

A major oil company has already started offering the convenience of extended drain motor oils.

IT'S YOUR MOVE ...

On Wall Street, traders have a saying. "The trend is your friend." What they mean is not that every stock price moves in a favorable way, but that investors make money when they line up with the trend and ride it rather than fight it.

The trend toward convenience was a major driver behind the development of the fast oil change industry. Many oil change entrepreneurs grabbed the horns of this bullish trend and have ridden it profitably for more than three decades.

In recent years, however, consumers are changing. They no longer see a trip to the quick lube as a convenience. They see it as a hassle, one more hassle in a very busy life. For this reason, auto manufacturers have been loosening the

limits on drain intervals, and motorists like it. In recognition of this desire for convenience, a major oil company introduced three new oils with extended drain intervals. This major oil company owns quick lubes in many of our cities, and customers like the idea because times have changed.

If your business doesn't offer extended drain oils, you may start losing customers to the competitors who do. The best way to take advantage of this trend is to supplement your product line with the premium synthetic oil which actually created the synthetic motor oil category: AMSOIL, the first in synthetics.

In addition to extended service life, AMSOIL Synthetic Motor Oils provide cleaner operation, reduced deposits, better protection against sludge and varnish formation, reduced wear and unsurpassed fuel economy for additional savings. AMSOIL also helps reduce environmental impact due to lower volatility and less waste disposal. In short, AMSOIL saves consumers money while making money for quick lube operators.

In the mid-nineties AMSOIL noticed this trend toward extended drains and developed the XL-7500 Six-Month/7500-Mile Oil Change Program. When you recommend AMSOIL you are recommending the world's leading independent synthetic motor oil.



The First in Synthetics®

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