GLOBAL LEADER IN SYNTHETIC TECHNOLOGY
A History of Leadership

When AMSOIL introduced the world’s first synthetic motor oil to meet American Petroleum Institute service requirements, it set all-new standards for motor oil quality. AMSOIL synthetic motor oil outperformed conventional petroleum motor oils on all counts. It was clear from the start that this innovative product would play a major role in engine performance and engine life.

AMSOIL has remained steadfast in its commitment to quality and precision lubricant engineering, leading the charge over the past four decades with many industry firsts. This quality-first commitment has driven the introduction of numerous synthetic lubricants and fuel additives that provide tangible, real-world value.

Today, virtually every other motor oil manufacturer has recognized the superiority of synthetic lubricants and has followed the AMSOIL lead with introductions of synthetic motor oils of their own. They spend millions of dollars advertising their “new” and “revolutionary” products. No one, however, can match AMSOIL experience.

Accept no substitutes – AMSOIL is “The First in Synthetics.”

GLOBAL VISION

AMSOIL is recognized throughout the world as the leader in synthetic lubricant technology. The company has established a strong international presence, with great success in Asia, Europe, the South Pacific, South America, Africa and beyond. AMSOIL continues to build its worldwide reputation for cutting-edge synthetic technology through an ever-expanding international distribution network, and continuously seeks and evaluates potential distribution partners to help drive that growth.

GLOBAL HEADQUARTERS

The AMSOIL corporate headquarters and manufacturing facilities are located in Superior, Wisconsin, U.S.A. Product distribution begins at the AMSOIL Center, a state-of-the-art, ISO 9001:2008-certified facility strategically located on a main rail line and the U.S. Interstate highway system for efficient receipt of raw materials and delivery of finished products.
Passenger Car

Unprecedented advancements in engine and equipment technology call for more power and increased efficiency from smaller, tighter component design. Greater stress is forced on lubrication, and lube manufacturers are challenged to keep pace.

AMSOIL sets the pace. AMSOIL synthetic lubricants are engineered to meet the challenges presented by new technologies for years to come. They are shear-stable to withstand the stresses in high-performance engines and their pure, uniform molecular structure lends itself to maximum fuel efficiency. AMSOIL products offer clean, efficient engine operation, excellent cold-temperature performance, outstanding high-temperature deposit control, emissions system protection and superior wear protection.

AMSOIL products deliver a level of performance that satisfies the most discerning consumer.

Motorcycles

Motorcycles and scooters are popular around the world with both pleasure-seekers and daily commuters. From mountainous off-road terrain to jam-packed city streets, these applications operate in a wide variety of extremes and place unique demands on lubricants.

AMSOIL products more than meet those demands. AMSOIL Synthetic Motorcycle Oil is a balanced formulation resultant from exhaustive research. It is shear-stable and maintains its viscosity in high-temperature operation for reliable engine protection. It is fortified with a premium additive package to contend with the high sliding pressures, shock-loading and shearing forces in motorcycle transmissions. It contains no friction modifiers for maximum wet-clutch performance. It resists oxidation and foaming and inhibits the formation of rust. In short, AMSOIL Synthetic Motorcycle Oil provides advanced protection for virtually all types of motorcycles.

Powersports

Recreational and powersports equipment is often pushed to the edge and offers a challenge for some lubricants. Two-stroke applications are running on leaner gas-to-oil ratios, leaving less oil to lubricate and protect these hot, powerful motors and inviting deposits and wear. Four-stroke applications pose all the same challenges faced in passenger car applications and amplify them through extended high-rpm operation. Powersports applications range from personal watercraft to snowmobiles and while they all share some common lubrication requirements, each also has unique characteristics the oil must address.

AMSOIL engineers its lubricants using data collected through relationships with professional race teams. Each application’s unique demands and failing points are revealed on the track. AMSOIL pinpoints those deficiencies and tailors AMSOIL lubricants accordingly. As a result, AMSOIL lubricants are recognized for their superiority by countless engine builders, racers and enthusiasts.
Industrial

AMSOIL industrial lubricants help extend equipment life and improve efficiency for maximum profitability. They are engineered to withstand the severe environments found in industrial applications.

AMSOIL formulations are designed on the basic premise that each different type of engine and component places its own unique demands on lubrication. Whether it’s water resistance in wind turbine gearboxes, oxidation resistance in compressors or deposit control in natural gas engines, AMSOIL technology targets those areas most critical to performance.

But AMSOIL also understands that total value is only gained through a balanced approach to formulation design. AMSOIL doesn’t commit to just one area of performance at the expense of performance in others. AMSOIL lubricants make no sacrifices, and AMSOIL industrial customers realize quickly that the deficiencies they accepted as standard with their previous lubricant regimes had been needlessly chewing up profits.

Commercial

AMSOIL products are ideal for commercial applications. AMSOIL dedicates its research to identifying deficiencies and suffering points in equipment, then builds its lubricants molecule by molecule to counter those deficiencies. Precision blends of AMSOIL lubricants are trusted across the globe to maximize efficiency and release the full potential of the most demanding applications.

AMSOIL products are robust, long-lasting and cost-effective. They are built with cutting-edge technology to provide tangible benefits for construction companies, taxi fleets and over-the-road fleets. Their superior wear protection helps reduce maintenance and increase equipment life. Their long service life helps keep equipment in the field working and out of the shop. Their advanced synthetic technology helps maximize fuel efficiency. All of these benefits help commercial operations save money.

Heavy-Duty/Off-Road

Heavy-duty/off-road applications offer a severe environment for lubricants. They generally operate under heavy loads, in dusty, dirty conditions and they’re expected to perform in extreme temperatures. Heavy-duty/off-road equipment is critical for completing big jobs and is pushed to the limit in the name of productivity.

With premium synthetic lubricants, specialty greases and effective fuel additives, AMSOIL delivers exactly what heavy-duty/off-road equipment owners need. AMSOIL synthetic base oils are inherently durable and infinitely designable, allowing AMSOIL to engineer products that withstand the severe conditions in off-road applications and directly address the issues plaguing heavy-duty equipment. AMSOIL products are tailored to minimize maintenance and maximize equipment life.
Extensive Product Line

When AMSOIL INC. brought synthetic motor oil to the automotive world in 1972, the most savvy motorists were drawn to its performance. AMSOIL synthetic motor oil was more than a commodity; it performed like none other. And unlike the conventional oils that motorists had been using, AMSOIL synthetic motor oil provided value that actually made a difference.

That value carries even more impact today. With engines and drivetrain components churning out more horsepower and heat, along with regulations dictating greater fuel efficiency and emissions control, synthetic lubrication is becoming more than just a matter of choice. For maximum performance, it is now a need. AMSOIL offers the most extensive line of premium synthetic lubricants in the world. The complete line of AMSOIL products is recognized by countless motorists, powersports enthusiasts and professionals for its quality and performance.

Synthetic Passenger Car Motor Oil
AMSOIL synthetic motor oil is engineered to outperform petroleum oils. AMSOIL offers three lines of premium synthetic oil, each designed for optimum fuel economy, outstanding extreme-temperature performance and maximum engine life.

Synthetic Diesel Oil
AMSOIL synthetic diesel oils are engineered to withstand heat and soot better than other oils. They provide exceptional protection for hard-working on- and off-road applications. AMSOIL offers diesel oils for applications equipped with emissions control devices and those without.

Synthetic Racing Oil
AMSOIL builds its products based on research conducted in the lab, in the field and on the track. The same high-quality extreme formulations used by AMSOIL corporately sponsored race teams are available for you. Delivering the durable film strength and enhanced lubricity of AMSOIL synthetic technology, AMSOIL racing oils are engineered to provide a winning edge.

Synthetic 2-Stroke Oil
AMSOIL Synthetic 2-Stroke Oils are engineered to reduce deposit formation and plug fouling in all types of watercraft, ATVs, dirt bikes and other carbureted and fuel-injected equipment. AMSOIL offers a complete line of synthetic motor oils tailored to meet the unique demands of two-stroke applications.

Synthetic Motorcycle Oil
AMSOIL Synthetic Motorcycle Oil is the primary choice for riders who desire maximum protection and performance. Its advanced synthetic formulation is designed to withstand the torturous high temperatures in motorcycles and maintain viscosity better than other motorcycle oils.

Synthetic Gear Oil
AMSOIL Severe Gear Synthetic Gear Lube is specially designed to protect heavily loaded gears and bearings in vehicles used for towing trailers, hauling heavy loads and 4x4 off-road driving. It contains advanced extreme-pressure additives for added protection. Severe Gear resists high-temperature evaporation.

Synthetic Automatic Transmission Fluid
AMSOIL synthetic automatic transmission fluids resist thermal breakdown and combat sludge and deposit formation for smoother shifts and quicker response times. They maximize fuel efficiency while providing long-lasting, high-quality wear protection.

Synthetic Hydraulic Oil
AMSOIL synthetic hydraulic oils feature high-viscosity-index base oils and performance additives for outstanding all-season protection and reliable operation in most types of hydraulic systems. They provide proven wear resistance and varnish control, and they’re further tailored to promote energy efficiency and long component life.

Synthetic Compressor Oil
AMSOIL synthetic compressor oils feature long-life, premium formulations based on proprietary technology. They are designed to reduce heat, lower energy consumption and limit carbon build-up. AMSOIL compressor oils can help reduce maintenance costs through exceptional wear protection, reduced oil consumption and outstanding resistance to water contamination.

GLOBAL TECHNOLOGY LEADER
AMSOIL engineering remains at the forefront of a competitive global industry. Researching global specifications and pursuing the most advanced technology keep AMSOIL products on the cutting edge. A versatile, independent supply chain and a global supply network keep AMSOIL nimble. Efficient processes and diligence keep AMSOIL moving forward. All of this together solidifies AMSOIL as the industry leader. The company’s unwavering commitment to quality and relentless drive for improvement ensure it stays there.
AMSOIL INC. is the leader in synthetic lubrication technology. The company’s reputation for extreme product quality and strong North American foundation have driven worldwide demand for AMSOIL products. AMSOIL stands prepared to meet that demand and further build its global presence with staff dedicated to international business and the capability to custom-design products according to international market demands. AMSOIL is poised for continued international growth.

International Distribution Opportunities
AMSOIL is seeking new partners to help further expand the company’s international presence. Serious inquiries from potential long-term AMSOIL international distributors should be sent to the address listed below. Please describe the business opportunity you wish to pursue and geographic area to be served.