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M A G A Z I N E

JULY 2023



Two New Viscosities Join Synthetic European Motor Oil Line

| PAGE 6

**AMSOIL DOMINATOR® Synthetic
Racing Oil Now Available in
10W-40 Viscosity**

| PAGE 8

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Commercial-Grade Oils for the Commercial Market

AMSOIL 15W-40 Commercial-Grade Diesel Oil and Commercial-Grade Hydraulic Oil are formulated specifically to provide protection and value for commercial customers, while helping Dealers compete against lower-priced conventional products in the commercial market, win new commercial accounts and increase sales to existing commercial accounts.

AMSOIL 15W-40 COMMERCIAL-GRADE DIESEL OIL (SBDF)

- **Advanced** synthetic-blend oil with greater than 50% synthetic base oil content.
- **2X better** wear protection.¹
- **Meets** the latest API CK-4 diesel-oil specification.
- **Improved** heat and oxidation resistance.
- **Helps** maintain power and fuel efficiency.
- **Flows** dependably in cold temperatures for reliable startup and engine protection.
- **Reduced** oil consumption.

¹Based on third-party testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222.



AMSOIL COMMERCIAL-GRADE HYDRAULIC OIL (HCG32, HCG46, HCG68)

- **High-performance** hydraulic oil formulated with conventional base oil and high-quality additives.
- **Provides** strong wear protection to protect pumps and motors.
- **Resists** corrosion for long component life.
- **Fights** sludge to help maintain the cleanliness and operability of pumps, valves, solenoids and other components.
- **Provides** good filterability for maximum fluid performance and life.
- **Resists** foam to guard against cavitation and promote efficient operation.
- **Available** in three viscosities (ISO 32, ISO 46, ISO 68).





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THE COVER

European sports cars like this are precision-engineered to thrill drivers with outstanding power, handling and comfort. It's only fitting they are protected by an oil made with the same care and attention to detail.



From the Chairman

My family and I are cabin people. I grew up making memories with my dad and siblings at our family cabin, and now we are replicating that with my wife and children – except their memories are going to be much more exciting because they will include our Nautique* wake boat. This thing is *remarkable*. It is powerful and creates a wake that enables the use of a wakeboard with no tow rope. We have had hours of fun on the Nautique, and I look forward to getting it in the water each spring.

Cabin life offers endless fun activities. We also have a 20' Ranger* fishing boat at the lake, and we keep UTVs and snowmobiles there to take advantage of the excellent local trail systems year-round. It's not all fun and games, however. Cabin life also

requires endless work. Essentially, you have to duplicate everything you do to maintain your home, but add unique chores like taking docks and boat lifts in and out of the lake. You also have to mow the lawn, care for the siding, weed gardens, rake leaves and perform other maintenance. That means we keep a push mower, a riding mower, a string trimmer, a leaf blower and other tools at the cabin.

We are not unique. The lake our cabin is on is filled with cabins just like ours, each of which has similar toys and maintenance equipment. One Dealer could clean up on just that one lake. Plus, while the lake has its share of year-round residents, most people are there only part time and have a full-time residence somewhere else (i.e., more opportunity). That's just

one lake. How many lakes are there in Wisconsin alone? The opportunity for AMSOIL Dealers is massive.

Is there a lake, trailhead or other attraction for motorsports or powersports enthusiasts near you? We are doing everything we can to support you with products and services, but the rest is up to you.

Alan Amatuzio
Chairman & CEO



AMSOIL DOMINATOR® Synthetic Racing Oil

What makes DOMINATOR different?

Len Groom | MARKET MANAGER, POWERSPORTS & POWER EQUIPMENT

DOMINATOR Synthetic Racing Oil is a custom formulation designed specifically for high-performance racing applications. It contains increased levels of zinc and phosphorus additives in the form of zinc dialkyldithiophosphate (ZDDP). ZDDP is an extremely effective antiwear agent that also reduces friction and helps prevent corrosion and oxidation.

ZDDP works by forming a protective film on metal surfaces that reduces friction and wear in high-pressure conditions and helps prevent corrosion. As a friction modifier, it increases lubricity for maximum horsepower and torque. It acts as a sacrificial antiwear agent and reacts with the metal surface to create a chemical barrier that prevents direct contact and metal-to-metal wear.

The powerful, modified engines in racing vehicles produce extreme heat and pressures your average car or truck simply will never see. A 900-horsepower Pro 4x4 race truck can produce engine-oil temperatures exceeding 300°F (149°C). In comparison, engine-oil temperatures in a typical passenger car or light truck typically stay below 220°F (104°C). The difference is even more striking when you consider that the rate of motor-oil oxidation (chemical breakdown) doubles for every 18°F (10°C) increase in oil temperature, meaning that the oil breaks down more than 16 times faster when racing.

Additionally, the tremendous pressure and shearing forces that racing oil bears as it's squeezed between the main and rod bearings and cam lobes and lifters can tear apart the molecular structure of the oil, reducing

its viscosity and film strength. DOMINATOR Synthetic Racing Oil is specifically formulated to protect engines subjected to these extreme shearing forces.

The cost of performance

Increasing performance in one area requires tradeoffs in other areas, including an oil's overall protection, performance and lifespan. The requirements of a racing oil are maximum performance and protection under high pressure and heat. For example, engine modifications that provide more power are typically offset by a higher risk of failure. Likewise, the boosted level of additives meant to increase protection in high-performance racing don't allow for other additives found in passenger-car motor oils that help maximize fuel economy, maximize cleanliness and improve cold-weather operation. DOMINATOR specifically provides an extra measure of protection for engines that run on the ragged edge.

Many performance racing engines are rebuilt often. In fact, we recently built a 1,000-horsepower LS crate engine and ran it on the dyno for 25 hours of extreme-use testing. We simulated wide-open-throttle drag racing, the rapid acceleration and deceleration of autocross and more-typical daily stop-and-go driving. During the rebuild, we saw DOMINATOR's excellent performance first-hand, as the bearings were protected and there was no scuffing or deterioration. We also saw no excessive wear on the camshaft, bore or pistons. We'll have this high-performance engine on display at our 50th Anniversary Convention for everyone to see.

Racing oil in a daily driver?

It sounds logical to put high-performance racing oil in your daily driver, but there are a few reasons why you shouldn't. For starters, racing oils are designed to maximize protection under extreme use, and to be changed frequently, whereas automotive motor oils are designed to be long-lasting and reduce the frequency of oil changes.

Most professional racers change the oil every couple races, if not after every race, so racing oils are formulated with a lower total base number (TBN) than passenger-car motor oils. TBN is a measure of the oil's detergency properties and its ability to neutralize acidic byproducts. Oils with higher TBNs provide longer drain intervals.

AMSOIL Signature Series Synthetic Motor Oil features a TBN of 12.5 to enable its 25,000-mile (40,200-km)/one-year drain interval. In contrast, DOMINATOR Synthetic Racing Oil has a TBN of 8 and is recommended to be changed more often. As great as it performs on the track, DOMINATOR is not what you want in your engine when you're driving thousands of miles and several months between oil changes.

Additionally, phosphorus and emissions systems do not get along, and the specialized additive package in DOMINATOR is not designed for compatibility with emissions-control devices. While ZDDP has been used as a motor-oil additive for many years due to its excellent antiwear capabilities, levels of ZDDP in automotive motor oils are being reduced to mitigate potential negative effects on catalytic-converter performance.

Two New Viscosities Join Synthetic European Motor Oil Line

Those who know, know. The sophisticated engineering, finely tuned performance and artistic styling of European cars can turn a daily commute into a grin-inducing experience. The design of these vehicles requires specialized motor oils to meet their specifications. AMSOIL is adding two new viscosities to the European Motor Oil family to do just that: AMSOIL 0W-30 Synthetic European Motor Oil and AMSOIL 10W-60 Synthetic European Motor Oil.

AMSOIL 0W-30 MS Synthetic European Motor Oil

AMSOIL 0W-30 Synthetic European Motor Oil answers a growing demand for the BMW* LongLife* 01-FE 0W-30 specification. BMW updated its previous recommendation of LongLife 01 5W-30, and the new spec covers many newer BMW six-cylinder engines. The new recommendation is backward compatible with vehicles that currently use, and were factory filled with, 5W-30. AMSOIL 0W-30 European Motor Oil offers outstanding protection in high-temperature conditions and improved cold-flow properties.

Product Highlights

- **Outstanding** protection in high-temperature conditions
- **Greater** flow in cold temperatures

APPLICATIONS

Use AMSOIL 0W-30 Synthetic European Motor Oil in applications that require any of the following specifications: API SP, SN Plus, SN; ACEA C2/C3; BMW LL-01FE; MB 229.31, 229.51, 229.52; VW/Audi* 504/507; Porsche* C30.

AMSOIL 10W-60 FS Synthetic European Motor Oil

AMSOIL 10W-60 Synthetic European Motor Oil provides a high-performance motor oil for a niche group of European performance vehicles, including BMW M Series,* Ferrari,* Aston Martin* and Maserati.* It delivers exceptional engine protection in extreme temperatures, shear resistance and reduced oil consumption.

The primary target for 10W-60 European Motor Oil is the BMW M Series. The M Series includes a niche group of

enthusiast vehicles that span the late 1990s to mid 2000s. Offering a compatible product for these vehicles strengthens our European Motor Oil line.

Product Highlights

- **Exceptional** engine protection in extreme temperatures
- **Shear** resistance
- **Reduced** oil consumption

APPLICATIONS

Use AMSOIL 10W-60 Synthetic European Motor Oil in applications that require API SN or ACEA A3/B3; A3/B4, including the BMW M Series, Ferrari, Aston Martin and Maserati.



Drive with Confidence

The new 0W-30 and 10W-60 viscosities add to a robust line of AMSOIL Synthetic European Motor Oil that often exceeds strict European manufacturer specifications. Its shear-stable synthetic base oils and high-quality anti-wear additives provide outstanding protection in high-heat conditions for dependable performance throughout the long drain intervals recommended by European vehicle manufacturers.

Additionally, the excellent oxidation stability, heat resistance and detergency properties of AMSOIL European Motor Oil helps keep engines clean. It is designed to prevent sludge and varnish deposits, reduce oil consumption, extend engine life and provide maximum performance.

AMSOIL European Motor Oil provides outstanding protection for turbochargers by keeping them cool and resisting deposits. Impressive cold-flow properties protect turbochargers from oil starvation in subzero temperatures and ensure a rapid return to appropriate oil pressure at startup.

AMSOIL European Motor Oil includes FS, MS and LS identification to help differentiate between full-SAPS, mid-SAPS and low-SAPS formulations. What does that mean? European vehicles feature gasoline and diesel engines with emissions systems that are highly sensitive to SAPS (sulfated ash, phosphorus and sulfur) content. SAPS

are common oil additives that provide desirable performance properties, including detergency and protection against wear and oxidation. However, protecting sensitive emissions systems found in European vehicles requires different SAPS levels for different vehicles – it's not a one-size-fits-all deal.

Selling the New Viscosities

European-car enthusiasts typically seek the finest quality and have a higher level of trust in vehicle-manufacturer recommendations. They look for original equipment manufacturer (OEM) approvals to ensure a product is compatible with their vehicle. These customers are most often part of the do-it-for-me (DIFM) category, but can be challenged with a lack of dealership service networks in smaller markets. Many rely on specialty repair shops that focus on European vehicles.

European specialty repair shops are the most likely customers for these products. They specialize in European-vehicle aftermarket support for everything from general lubrication and tire service to extensive engine and electrical service. Offering products that meet a wide array of industry and OEM specifications for European vehicles can help set them apart from the competition.

Tools to help your sales efforts:

- European Motor Oil Dealer Sales Brief
- Automotive Catalog (G3549 U.S., G3550 Can.)
- European Motor Oil Data Sheet (G3395)

The addition of AMSOIL 0W-30 and 10W-60 Synthetic European Motor Oil can help keep you on the forefront of the European-vehicle market and grow your customer base of European-car enthusiasts.





AMSOIL DOMINATOR® SYNTHETIC RACING OIL NOW AVAILABLE IN 10W-40 VISCOSITY

AMSOIL DOMINATOR® Synthetic Racing Oil is a sophisticated formula engineered to protect high-performance racing engines from the extreme rpm, temperatures and shock-loading created when pushing vehicles to their limits. DOMINATOR delivers maximum horsepower and engine protection that has been validated by numerous championship-winning race teams.

To finish first, first you must finish. “DOMINATOR is a proven line of racing oil for people who push their engines to the ragged edge,” said AMSOIL Market Manager – Powersports & Power Equipment, Len Groom. “We designed DOMINATOR to deliver exceptional protection in extreme racing environments, and that’s exactly what it does.”

The multi-grade formulation and thermally stable synthetic chemistry provides excellent cold-start protection when the engine is most vulnerable, plus continued protection from the intense heat generated at wide-open throttle.

- **Designed** specifically for high-performance racing engines
- **Formulated** to resist viscosity loss
- **Engineered** to maximize horsepower and torque
- **Fortified** with anti-wear additives for extra protection

FEATURES:

Fights Engine Wear

DOMINATOR Synthetic Racing Oil’s durable formulation resists viscosity loss due to mechanical shear to maintain a strong protective oil film. It is heavily fortified with zinc and phosphorus anti-wear additives to provide additional protection against scuffing and wear in severe racing conditions.

Maximizes Horsepower

DOMINATOR is formulated with a proprietary friction modifier to reduce energy lost to friction. It delivers maximum horsepower and cooler engine temperatures, promoting improved lap times and longer-lasting components.

Superior All-Temperature Performance

DOMINATOR provides maximum

protection in temperature extremes. Its low pour point offers excellent startup protection and provides less drag when the oil has not reached stable operating temperatures. At elevated operating temperatures, it maintains superior film strength. DOMINATOR’s thermally stable synthetic chemistry resists the effects of intense heat common to racing engines to provide reliable protection for the duration of the race.

Commercial Availability

Many oil companies produce specialty racing oils for elite groups and do not offer them to consumers. For example, several popular oil manufacturers produce racing oils only for NASCAR* teams. DOMINATOR Synthetic Racing Oil is formulated to a high level of performance that provides maximum performance and superior protection to all racers, regardless of their competition



level. That mean you get the same DOMINATOR Synthetic Racing Oil that is used in the engines of Team AMSOIL-sponsored racers, including Bryce Menzies and Brad Lovell.

APPLICATIONS:

DOMINATOR Synthetic Racing Oil is compatible with leaded and unleaded gasoline, diesel, alcohol, nitro-methane and nitrous oxide.

Use DOMINATOR 5W-20, 10W-30, 10W-40 or 15W-50 in:

- Asphalt late model
- Dirt late model
- Modified big block
- Modified small block
- Aluminum block
- GM* crate late model
- Marine

- Bracket
- Midget
- Endurance
- Rally
- Sprint
- Truck-pull
- Diesel racing

Use DOMINATOR SAE 60 in:

- Drag racing
- Top fuel
- Pro-stock tractor pull
- Diesel racing



Muscle Car Mania: Modern Muscle

The 1960s and early '70s are often thought of as the glory days of the muscle-car era. That's understandable; the sexy mid-sized sedans with beastly V8s were an American invention that seemed unstoppable for over two decades. But rising gas prices, fuel-economy regulations and high insurance premiums eventually brought their demise in the early 1970s. The 1990s, however, saw the muscle car roar back from the grave, this time stuffed with modern goodies that brought them to new heights of power and performance while also meeting ever-tightening emissions regulations. Here are a few of the standout muscle-car engines of the modern era.

Mopar* Gen III 5.7-Liter Naturally Aspirated HEMI* Eagle V8 Engine

The Mopar Gen III 5.7-liter HEMI V8 doesn't post wildly high power output, but it excels in reliability. Commonly found in Dodge* Chargers* and Challengers,* the engine generates 375 hp and 410 lb-ft of torque without using forced induction, and the block is capable of 1,000+ hp with upgraded components. The Eagle landed in 2009 with several upgrades from the prior 340-hp 5.7-liter Gen III HEMI made primarily for RAM* trucks, including variable valve timing (VVT), a redesigned combustion chamber and an active intake manifold that raised performance while lowering emissions.

GM*/Chevrolet* 6.2-Liter Small-Block V8 LT1* Engine

The original Chevy* LT1 was born in 1970, but it received high-tech upgrades from 1991 to 1995. The Gen V LT1 was derived from a Chevy small-block Gen IV modernized with direct injection, active fuel management and continuously variable valve timing (CVVT). Under the hood of the C7* Corvette* (2014-2019), the LT1 puts out 460 hp and 465 lb-ft of torque with an optional exhaust system.

Mopar Gen III 6.4-Liter/392 HEMI Apache* V8 Engine

The Mopar Gen III 6.4-liter/392 HEMI Apache engine has roots in 1957's Gen 1 HEMI 392 cubic-inch engine and the second-generation Elephant* 426 from 1964-1971. The Gen III first appeared in 2011 with enlarged displacement and power over the previous 6.1-liter HEMI with a longer stroke. The modern 6.4-liter muscle-car engine uses an 11:1 compression ratio to squeeze out 485 hp and 475 lb-ft of torque, huge numbers for a naturally aspirated engine. The Apache sits under the hood of the 2011-2018 SRT

392 Challenger and Charger, and the 2015 to present Dodge Scat Pack.* The engine is equipped with modern features like VVT and a multiple-displacement system. The crankshaft and pistons use forged steel with an aluminum block and high-flow cylinder heads.

GM*/Chevrolet 6.2-Liter Small-Block V8 LS3*/LSA* Engine

The Chevy LS3 6.2-liter small-block V8 powered the Camaro* SS* from 2010-2015. Improved airflow over earlier generations enabled it to produce 426 hp and 420 lb-ft of torque. The LSA version added a 1.9-liter Eaton* supercharger to some 2012 -2015 Camaro ZL1s* and the rare Cadillac CTS-V* series, making it one of the most powerful muscle cars on the market with 580 hp and 556 lb-ft of torque. In addition to massive power output, the LSA also boasts incredible dexterity across its entire power band.

Ford* 5.2-Liter, Naturally Aspirated Voodoo* V8 Engine

The hype around the Voodoo is hard to argue with. Introduced in 2015, the Ford Voodoo is a 5.2-liter, naturally aspirated V8 purpose built for the Ford Mustang* Shelby* GT350* and GT350R,* the more track-focused version. It features a dual-overhead cam (DOHC) and shares many components with the 5.2-liter Predator* engine. A flat-plane crankshaft reduces weight and allows it to rev higher, up to a screaming 8,250 rpm. Other notable features include high-pressure direct injection, VVT, computer numerical control (CNC), ported cylinder heads and a 180-degree camshaft. With 526 hp and 429 lb-ft of torque through a six-speed manual transmission, the Voodoo engine puts the 2015-2020 Ford Shelby GT350 and GT350R among the most powerful naturally aspirated muscle cars out there, delivering 0-60 mph in 3.9-4.1 seconds.

GM*/Chevrolet Supercharged 6.2-Liter Small-Block LT4* V8 Engine

Chevy's supercharged 6.2-liter LT4 V8 originally debuted in the Corvette C7 Z06* before going on to power the sixth-generation Camaro ZL1* in 2017. Based on the same Gen 5 small-block foundation as the 6.2L LT1 naturally aspirated engine, the LT4 features a cast-aluminum block and cylinder heads, direct injection, cylinder deactivation and CVVT with two valves per cylinder to support the higher output and cylinder pressures created by an Eaton supercharger. The LT4 is the most powerful engine Chevy has ever used in the Camaro, making the Camaro ZL1 the fastest and most ferocious Chevy production car yet with 650 hp and 640 lb-ft of torque. With a standard six-speed manual or optional 10-speed automatic transmission, the ZL1 covers 0-60 mph in 3.5 seconds and the quarter mile in 11.4 seconds at 127 mph before topping out at 193 mph.

Ford Supercharged 5.2-Liter Predator V8 Engine

This beast might make you ask, "Who are you?" Since its debut in 2019, the handmade Predator engine has made the Ford Mustang Shelby GT500* the most powerful Mustang in history. The Predator is a 5.2-liter aluminum-block engine with a cross-plane crank and DOHC design. Forged-aluminum pistons are coated in an anti-friction material called Grafal.* The engine uses forced induction through a massive 2.65-liter Eaton TVS R2650* supercharger to generate a whopping 760 hp and 625 lb-ft of torque. The result is 0-60 mph in under 3.3 seconds when paired with a Tremec* seven-speed dual-clutch transmission in the Mustang Shelby GT500.



Dodge SRT Hellcat* 6.2-Liter Supercharged HEMI V8 Engine

The Dodge SRT Supercharged Hellcat 6.2-liter HEMI V8 engine is one of the most menacing production engines on the market. Since its introduction in 2015, it has been powering Dodge SRT Hellcat Challengers and Chargers. The Hellcat V8 debuted with 707 hp and 650 lb-ft of torque. Today, standard models produce 717 hp and 656 lb-ft of torque, while a larger 2.7-liter supercharger and Redeye* model raise output to 797 hp and 707 lb-ft of torque. The Jailbreak* model is tuned to unbridle a massive 807 hp.

Ford 5.0-Liter Coyote* V8

In the 1960s, Ford designed a four-valve V8 for AJ Foyt's "Coyote" car that took Indy 500* victories in 1967 and 1977. The car became the namesake for Ford's vicious 5.0-liter V8 that debuted in 2011. The Coyote was designed for the Mustang GT* to chase down the GM* 6.2-liter LS3 in the Chevy Camaro and Chrysler* 6.4-liter HEMI in the Dodge Charger and Challenger. The Coyote is a naturally aspirated engine featuring a 32-valve DOHC design with twin independent variable camshaft timing (Ti-VCT), features that raise power and fuel economy while reducing emissions. The Coyote has gone through three different design iterations for the Ford Mustang GT350 and GT500 and Ford F-150* trucks. Despite its relatively small displacement, the Coyote churns out 460 hp and 420 lb-ft of torque – and can be tuned for higher output.

GM/Chevrolet 5.5-Liter LT6* V8 Engine

Legends aren't built in a day. Case in point, the design of the GM 5.5-liter LT6 V8 engine began back in 2014 with a blank sheet of paper. The first prototypes were made in 2015 and the first production engines rolled out in 2018. The final design is the most

advanced engine to live under the hood of a Corvette yet — and most powerful naturally aspirated V8 in a production car ever. The LT6 uses a DOHC configuration with a flat-plane crankshaft. Add in other advanced designs and components and the LT6 can put out 670 hp and 460 lb-ft of torque. The engine redlines at a dizzying 8,600 rpm. The GM LT6 engine serves as the standard powerplant for the mid-engine Chevy Corvette C8 Z06.* The LT7* is a twin-turbocharged version of the LT6 that's used in the C8 ZR1* and C8 Zora.*

High-performance protection

If you have your foot on the accelerator of a modern muscle car, protecting it is a top priority. Here are some AMSOIL products to help keep your ride tearing up streets for years to come.

AMSOIL SIGNATURE SERIES SYNTHETIC MOTOR OIL

AMSOIL Signature Series Synthetic Motor Oil is engineered with cutting-edge technology to achieve 75% more engine protection against horsepower loss and wear¹ than required by the industry standard, extending the life of vital components like pistons and cams. Signature Series develops a strong fluid film that keeps metal surfaces separated while robust anti-wear additives further reduce wear in metal-to-metal contact regions for maximum engine life and performance.

AMSOIL OIL FILTERS

AMSOIL Oil Filters feature advanced full-synthetic media that help prevent wear by trapping and holding a greater amount of small, wear-causing contaminants compared to conventional and other high-efficiency filters. They provide filtering efficiency of 99% at 20 microns² while providing lower restriction to keep engine parts lubricated.

AMSOIL SIGNATURE SERIES SYNTHETIC ATF

AMSOIL Signature Series Synthetic ATF is designed for vehicles that live in severe service. It handles heat so well, you can confidently double your vehicle manufacturer's severe-service drain interval with guaranteed AMSOIL protection.

AMSOIL SEVERE GEAR® SYNTHETIC GEAR LUBE

AMSOIL SEVERE GEAR is engineered with high film strength for high-load demands. It reduces friction and provides the ultimate protection against wear, even in extreme temperatures. It's excellent for all cars and trucks, but especially well-suited for towing, hauling, racing or other severe-duty applications.

AMSOIL P.I.®

AMSOIL P.i. is a gasoline performance improver with concentrated detergent that aggressively cleans stubborn, power-robbing deposits from injectors, valves and the combustion chamber. It's effective in port and direct-injection systems and cleans the entire fuel system in one tank of gasoline. For best results, clean your muscle-car fuel system with P.i. every 4,000 miles (6,400 km).

AMSOIL UPPER CYLINDER LUBRICANT

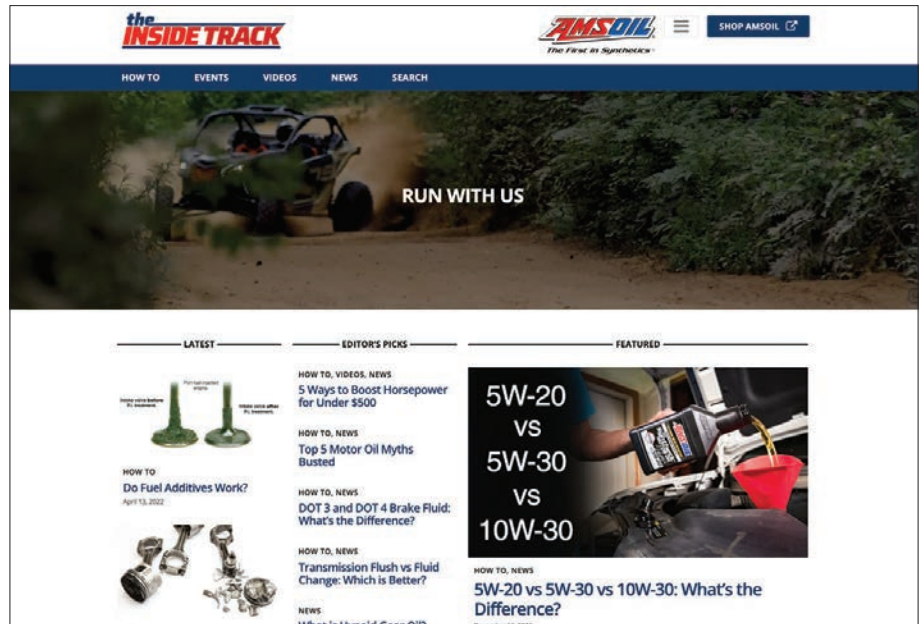
Your engine's top end is sparsely lubricated and prone to the development of performance-robbing deposits. It's also highly susceptible to corrosion, an issue compounded by the prevalence of ethanol in fuel. AMSOIL Upper Cylinder Lubricant is designed to solve those issues with an AMSOIL-exclusive, powerful formulation that helps maximize engine power and performance while increasing engine life.

¹Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification.

²In accordance with industry-standard ISO SO 4548-12.

New Hours for Distribution Centers

Effective July 3, all AMSOIL distribution centers will operate from 8 a.m. to 4:30 p.m. Monday through Friday. This change aligns the hours of operations for all AMSOIL distribution centers, and because our carriers pick up between 2 and 4:30 p.m. daily, we will now have an extra hour each day to process orders. The Anchorage Distribution Center managed by Carlile hours will remain 8 a.m. to 5 p.m. Monday through Friday.



Visit The AMSOIL Inside Track

The AMSOIL Inside Track (blog.AMSOIL.com) provides a single destination for how-to videos, customer testimonials, blog posts, product news, racing/events information and more. Be sure to add The Inside Track to your favorites and check frequently. We add new content every week and it's a great source of marketing material for your social media accounts and website. Email or text content directly to customers and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.



PRODUCT SPOTLIGHT: AMSOIL MARINE ENGINE OIL (WCT, WCF, WCM)

WHAT IS IT?

- **Premium synthetic oil** designed to protect high-stress four-stroke marine engines against wear and corrosion

WHAT DOES IT DO?

- **Withstands** the heat and stress of high-rpm operation and delivers excellent wear protection
- **Protects** against rust and corrosion during periods of inactivity and long-term storage for maximum engine protection, even when it's not running
- **Meets** the requirements of the NMMA FC-W Catalyst Compatible specification

WHO IS IT FOR?

- **Hardcore anglers and boating enthusiasts who demand the best protection for their marine engines.** Applications include gasoline-fueled four-stroke inboards, outboards, inboard/outboards, supercharged watercraft engines and personal watercraft, including those made by Honda,* Mercury,* Yamaha,* Johnson/Evinrude,* Bombardier/BRP,* Suzuki,* Nissan,* Tohatsu,* OMC,* Volvo-Penta,* Mercruiser,* Chevrolet* and Ford.*



"Been using 10W-40 marine oil for 3 years now. Won't trust any other oil for my 5.7L. I run hard and sometimes long to get to the fishing grounds. I don't wanna worry about oil, and I never do with AMSOIL. Great stuff"

— **Robert**
New York



High Performance, Meet High Performance

The AMSOIL 100% Synthetic European Motor Oil line has expanded to include 0W-30 and 10W-60 viscosities.

AMSOIL 0W-30 MS Synthetic European Motor Oil (EOT)

Proprietary formula designed for the unique demands of gasoline, diesel and hybrid European vehicles. Precise blend of advanced synthetic base oils and premium additives deliver exceptional engine protection without harming emissions systems.

AMSOIL 10W-60 FS Synthetic European Motor Oil (ETS)

Engineered for high-performance European vehicles. Precise blend of advanced synthetic base oils and premium additives deliver exceptional protection in extreme conditions. Provides excellent shear resistance, reduced oil consumption and reliable performance to confidently push engines to the limit.





The First in Synthetics®

ISO 9001/ISO 14001 REGISTERED

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MORE PLAYTIME in One Box



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