

That Was Then

1972



- 1) Superior wear protection so that engines lasted longer.
- 2) Improved fuel economy so that vehicles got better mileage out of every tank of gas.
- 3) Increased horsepower.
- 4) Reduced friction for cooler running engines.
- 5) Cleaner, more efficient performance.
- 6) Reduced oil consumption due to lower volatility.
- 7) Easier winter starts due to low -70°F pour point.
- 8) Resisted oxidation and breakdown, reducing varnish and sludge which kept valves and rings from sticking.
- 9) Available in SAE 10W-40.
- 10) First API-qualified synthetic motor oil.

This Is Now

2004



- 1) Superior wear protection so that engines last longer.
- 2) Improves fuel economy so that vehicles get better mileage out of every tank of gas.
- 3) Increases horsepower.
- 4) Reduces friction for cooler running engines.
- 5) Cleaner, more efficient performance.
- 6) Reduces oil consumption due to lower volatility.
- 7) Easier winter starts due to low pour point and cold weather pumpability.
- 8) Resists oxidation and breakdown, reducing varnish and sludge which keeps valves and rings from sticking.
- 9) Available in a complete range of viscosities.
- 10) First . . . and Still the Best.

Say Yes to AMSOIL Synthetic Motor Oils.
The right products for the right time.

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