

API Comparative Motor Oil Testing

AMSOIL Synthetic 10W-30 Motor Oil (ATM) and 10 competing conventional and synthetic 10W-30 motor oils were subjected to a series of API motor oil tests. The competing oils included Castrol GTX, Chevron Supreme, Formula Shell, Havoline, Mobil 1 Extended Performance, Motorcraft Synthetic Blend, Penzoil, Penzoil Platinum, Quaker State Advanced Full Synthetic and Trop Arctic Synthetic Blend.

COMPARATIVE MOTOR OIL TESTING

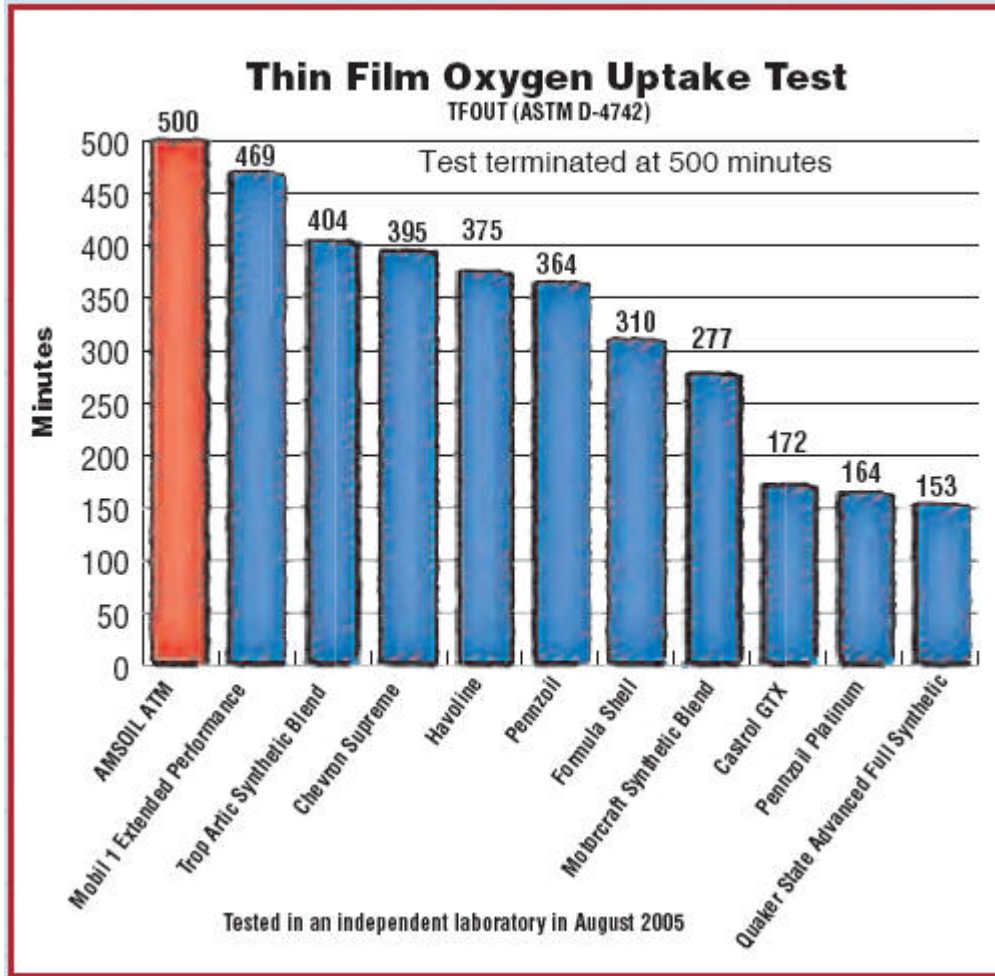
AMSOIL Synthetic 10W-30 Motor Oil (ATM) and 10 competing conventional, synthetic and synthetic blend 10W-30 motor oils were subjected to a series of motor oil tests. The competing oils included petroleum-based Castrol GTX, Chevron Supreme, Havoline, Formula Shell and Pennzoil, as well as synthetic-blends Trop Arctic and Motorcraft, and full-synthetic Pennzoil Platinum, Quaker State Advanced Full Synthetic and Mobil 1 Extended Performance.

Seven tests were run on the motor oils. The Thin-Film Oxygen Uptake Test (TFOUT) measures the oxidation stability of engine oils. The High Temperature/High Shear Test (HTHS) measures a lubricant's viscosity under severe operating conditions. The NOACK Volatility Test measures the evaporation loss of oils in high temperature service. Pour Point indicates the lowest temperature at which a fluid will flow. Total Base Number (TBN) is the measurement of a lubricant's reserve alkalinity for combating acids. The Cold Cranking Simulator Test (CCS) indicates the degree to which a lubricant can impact cold weather starting. The impressive test results show AMSOIL Synthetic 10W-30 Motor Oil outperformed the competitors in nearly every test.

EXTENDS OIL LIFE

The Thin Film Oxygen Uptake Test (TFOUT) is used to evaluate engine oil's ability to resist heat and oxygen breakdown when contaminated with oxidized/nitrated fuel, water, and soluble metals such as lead, copper, iron, manganese and silicon. This test is designed to mimic the operating conditions of a gasoline engine.

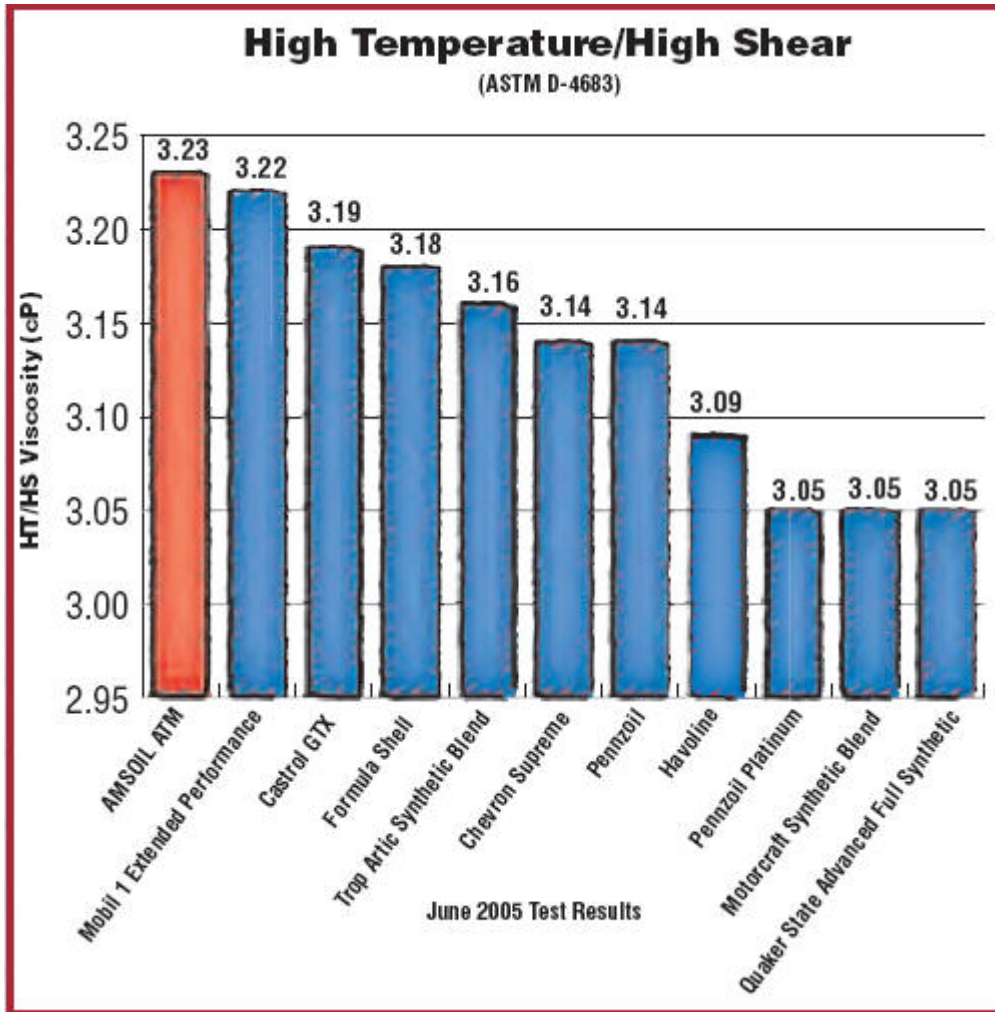
AMSOIL 10W-30 Synthetic Motor Oil has superior heat and oxidation resistance to control sludge deposits and extend oil life. Engines stay clean for maximum protection and oil changes are reduced, saving time and money.



PROTECTS HOT ENGINES

The High Temperature/High Shear Test measures a lubricant's viscosity under severe high temperature and shear conditions that are similar to severe service applications in an engine. In order to prevent wear, it is important for a lubricant to maintain its protective viscosity level under severe operating conditions.

AMSOIL 10W-30 Synthetic Motor Oil does not "shear back" and thin out like other motor oils. Its superior viscosity stability provides unsurpassed bearing protection for dependable engine operation, especially during hot operating conditions.

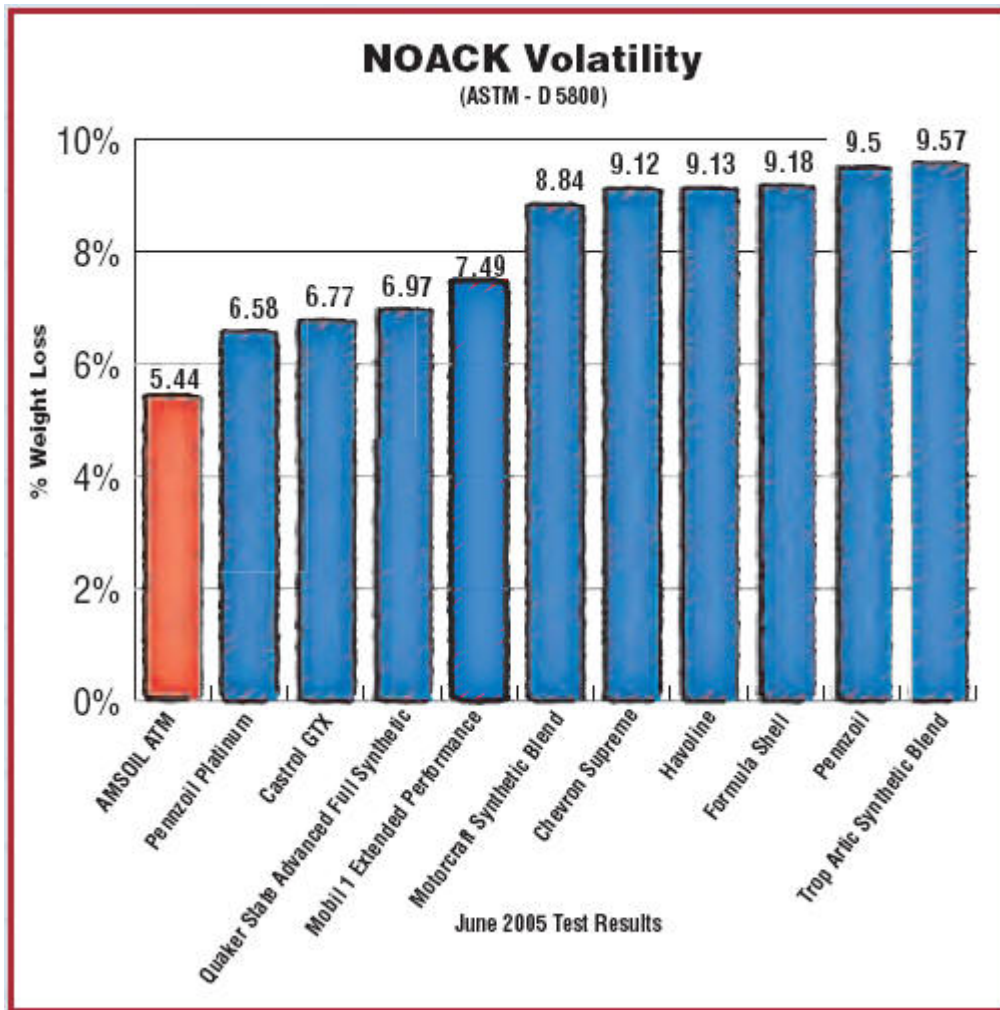


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MAXIMIZES FUEL ECONOMY, REDUCES OIL CONSUMPTION AND EMISSIONS

The NOACK Volatility Test determines the evaporation loss of lubricants in high temperature service. The more motor oils vaporize, the thicker and heavier they become, contributing to poor circulation, reduced fuel economy and increased oil consumption, wear and emissions.

AMSOIL 10W-30 Synthetic Motor Oil resists high temperature volatilization (evaporation) better than other motor oils. AMSOIL Synthetic Motor Oil maintains peak fuel efficiency and reduces oil consumption and emissions.

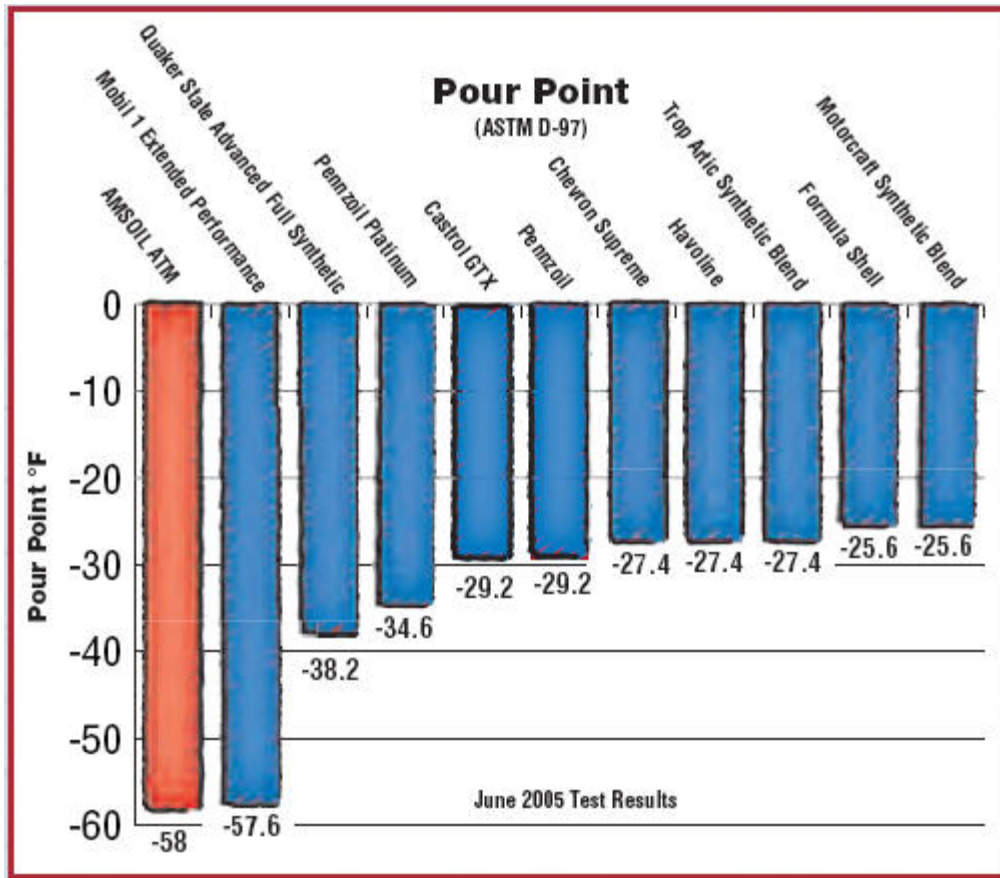


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IMPROVES COLD TEMPERATURE START-UP

The Pour Point Test determines the lowest temperature at which a lubricant will flow. The lower a lubricant's pour point, the better protection it provides in low temperature service.

Unlike conventional oils that solidify in cold temperatures, AMSOIL 10W-30 Synthetic Motor oil remains fluid down to -58° F. AMSOIL Synthetic Motor Oil helps engines turn over easier and flows quickly to engine parts for critical start-up protection. Engines start faster and wear is greatly reduced for extended engine life.

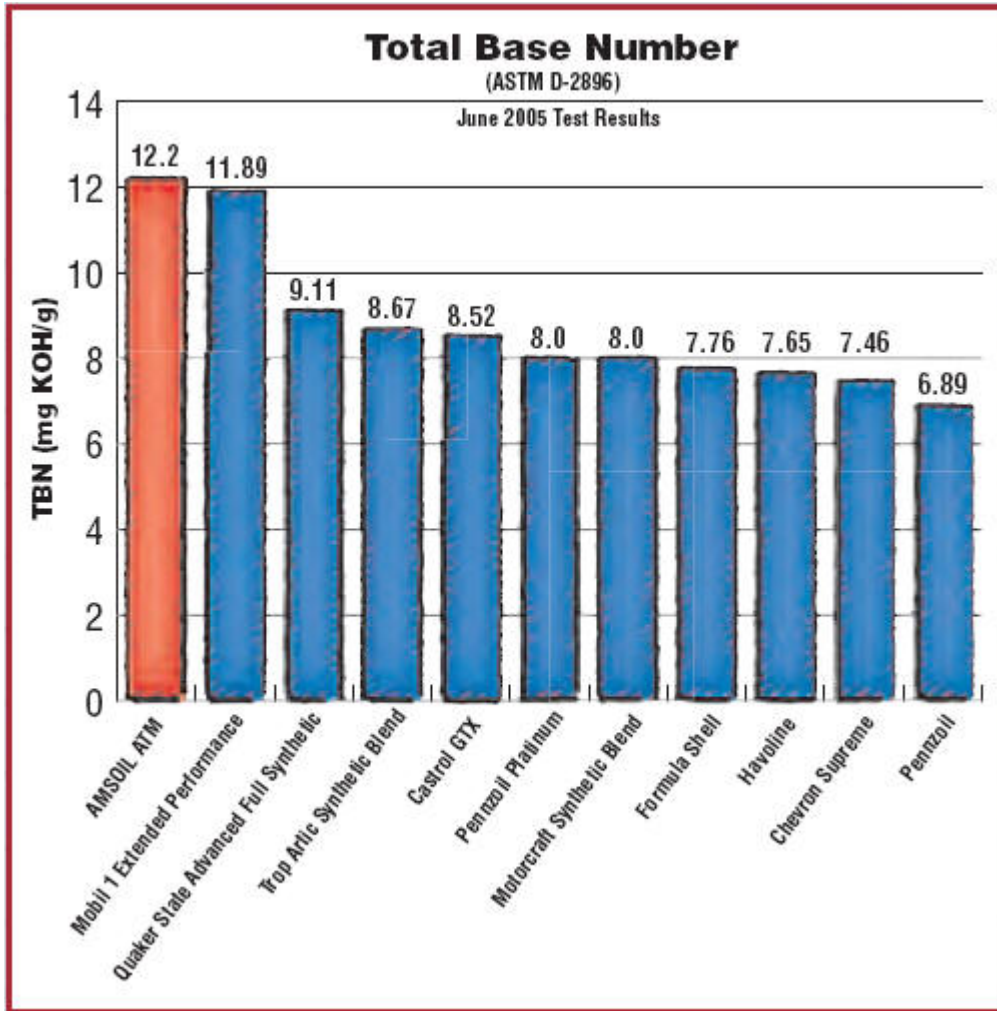


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CONTROLS ACID FORMATION

Total Base Number (TBN) is the measurement of a lubricant's reserve alkalinity, which aids in the control of acids formed during the combustion process. The higher a motor oil's TBN, the more effective it is in suspending wear-causing contaminants and reducing the corrosive effects of acids over an extended period of time.

The high TBN of AMSOIL Synthetic 10W-30 Motor Oil allows it to effectively combat wear-causing contaminants and acids, providing superior protection and performance over extended drain intervals.

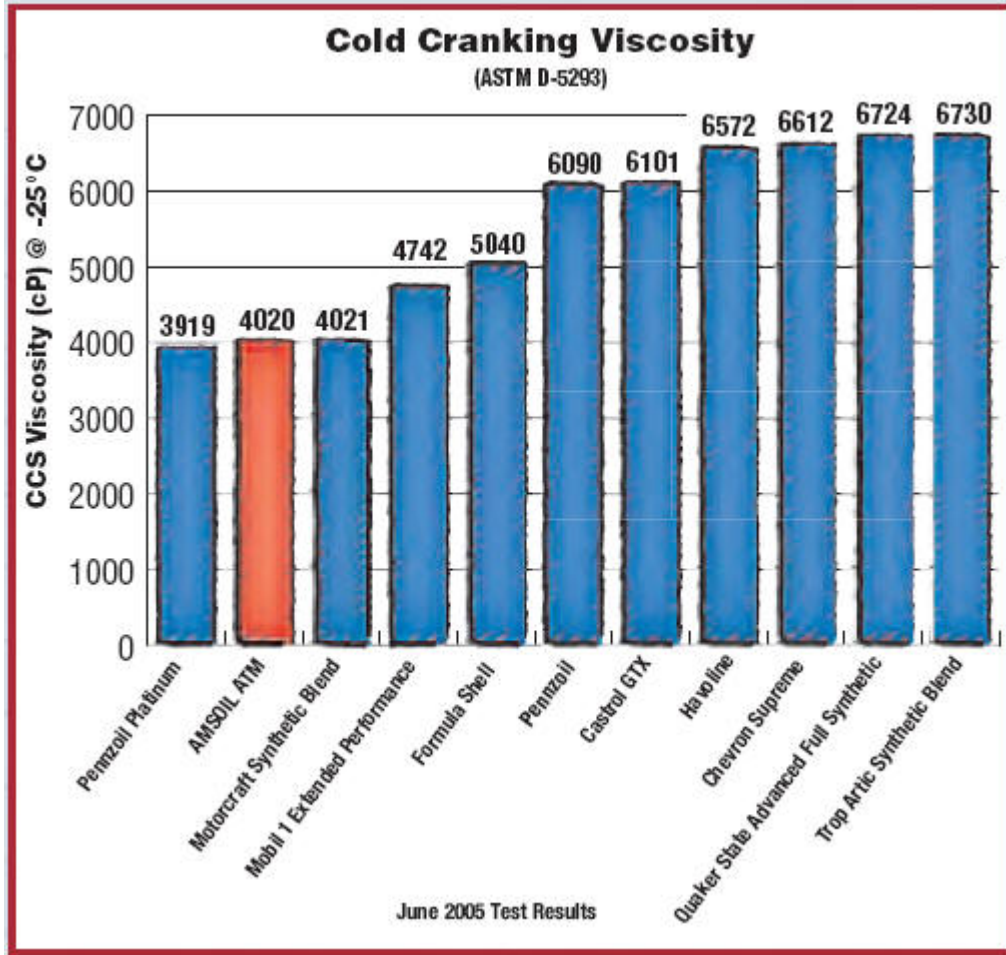


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HELPS ENGINES START EASIER

The Cold Crank Simulator Test determines the apparent viscosity of lubricants at low temperatures and high shear rates. Viscosity of lubricants under these conditions is directly related to engine cranking and startability. The lower a lubricant's cold crank viscosity, the easier an engine will turn over in cold temperatures.

The low cold crank viscosity of AMSOIL Synthetic 10W-30 Motor Oil reduces drag on moving engine parts and allows engines to achieve critical cranking speed in extremely frigid temperatures. Engines turn over quickly and dependably in the coldest winter temperatures.



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PROTECTS AGAINST WEAR

The Four-Ball Wear Test evaluates the protection provided by engine oil under conditions of pressure and sliding motion. The size of the scar left as a result of the test determines the amount of wear protection the lubricant provides. The smaller the wear scar, the better the protection.

Tests show that AMSOIL 10W-30 Synthetic Motor Oil has better antiwear performance than all other oils tested. With AMSOIL Synthetic Motor Oil, engine life can be extended and major repairs are often reduced.

AMSOIL Synthetic 10W-30 Motor Oil provides unsurpassed protection against engine wear. Equipment life is extended, and repairs, downtime and expenses are reduced.

If you would like a FREE comprehensive packet of technical, information, catalogs, specifications, retail and wholesale prices, dealer application and other crucial information regarding AMSOIL Ultra Premium Synthetic Motor Oils and Filtration Products plus much, much more please e-mail us at jlkurtz@reykurassociatesinc.com with your postal mailing address and your packet will be shipped promptly. Your name and address will be held strictly confidential.

Also, please inform us of any special interests you have (diesel, motorcycle, racing, etc.) so that we can include additional material pertaining to your special interests and vehicles.

AMSOIL INC. has been the leader in synthetic motor oil formulation since its introduction of the world's first API rated synthetic motor oil in 1972. By specializing exclusively in synthetic lubricant technology, AMSOIL is able to optimize the most advanced chemistries available. The "Genuine Synthetic PAO Formulated" designation displayed on AMSOIL packaging indicates that the oils are formulated with Polyalphaolefin (PAO) synthetic base stocks. This chemistry is the industry's premier base stock technology. Unlike conventional mineral-based chemistries, AMSOIL PAO base stocks contain fully saturated, hydrogenated molecules and are free of wax and other impurities. Combined with an exact balance of premium additives, it delivers superior hot and cold temperature performance, resists oxidation and acid formation and provides long-term wear protection. AMSOIL "Genuine Synthetic PAO Formulated" oils have shattered the parameters of the most rigorous industry testing and set the standard for all other motor oils.



See how AMSOIL performs in one of the most severe ASTM engine oil performance tests. The Sequence IIIF test is a stringent API SL, ILSAC GF-3 test designed to measure oil thickening and piston deposits in high temperature service, as well as provide information on valve train wear. The test is designed to emulate high-speed service under high ambient conditions.