 1985 Synthetic 2-Cycle Injector Oil | 1996 Series 2000 0W-30 Synthetic Motor Oil | 2001 Shock Therapy Synthetic Suspension Fluid |
| 1978 20W-50 Synthetic Racing Oil | 1985 Synthetic Multi-Purpose Grease & Synthetic Heavy-Duty Grease | 1996 Air Freshener Spray | 2001 Synthetic Supershift Racing Transmission Fluid |
| 1978 M.P. Metal Protector | 1986 80W-90 Synthetic Gear Lube (GL-4) | 1996 Pro-Formula Vinyl and Leather Cleaner | 2001 Formula 4-Stroke Synthetic Motor Oil |
| 1979 Lifetime Air Filter | 1987 Spin-On By-Pass Oil Filters | 1996 Pro-Formula Vinyl and Leather Protectant | 2001 XL-7500 Synthetic 5W-20 Motor Oil |
| 1979 Air Filter Foam Oil | 1987 20W-40 Synthetic Natural Gas Engine Oil | 1996 Pro-Formula Metal Polish | 2002 T-6 Cleaning Solution |
| 1979 10W-40 Para-Synthetic Oil | 1989 Synthetic Polymer Food Grade Grease | 1996 Pro-Formula Briteside | 2002 Motorcycle Oil Filters |
| 1979 SAE 40 Synthetic Racing Oil | 1990 Dual-GARD By-Pass Filter Mount | 1996 Non-Flammable Rust Preventative | 2002 SCRUB Hand Cleaner |
| 1979 15W-40 Gas & Diesel Para-Synthetic Oil | 1990 BE-100 & BE-110 Spin-On By-Pass Oil Filters | 1996 Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil | 2003 XL-7500 Synthetic 10W-40 Motor Oil |
| 1980 Lifetime Pod Air Filter | 1990 Rain Clear | 1997 AMSOIL Undercoat | 2003 Slip-Lock Differential Additive |
| 1980 Synthetic Automatic Transmission Fluid | 1991 5W-30 Synthetic Motor Oil | 1997 Pure Power Spot and Stain Remover | |
| 1980 Engine and Crankcase Cleaner | 1991 2-Stage Air Filter | 1997 PI Quick Shot | |
| 1982 Diesel Fuel Additive Concentrate | 1991 Biodegradable Synthetic 2-Cycle Oil | 1997 Synthetic 5th Wheel & Open Gear Compound | |
| 1982 Diesel Fuel Modifier | 1992 Dual Remote By-Pass Filtration System | | |
| 1982 Home Heating Fuel Extender | | | |
| 1982 By-Pass Oil Filter | | | |

Facilities

THE AMSOIL CORPORATE HEADQUARTERS, 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 more than 300,000 square feet.

The state-of-the-art lubricant production plant contains materials blending and bulk storage facilities, as well as high-speed canning lines and packaging equipment. A separate plant is thoroughly equipped with specialized tools and machinery for the manufacture of AMSOIL's various air and oil filters. 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 200 employees. AMSOIL's professionals are ready, willing and able!



...geared for the 21st century

Research and Development



...expanding the technological frontier

RESEARCH AND TESTING ARE HIGH PRIORITIES AT AMSOIL. Our 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 all AMSOIL synthetic lubricants exceed industry specifications by a wide margin. Our 100% American-made products pass even Europe's more stringent tests with "flying colors."

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.

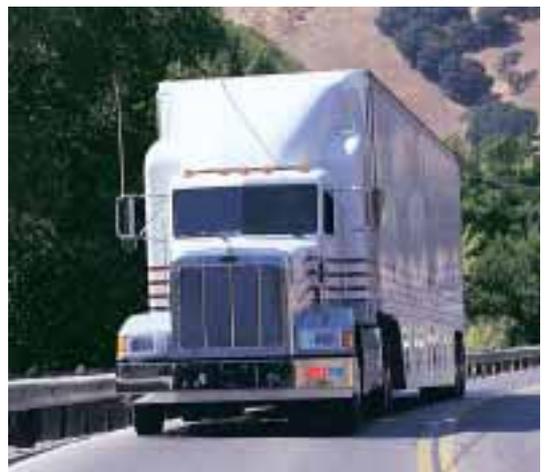


Results of tests performed under these extreme operating conditions demonstrate that AMSOIL products reduce engine wear, decrease maintenance time, maximize fuel efficiency and increase fleet cost effectiveness.



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 eleven 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, air and oil filters and engine oil analysis has now made one-fill, zero-waste lubrication a reality.

The superior lubricity of AMSOIL products means much less friction, drag and wear on critical engine parts. The resulting improvement in fuel efficiency and reduction of emission

levels contribute to the conservation of natural resources and protection of the atmosphere. Additionally, AMSOIL has made the technology of biodegradability a top research priority, with encouraging recent successes.

AMSOIL INC. is determined to meet the challenge of the lubrication industry's environmental responsibilities head on. Our 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 three decades, and will continue to introduce dynamic and innovative products to meet the challenges of the 21st century.



AMSOIL products and Dealership information are available from your local AMSOIL Dealer.

