

CHANGE ENGINE OIL

What To Say When Your Customers "See the Light"...

GM has finally cut the cord. Their "April is Car Care Month" campaign stated that the 3,000 mile oil change may be unnecessary. The alternative today is total reliance on their patented Oil Life System (OLS).

But something has changed. According to a feature story in the May 2004 issue of *Lubes N Greases*, "Vehicles equipped with the OLS no longer specify or recommend any mileage interval for oil changes."* This is totally new because until 2002 GM cars still included mileage guidelines even with the OLS.

More and more cars will be going 10,000 miles and beyond without the light going on. Are you staring at your worst nightmare? Not when you recommend AMSOIL synthetic motor oils. AMSOIL is the one oil designed for today's OEM-approved extended drain situations and priced so that oil change professionals achieve their full profit potential with every customer.

Give your customers peace of mind while increasing your profits at the same time on these extended oil change intervals.

*Supersize Me! GM Moves to extend Drain Intervals," David McFall, *Lubes N Greases*, May 2004

When your customers see the light,
introduce them to AMSOIL synthetic motor oils.
The right products for the right time.

Call 1-800-777-8491

or check your Yellow Pages for the Dealer nearest you.
www.amsoil.com

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

The First in Synthetics®