
THE RIGHT ENVIRONMENTAL CHOICE



AMSOIL

EXCEEDS
API SERVICE
SJ-CH-4
SPECS.

100% SYNTHETIC

10W-40

HIGH-PERFORMANCE

MOTOR OIL

The First in Synthetic

THE RIGHT ENVIRONMENT

INNOVATION, EFFICIENCY & SOLUTIONS

Our mechanized society cannot function without lubricants. The dilemma is oil is both necessary for our life-style and potentially destructive to nature. Quite simply, we must select innovative, efficient products that will help solve our pollution problems.

The introduction of AMSOIL synthetic motor oil in 1972 set all new standards for motor oil quality. AMSOIL lubricants are 100% synthetic. They are specially designed to protect engine components, reduce emissions, last longer, reduce fuel consumption and prevent environmental pollution. From the beginning, AMSOIL synthetic motor oils have out-performed conventional petroleum motor oils on all counts.

AMSOIL synthetic motor oils resist chemical breakdown and sludging which keeps engines cleaner. They have been specifically designed not to oxidize, volatilize or shear back, resulting in a motor oil that lasts longer than conventional petroleum motor oils. While petroleum motor oil manufacturers recommend oil changes every 3,000 miles, AMSOIL synthetic motor oils protect engine components up to 35,000 miles or 1 year, dramatically extending oil change intervals.

AMSOIL PRESCRIPTION FOR PREVENTION:

According to the U.S. Department of Energy's Pollution Prevention Requirements, the first step in revitalizing a cleaner nation is pollutant source reduction.

AMSOIL accomplishes this by extending the interval between motor oil changes which can reduce the source of motor oil pollution more than eleven times.

Consider this: in 1993 an estimated 189.5 million motorized vehicles were on the road in the United States alone, and an estimated 700 million motorized vehicles were in operation throughout the world. If, by petroleum

oil manufacturer's recommendations, these vehicles have their oil changed every 3,000 miles on an average five-quart system, almost 1 billion quarts of used oil will be generated each month.

So are we drowning in oil? It is estimated at present that over 240 million gallons of oil are improperly discarded annually. Dumping 240 million gallons of oil is nearly the same as two Exxon Valdez spills each month.

How dangerous is used oil? Just one quart can produce a two-acre oil slick. One gallon of oil can make one million gallons of water too foul to drink and 35 ppm of oil will kill fish. Improperly disposed used oil is dangerous.

Improperly dumped used oil seeps through landfills into ground water, disrupts bacterial digestion in sewer treatment plants and washes into lakes and harbors. At present, used motor oil is the largest single source of oil pollution in our nation's waterways. Certainly the first thing we can do is not create so much used oil to begin with . . . and the United States Department of Energy seems to agree.

U.S. Department of Energy Pollution Control Chart

Source Reduction

Recycling

Treatment

Disposal

Where Does All the Used Oil Go?

40% is dumped on the ground or down the sewer.

21% is thrown out with the trash, ending up in landfills.

6% is burned.

19% is reused for miscellaneous purposes.

14% is recycled.

MENTAL CHOICE

PREVENT BILLIONS OF QUARTS FROM BEING DUMPED

Most automobile manufacturers recommend oil drain intervals of 3,000 to 6,000 miles for petroleum motor oils. AMSOIL recommends up to a 35,000-mile oil change which is 5 to 11 times fewer oil changes. Just think about the savings on the environment if, for example, the 135 million cars (excluding trucks, buses and taxis) in the United States were equipped with AMSOIL motor oil. Assuming an average service-life of 100,000 miles and an oil capacity of 5 quarts each, 11.4 billion to 22.3 billion quarts of used oil will be generated during a regular service lifetime (with regular oil changes every 3,000 to 6,000 miles). If you put 22.3 billion quarts of used oil into 55-gallon barrels and loaded them onto semi-trucks, a line of trucks would stretch end-to-end from Los Angeles to Washington D.C. and back to Los Angeles.



AMSOIL SOLUTIONS

For nearly three decades, AMSOIL INC. has been recognized as the leader in synthetic lubrication technology. AMSOIL was the first to introduce a synthetic motor oil qualified by the American Petroleum Institute, the first to recommend 25,000-mile/1-year drain intervals, the first to recommend 35,000-mile/1-year drain intervals, and the first to implement a system for dramatically increasing drain intervals with oil analysis. Decades of research, laboratory analysis and millions of engine miles have kept AMSOIL the leader in automotive applications for synthetic lubrication. Although the results have paid off in maximizing efficiency and minimizing waste, they are not conclusive. AMSOIL is the leader in synthetics and with continued research, analysis and product development will remain the industry's leader.

LOOKING TOWARD THE FUTURE

In 1983 AMSOIL created the TRI-GARD system. The life of a lubricant is dependent on the quality of oil and the filtration system's ability to keep it clean. The AMSOIL TRI-GARD system incorporates AMSOIL Synthetic Motor Oil, the AMSOIL Foam Air Filter, the AMSOIL By-Pass Filter and oil analysis to dramatically extend the oil change interval. Less oil changed means less oil disposal and less oil pollution.

With regards to the environment, the AMSOIL Tri-Gard System is the most technologically sound, environmentally friendly motor oil program to reduce oil disposal.



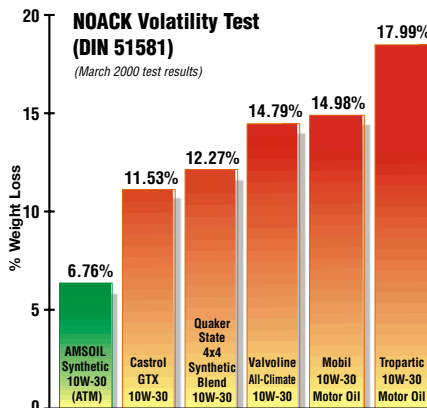
OTHER ECOLOGICAL/ECONOMICAL BENEFITS OF AMSOIL

Reduces Emissions: Increases Engine Life

Each year nearly 600 million gallons of motor oil are burned and exit through the tailpipes of cars and trucks, creating emissions pollution. Petroleum oils volatilize (burn off) more readily than AMSOIL synthetic oils and create more emissions pollution.

The graph at the right shows the results of five oils that underwent the NOACK Volatility Test. Of all the oils tested, AMSOIL shows dramatically less weight loss . . . less than half the weight loss of its closest counterpart. Some oils tested lost 20 percent of their weight. *That means almost one fifth of the oil boils away and is released into the environment.* For most cars, that's approximately a quart of oil being burned and expelled into nature.

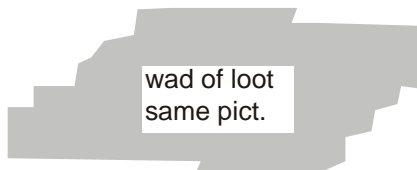
The thicker oil left behind after volatilization contributes to damaging deposits, sticky piston rings and oil blow-by, all of which cause reduced engine life, reduced fuel economy and increased air pollution.



The low volatility of AMSOIL Synthetic Motor Oil reduces oil consumption and improves fuel efficiency.

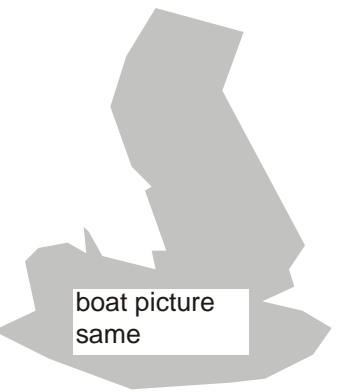
GREATER FUEL ECONOMY

The advanced lubricity (slipperiness) of AMSOIL synthetic lubricants has been proven to increase fuel economy by 2-5%. AMSOIL reduces friction and allows your engine to use its heat-energy more efficiently.

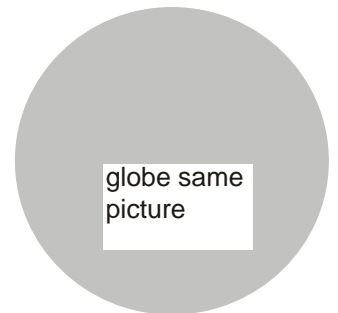


How Much Is a 5% Savings in Fuel?

The average person drives slightly more than 10,000 miles each year. A 5% savings in fuel gives you more than \$18 in savings a year (assuming you get 30 mpg, at \$1.10 per gallon)



“Each month, petroleum products emit the equivalent of an ‘oil spill’ into the Los Angeles Basin’s air as massive as the 10-million-gallon spill from the Exxon Valdez, according to the South Coast Air Quality Management District.” (*Truckers’ News Magazine*)



Worldwide Vehicle Population:

- 1970: 245 million
- 1985: 520 million
- 2000: (est.): 800 million

If, in the year 2000, these vehicles change oil 3 times each year and have 5 quart systems, 1 billion quarts of waste oil will be generated each month.

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

