

CHANGE ENGINE OIL

What to Do When Your Customers "See the Light"...

For the past several years car manufacturers have installed monitors that light up on the dash to indicate when it's time to change oil. These monitors frequently allow motorists to drive 5,000 miles and as much as 7,000 miles or more before signaling that it's time to change oil. That flies in the face of the 3,000-mile drain recommendations oil companies and oil change shops have insisted are necessary to protect engines.

Would auto manufacturers make recommendations that would harm their customers' engines? We don't think so.

Let the petroleum oil companies stick to their 3,000-mile drain recommendations. They know how good their oils are. AMSOIL has a better idea. We make oils that continue to protect up to and beyond when the oil

change light comes on in your customer's vehicle. AMSOIL XL-7500 Synthetic Motor Oils are recommended for drain intervals up to 7,500 miles or six months. And they provide you with more profits than low price 3,000-mile oils generate. They also build customer loyalty because not every oil change shop can offer them the convenience of your 7500-mile drains.

So for those customers who change oil when they "see the light" (or long after), offer them the only oil change for today's longer drain intervals. You'll be a hero and make more money in the process.

AMSOIL XL-7500 Synthetic Motor Oils in SAE 5W-20, 5W-30, 10W-30 and 10W-40.

Good for your customers ... good for you!

AMSOIL customers are loyal customers.

Find out for yourself.

Call **1-800-777-8491**

www.amsoil.com

The logo for AMSOIL, featuring the word "AMSOIL" in a stylized, italicized font. The letters "A", "M", "S", and "O" are red, while "I", "L", and "I" are blue. The letters are outlined in white and set against a black background.

The First in Synthetics®