

Three Great Perks for New AMSOIL Retail Accounts

New AMSOIL retail accounts that place a \$300 qualifying order receive additional benefits.

- FREE SHIPPING** – Orders of \$300 (\$400 Canada) or more receive free shipping. Orders less than \$300 are charged a flat shipping rate of \$9.99 (\$11.99 Canada).
- AMSOIL LOCATOR** – Thousands of people visit amsoil.com every day, many looking for shops that install AMSOIL products as part of a service. Qualifying retail accounts appear on the AMSOIL Locator, helping drive customers through your doors.
- FREE MERCHANDISING KIT** – After placing a qualifying order of \$300 or more, you receive a free merchandising kit designed to help increase sales. Kit contents shown below.



Retail Counter Mat (G3351)



Window Decal 9"x12" (G3356)



Custom Oil Change Decals (G3374)

Four important trends in today's passenger car market

The Trend Toward Synthetic Motor Oils

North American demand for synthetic motor oils is growing. Increasingly stringent fuel-economy requirements and increased awareness of the benefits of synthetics are two of the drivers behind this growing demand.

AMSOIL OE is a high-quality, full-synthetic motor oil designed for motorists seeking to move up from conventional motor oil and take advantage of the benefits of a full synthetic motor oil.

AMSOIL XL offers additional engine protection for motorists desiring the convenience of extended service life.

The Continuing Environmental Trend

Recommended: **AMSOIL XL**

Environmental pressures have placed greater demands on oil formulators to improve the quality of their products. AMSOIL offers a model program that lube center operators can embrace, which is not only environmentally wise, but economically suited for profit-mindedness as well: the AMSOIL XL Program, with drain intervals of up to 12,000 miles/one year.

The Trend Toward Performance

Recommended: **AMSOIL OE and AMSOIL XL**

Drastic changes in engine design have led to smaller, hotter engines, tighter tolerances and emissions restrictions that continue to place higher demands on lubricants. At the same time, vehicle manufacturers seek extended drains, cleaner engines, improved fuel economy, reduced oil consumption and better wear protection.

The Trend Toward Extended Drain Intervals

Recommended: **AMSOIL XL**

Many lube operators are beginning to see the trend toward extended drain intervals as an opportunity, servicing customers who want the convenience without sacrificing protection. Offering properly priced, premium extended-drain oil frees up time and service bays, allowing shops to serve more regular customers. AMSOIL XL Synthetic Motor Oil has a service life of up to 12,000 miles, one year or longer (when recommended in owner's manuals or indicated by oil life monitoring systems).



AMSOIL products and Dealership information are available from your local full-service AMSOIL Dealer.

Programs for Today's Auto Service Centers



An AMSOIL customer
is a customer for life.

OE MOTOR OIL

A synthetic oil that is attractively priced for your customers and profitable for your business.



Change oil at OEM-recommended drain intervals

Even motorists who understand that synthetic oils perform better than conventional petroleum oils have sometimes balked at the initial price.

AMSOIL OE Synthetic Motor Oil brings you a new generation of synthetic oil customers – customers who have always wanted the performance, protection and benefits of synthetic motor oil but were reluctant to pay extra for it.

AMSOIL OE Synthetic Motor Oil helps motorists cross the last barrier to experiencing the benefits of synthetic motor oil.

- **API Certified**
- **GF-5**
- **Full Synthetic**
- **Achieved 100% Protection against LSPI¹**
- **OEM-Recommended Drain Interval**

Premium performance for customers who want only the best

AMSOIL formulates a wide selection of synthetic lubricants for all types of engine and gear applications, including motorcycles, boats, commercial vehicles and all types of powersports equipment. In addition, AMSOIL offers sophisticated fuel additives, filtration systems and other companion products that supplement lubricant performance, especially in severe operating conditions. Here are a few best-selling AMSOIL products that can deliver additional profits for installers.

European Car Formula Synthetic Motor Oil

Offer oils motorists have difficulty finding elsewhere

AMSOIL European Car Formula Synthetic Motor Oil is specially formulated for the lubrication needs of modern European gasoline and diesel cars and light trucks.

P.i.[®] Performance Improver

Help your customers improve fuel economy and meet emissions standards

AMSOIL P.i. improves fuel mileage an average of 2.3% and up to 5.7%. Reduces emissions such as hydrocarbons (HC) up to 15%, carbon monoxide (CO) up to 26% and nitrous oxides (NOx) up to 17%. Restores power and performance.

Automatic Transmission Fluid

Your customers will appreciate smoother shifts

AMSOIL synthetic automatic transmission fluids are designed to improve fuel efficiency, reduce transmission temperatures and increase equipment life. AMSOIL offers two tiers of ATF that cover most modern OEM specifications, including GM[®] Dexron[®] III and IV; Ford[®] Mercon[®] V, LV and SP; Chrysler[®] ATF+4 and Toyota[®] WS.

AMSOIL OE Synthetic ATF provides excellent wear protection, sludge resistance and extreme-temperature performance throughout original equipment manufacturer (OEM)-recommended drain intervals.

AMSOIL Signature Series Synthetic ATF is formulated with reserve protection to resist the devastating effects of extreme heat. It is guaranteed for twice the OEM recommendation for severe service.

¹Based on zero LSPI events in five consecutive tests of OE 5W-30 motor oil in the LSPI engine test required by the GM dexos1[®] Gen 2 specification.

XL MOTOR OIL

Engine protection for your customers who want the convenience of extended service life.



Change oil every 12,000 miles/one year

Many motorists find frequent oil changes a time-consuming hassle.

In addition to extended service life, AMSOIL XL Synthetic Motor Oil is designed to provide cleaner operation, reduced deposits, better protection against sludge and varnish formation, reduced wear and excellent fuel economy for additional savings. AMSOIL XL Synthetic Motor Oil also helps reduce environmental impact due to lower volatility and less waste disposal.

AMSOIL XL saves consumers money while delivering profits for oil change professionals. When you recommend AMSOIL you're recommending the world's leading independent synthetic motor oil.

Research has shown that motorists desire the convenience of longer maintenance intervals. With AMSOIL XL you can offer a convenient service to those who appreciate longer oil change intervals and find frequent oil changes a time-consuming hassle.

- **API Certified**
- **GF-5**
- **Full Synthetic**
- **Achieved 100% Protection against LSPI²**
- **12,000-Mile/One Year Drain Interval**

OE and XL Synthetic Motor Oils are rated API SN and ILSAC GF-5, with the SAE 0W-20, SAE 5W-20 and SAE 5W-30 viscosities recommended for the GM[®] dexos1[®] Gen 2 specification.



²Based on zero LSPI events in five consecutive tests of XL 5W-30 motor oil in the LSPI engine test required by the GM dexos1[®] Gen 2 specification.

¹All trademarked names are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use. All products advertised here are developed by AMSOIL for use in the applications shown.

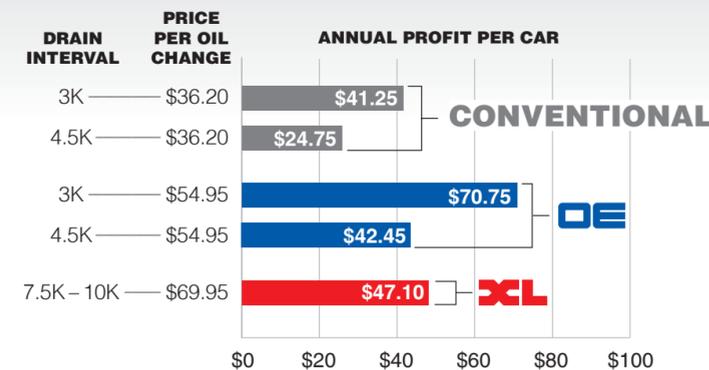
How Auto Service Centers Profit with AMSOIL

Industry reports indicate that the overall North American lubricants market is shrinking, but synthetics' share of the market continues to grow. It's evident that consumers now generally accept that synthetics are better than conventional oils.

Statistics show that people are keeping their vehicles longer than they used to. Consumers want to put off the expense of a new vehicle for as long as possible, and synthetic lubricants can help them extend the life of their equipment.

How Auto Service Centers Make More Money

The price structure for AMSOIL OE and XL Synthetic Motor Oils was developed to be profitable for auto service centers while offering value to motorists as well. The lower price point for OE Motor Oil enables motorists to make an easy transition from conventional to synthetic motor oil while the XL line provides excellent profitability for auto service centers and even more value for consumers. Though profits vary based on drain intervals and typical oil-change prices, OE and XL offer higher profit potential and are excellent choices for customers.



The chart shows how a properly priced AMSOIL oil change boosts your bottom line while simultaneously providing all the benefits of a premium synthetic motor oil. While most auto service centers recommend customers return every 3,000 miles, research from *National Oil & Lube News* reveals that the average customer actually drives approximately 4,500 miles between oil changes. Regardless of whether your customers adhere to a 3,000-mile recommendation, practice a more typical 4,500-mile drain interval or use XL Synthetic Motor Oil, AMSOIL is the most profitable choice for auto service centers.

Costs and profit for conventional oil change based on 2012 National Oil & Lube News Operators Survey. Costs and profit for AMSOIL oil changes based on current market research and June 2013 pricing. Prices subject to change. Examples only.