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A HISTORY OF FIRSTS

When A.J. Amatuzio introduced AMSOIL Synthetic Motor Oil in 1972 — the first synthetic motor oil in the world 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.

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AMSOIL FIRSTS

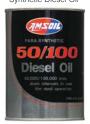
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AMSOIL INC. embodies the American ideals of entrepreneurship, innovation and hard work. AMSOIL founder Al Amatuzio's initial idea half a century ago has grown into a company recognized as a world leader in synthetic lubricant technology. Despite the opportunity to save money by manufacturing in other countries, we're committed to formulating, blending and packaging AMSOIL synthetic lubricants in the United States.



The First in Synthetics ®

AMSOIL Engine Protection

Wear Protection

AMSOIL synthetic motor oils are designed to form a durable oil film that protects hard-working engines from heat and wear, even in extreme conditions.

AMSOIL motor oils help engines operate at peak efficiency and achieve maximum life.

Superior Oxidation Resistance

AMSOIL synthetic motor oils are formulated to resist oxidation and sludge formation to keep engines clean and working properly. They also resist thickening to deliver maximum wear protection.

Thermal Stability

Some motor oils can boil off, or volatilize, at engine operating temperatures, increasing oil consumption and harmful engine deposits, which reduces wear protection and fuel economy. Our thermally stable base stocks resist high-temperature breakdown for clean, efficient-running engines.

Superior Fluidity

AMSOIL synthetic motor oils feature low pour points, allowing them to remain fluid in sub-zero temperatures. Their increased cold-temperature fluidity provides easier cold-weather starts and allows the oil to flow quickly throughout the engine for rapid protection.

AMSOIL Cost Savings

Extended Drain Intervals

All AMSOIL synthetic motor oils are formulated to deliver protection. Some families of AMSOIL motor oil provide so much extra protection you can extend drain intervals if you choose, allowing you to change oil on your schedule, reduce maintenance and reduce waste oil.

Maximum MPG

AMSOIL synthetic motor oils are designed to reduce friction, resulting not only in enhanced performance and protection, but optimum fuel efficiency as well. With less resistance to internal moving parts, engines are able to operate at peak efficiency and deliver maximum mpg.



AMSOIL Environmental Benefits

Reduced Air Pollution

Each year millions of gallons of motor oil are burned and expelled as air pollution through the tailpipes of cars and trucks. Conventional oils volatilize more readily than AMSOIL synthetic oils. AMSOIL synthetic motor oils resist hightemperature burn off to help reduce pollution.

Reduced Waste Oil Generated

Pollutant source reduction is an important step in revitalizing a cleaner nation. AMSOIL accomplishes this by extending the interval between motor oil changes beyond 3,000 miles, reducing the source of motor oil pollution up to eight times.



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