AMSOIL®

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MAGAZINE

JULY 2026

QUANTIFYING PERFORMANCE:

Signature Series Motor Oil and the NOACK Volatility Test

| PAGE 8

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THE BAR WAS HIGH
WE RAISED IT AGAIN

AMSOIL made history in 1968 when we released the first synthetic motor oil for automotive applications. But that was just the beginning.

After years of research, experimentation and validation, the next-generation formulation of AMSOIL Signature Series 100% Synthetic Motor Oil is resetting the bar for performance – again.

Now available on a rolling basis.

AMSOIL®

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NEW AMSOIL SYNTHETIC MOTORCYCLE OIL

- **MAXIMUM POWER & PERFORMANCE**
- **SUPERIOR ENGINE PROTECTION**
- **SMOOTH AND PRECISE SHIFTING**

AMSOIL Synthetic Motorcycle Oil is precision engineered to **deliver maximum power and performance**, no matter how hard you ride. It meets the latest international API SP and JASO MA2 standards for all four-stroke street, adventure, touring and racing motorcycles.

PRODUCT SPOTLIGHT:

AMSOIL DOT 3 & 4 Synthetic Brake Fluid (BFLV)

WHAT IS IT?

AMSOIL DOT 3 & 4 Synthetic Brake Fluid is overbuilt for extra safety and performance, delivering reliable, solid braking when you need it most. Its unique chemistry increases boiling point well beyond DOT standards, even when contaminated with 3.7% water. Its wet boiling point of 368°F (187°C) far outperforms the required standards of 284°F (140°C) for DOT 3 fluid and 311°F (155°C) for DOT 4 fluid. AMSOIL DOT 3 & 4 Synthetic Brake Fluid maintains a stable viscosity over a wide temperature range and flows easily at the high pressures generated in today's automotive brake systems to deliver solid, reliable braking power. A nitrogen blanket is added to each bottle during manufacturing to purge moisture and ensure the maximum level of performance.

WHAT DOES IT DO?

- **Maximizes** ABS and traction-control performance.
- **Fights** water contamination.
- **Promotes** a stable viscosity over a wide temperature range.
- **Provides** superior cold-weather performance.

WHO IS IT FOR?

AMSOIL DOT 3 & 4 Synthetic Brake Fluid is designed for anyone who places a premium on reliable, sharp braking performance. It's overbuilt to handle the toughest braking conditions, including aggressive driving, mountainous descents, towing and hauling.

LETTERS TO THE EDITOR

AEROSOL STRAWS

Do trademarks, design patents or utility patents prevent MP (and possibly other AMSOIL aerosols) from using a straw similar to those used on WD-40* and PB Blaster?*

Sincerely,

Don Archer

AMSOIL: *Thank you for your question, Don. Yes, unfortunately, straw designs are proprietary, and so far we haven't found an improved straw design that performs to AMSOIL standards. We are working to find a solution.*

OIL-FILTER MAGNETS

Does AMSOIL have a comment to make about oil-filter magnets? Are they effective? Does AMSOIL know if they work or not?

Nathan Rice

AMSOIL: *Good questions, Nathan. Using an oil-filter magnet or magnetic drain plug is a matter of preference, and we don't know of any disadvantage to using them. Although they can remove iron particles from the oil, which is always a good thing, keep in mind they cannot remove dirt or aluminum particles. Oil analysis provides much more accurate and useful data regarding the condition of the engine and oil.*

PRICING

I have been a Dealer since 2012 and have always used AMSOIL products. That may change very soon. I go check on my commercial account. They decided not to buy anymore due to pricing. I go talk to another potential commercial account and a few potential retail accounts. All say the same thing: Pricing is too high.

Then a YouTube commenter says it's a great product, but doesn't justify the price when they can get a 5-quart jug of a good quality oil for $27. My commercial account was spending about $50K a year.

I go to renew my Dealership, which was set up for auto renewal for $40, only to see it's now $100. Dealers and P.C.s get charged $13.99 shipping when we already pay a fee to be either of those things. I'm on the fence about renewing and may possibly go to another brand and be a rep for them. Like BG;* they have really good oil as well.

I think greed has gotten in the way of the AMSOIL name and product. It's all I hear about lately is price just doesn't justify the product. Neither are all the price increases. What is a guy to do? I love AMSOIL and I use the products, but no matter what I do, price is the issue with everyone I talk to. I have a few days to think if I want to renew. I've worked hard to get to my sales stats just to see them plummet due to outrageous pricing now.

Anthony Heflin

AMSOIL: *Thank you for your loyalty to AMSOIL, Anthony. We appreciate your business and your willingness to share your experience. With the ongoing conflict in Iran causing unprecedented pricing and supply issues, price is sure to be a continued topic of conversation for you and your customers. We want you to know that we pay a lot of attention to pricing and devote significant resources to ensuring AMSOIL products are priced competitively. We actively monitor pricing of key competing products at multiple retail outlets and update our data weekly. When we set pricing for our products, we use that data to ensure they are priced competitively. In the current environment, our margins are tighter than ever. If accounts are willing to walk away over pricing, it is likely they are comparing a lower-performing option to one of our higher-performing options. Make sure those customers are aware of our Commercial-Grade, Synthetic-Blend, OE and Extended-Life products. They are designed to provide the best protection and performance in their respective categories and they are priced in line with competing options. In addition, products like Signature Series and Extended-Life Synthetic Motor Oil provide lower cost per mile driven for customers who practice extended drain intervals.*

Helping business owners and consumers understand how AMSOIL products can save them money can be difficult. We have resources to help. Contact our B2B team anytime at racaisr@AMSOIL.com or 800-777-7094 M-F, 8 a.m.-5 p.m. We have additional in-person training opportunities on the way as well. As volatility continues in our industry in the weeks and months ahead, prices may continue rising and availability may become your advantage. Stick with it, Anthony!

AMSOIL BLOG

My compliments on the transition to a new website company and for the excellent content in blog.AMSOIL.com, especially the testimonials under the News tab.

I do believe that linking the blog to the Dealer websites and drawing attention to the testimonials would help generate more sales; as would posting articles comparing the differences between AMSOIL premium synthetic base oils and additives as compared to leading competitors and the benefits they provide.

Thanks for providing such great products.

Aaron Gratz

AMSOIL: *Thank you for your kind words about the AMSOIL Blog and testimonials, Aaron. We will take your suggestions under advisement. In the meantime, the AMSOIL Dealer website templates are customizable, and we encourage you to include Dealer-number transferring links to the AMSOIL Blog and AMSOIL Performance Tests page.*

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Light, Strong, Engineered: Low-Viscosity Motor Oil Protection

The 2025 GM* recall involving certain 6.2L L87* engines triggered renewed scrutiny of low-viscosity motor oils. The service action, which required some engines to transition from 0W-20 to 0W-40, led many to lean into a simple narrative: *thicker oil equals better protection.*

Alex Thompson | DIRECTOR, PRODUCT MARKETING – AUTOMOTIVE & COMMERCIAL

But that conclusion is incomplete. The recall was ultimately linked to manufacturing defects, contamination and bearing distress – not an inherent inability of low-viscosity oils to protect. In truth, protection is the result of oil viscosity, base-oil quality, additive chemistry and mechanical design acting together as a system.

Film Formation

Engine components are protected through three primary lubrication modes:

Boundary lubrication: A regime where the lubricant film is too thin to fully separate the surfaces, so contact occurs between microscopic high points (asperities) on the metal surfaces. Because direct metal-to-metal interaction is present, friction and wear can be significant unless controlled. This condition commonly occurs at critical interfaces such as the camshaft lobe-to-lifter contact during start-up, the piston ring-to-cylinder wall near top dead center and timing chain link-to-sprocket contact points under load. Anti-wear and extreme-pressure additives are critical in this mode, as they chemically react with the surfaces to form protective films that reduce damage and prevent scuffing.

Mixed lubrication: A transitional regime where a thin fluid film partially separates the contacting surfaces, but not completely. In this condition, some areas are still in direct contact, so both the lubricant's viscosity and its additives play important roles in preventing wear and reducing friction. This regime is often observed in engine components such as crankshaft main and rod bearings during startup or shutdown, camshaft journals under varying speeds and loads and piston skirts moving along the cylinder wall during mid-stroke. These situations involve fluctuating oil-film thickness, where neither full separation nor full contact dominates.

Hydrodynamic lubrication: A regime in which a continuous, full-fluid film completely separates the contacting surfaces, preventing any direct metal-to-metal contact. The load is fully supported by the pressure generated within the moving lubricant, which is maintained by proper viscosity and relative motion between surfaces. This is the dominant mode for many engine components under normal operating conditions. In this mode, friction is minimized and wear is very low, making it the most desirable lubrication condition for sustained engine operation.

Increasing viscosity increases film thickness, but comes with tradeoffs. If viscosity becomes too high, oil flow is reduced, especially during cold starts. Viscous drag increases, which reduces efficiency and elevates operating temperatures. Oil that's too thick can impair hydraulic function in systems like variable valve timing (VVT) actuators and hydraulic lifters.

Advanced motor-oil formulations compensate for low viscosity by improving film strength (high-quality base oils), surface chemistry (anti-wear additives and tribofilm formation that provides a thin, sacrificial barrier to prevent metal-to-metal contact) and viscosity stability under shear.

These oils rely heavily on polymeric viscosity modifiers (VMs) to maintain their target viscosity. But these molecules can degrade, leading to a loss of viscosity and film thickness. Premium formulations incorporate shear-stable viscosity modifiers and premium base oils that minimize the need for VMs.

AMSOIL-Engineered Protection

AMSOIL Signature Series 0W-16 100% Synthetic Motor Oil (AZS) illustrates how advanced lubricant engineering can address the challenges inherent in low-viscosity oils. Its formulation delivers exceptional film strength and anti-wear protection, providing a durable fluid film that effectively maintains separation between metal surfaces under a wide range of operating conditions.

The additive system further enhances its protective capabilities with advanced anti-wear chemistry that supports performance in both boundary and mixed-lubrication regimes. Its high level of detergency promotes engine cleanliness, providing robust cleaning power and helping prevent the buildup of harmful deposits.

Signature Series resists breakdown under extreme heat, including the demanding conditions found in high-performance, turbocharged engines, and resists coking and deposit formation. Low-temperature flow characteristics enable rapid circulation at startup, reducing wear and ensuring critical engine components are protected.

Last year's GM recall highlighted the importance of system-level engineering, but it did not invalidate low-viscosity motor oil. Instead, it reinforced a key technical truth: As viscosity decreases, lubricant quality becomes exponentially more important. Signature Series demonstrates that with superior base oils, shear-stable formulation and advanced additive chemistry, low-viscosity motor oils can deliver unwavering protection — even under demanding conditions.

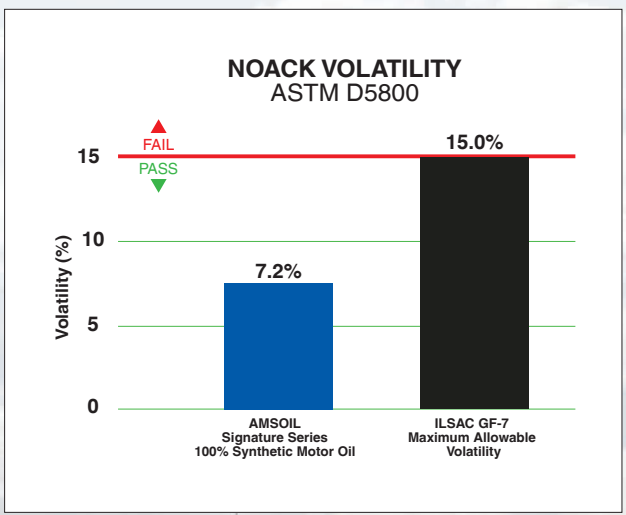
Quantifying Performance: Signature Series Motor Oil and the NOACK Volatility Test

The relentless environment inside modern engines pushes motor oil to its limits. High temperatures and mechanical stress challenge an oil's ability to protect critical components. Volatility — the tendency of an oil to evaporate under heat – is one area of motor-oil performance with huge implications. Volatility can compromise engine protection and lead to increased oil consumption, deposits and reduced performance.

AMSOIL Signature Series 100% Synthetic Motor Oil is engineered with premium base oils and a robust additive system to resist evaporation and maintain its protective properties, even in extreme conditions. To quantify volatility performance, we put Signature Series to the test at a third-party lab using the NOACK Volatility Test (ASTM D5800).

What Is the NOACK Volatility Test?

The NOACK Volatility Test is the industry-standard method used to measure how much motor oil evaporates when exposed to high temperatures over a set period. It evaluates volatility as the percentage of an oil's mass that is lost due to evaporation. A lower percentage indicates better resistance to evaporation and, therefore, better ability to maintain its viscosity and protective film under extreme heat.



The Protocol

The NOACK test protocol is precise and controlled. First, a weighed sample of motor oil is placed in a test apparatus, and the oil is heated to 250°C (482°F). Airflow is introduced to simulate real-world evaporation conditions. The sample is held at this temperature and airflow continuously for 60 minutes. The oil is weighed again, and the percentage of mass loss is calculated. This percentage is the NOACK volatility result — a direct indicator of how well an oil resists evaporation in extreme environments.

Why Volatility Matters

When motor oil evaporates, it creates a chain reaction of negative effects:

- **Increased** oil consumption
- **Thickening** of remaining oil
- **Formation** of harmful deposits
- **Reduced** engine performance and protection

Why It Matters to Customers

For vehicle owners, volatility isn't just a lab measurement — it translates directly to fewer oil top-offs between oil changes, cleaner engine operation, more consistent performance in extreme conditions and longer-lasting protection for critical engine components. Oil that resists evaporation provides a substantial advantage to engine performance and longevity.

Signature Series vs. NOACK

The NOACK Volatility Test allows a maximum of 15% mass loss to meet the specification. AMSOIL Signature Series had a result of 7.2%, delivering 2X better protection against volatility,[1] helping reduce oil consumption, minimize top-offs and keep engines cleaner over time.

Real-World Benefits

AMSOIL Signature Series doesn't just meet industry standards — it surpasses them, providing a margin of protection that becomes especially valuable under high-load, high-heat driving conditions. Volatility plays a critical role in how well an oil protects your engine over time, and the NOACK Volatility Test offers a clear, objective way to measure this performance aspect. AMSOIL Signature Series blows away the standard. By resisting evaporation, maintaining viscosity and reducing deposits, AMSOIL Signature Series delivers measurable benefits that drivers can depend on mile after mile, even in extreme conditions.

[1]Based on AMSOIL Signature Series 0W-20 100% Synthetic Motor Oil compared to the API SQ limit using the ASTM D5800 NOACK Volatility Test.

SEVERE GEAR® vs. Thermal Runaway

How advanced gear-oil technology helps keep drivetrain heat from spiraling out of control.

The modern drivetrain lives a hard life. Today's trucks and SUVs push more torque, haul heavier loads and operate in harsher conditions than ever before. Whether towing up a long grade, navigating off-road terrain or working through stop-and-go traffic, the differential is under relentless pressure. And where there's pressure, there's heat. Most of the time, that heat is controlled. But when it isn't, it can trigger one of the most damaging processes in a mechanical system: thermal runaway.

Heat is the Enemy

Inside the differential, ring-and-pinion gears mesh under intense load, sliding across one another as they transfer torque to the wheels. This interaction produces both friction and heat, two forces that must be carefully managed to prevent damage. Gear oil acts as the system's lifeline, forming a protective film between metal surfaces while also carrying heat away from the contact zones.

As long as the lubricant maintains its integrity, the system stays in balance. But under severe conditions, that balance can be lost. Thermal runaway begins when rising temperature accelerates processes that generate even more heat, creating a self-perpetuating cycle.

In a differential, the trigger is usually lubricant breakdown. As temperatures climb, the gear oil starts to lose viscosity and film strength. The protective barrier between gear teeth thins, allowing increased metal-to-metal contact. Friction increases, temperatures climb further and the cycle intensifies. What begins as excess heat quickly becomes a cascade of damage.

A Vicious Cycle

One danger of thermal runaway is how rapid conditions can unravel once the cycle starts. Gear oil subjected to prolonged high temperatures undergoes chemical changes. Oxidation can produce sludge and acidic byproducts, while mechanical stress can shear the oil's structure, permanently reducing its protective capability.

Even minor fluid degradation can tip the balance. As the oil degrades, it becomes less effective at both lubrication and

cooling. When the lubricant cannot keep pace with the demands placed on it, heat accumulates faster than it can be dissipated, setting the stage for thermal runaway conditions. In extreme cases, the result can be catastrophic failure.

Defense Against Heat

AMSOIL SEVERE GEAR® Synthetic Gear Lube is designed with these exact challenges in mind. It works to stabilize the entire system, addressing the root causes of thermal runaway before they spiral.

Premium synthetic base oils deliver exceptional thermal stability. Unlike conventional lubricants that can thin out or oxidize quickly under high heat, SEVERE GEAR resists breakdown, maintaining its viscosity and protective properties throughout extended high-temperature operation. This stability preserves the oil's ability to both lubricate and dissipate heat.

SEVERE GEAR deploys advanced extreme-pressure additive chemistry. Proprietary AMSOIL additives form an iron-sulfide barrier coating on gear surfaces, providing the ultimate line of defense against wear, pitting and scoring.

Taken together, SEVERE GEAR controls the friction-and-heat cycle itself, preventing the lubricant deterioration that can trigger thermal runaway. In effect, it interrupts the feedback loop before it begins.

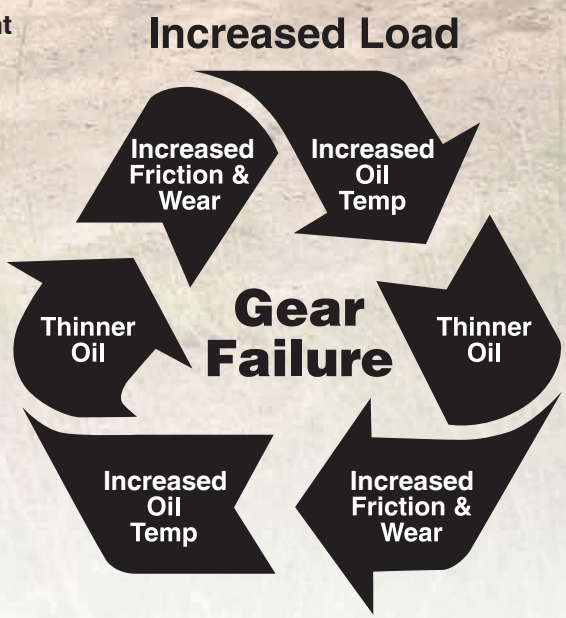
Stable Thermal Environment

AMSOIL SEVERE GEAR is excellent at managing heat over time. By reducing internal drag and maintaining consistent film strength, SEVERE GEAR helps lower overall operating temperatures. In lubrication systems, even small temperature decreases can significantly extend fluid life and component durability. This is especially true under severe-duty conditions, where the margin for error is thinner.

A fluid that retains its molecular structure and resists oxidation doesn't just perform better; it maintains a stable thermal environment inside the differential that helps improve performance and extend component life.

Built to Last

Thermal runaway is ultimately about imbalance. Preventing it requires maintaining equilibrium, ensuring that lubrication, film strength and heat dissipation all remain effective under stress. AMSOIL SEVERE GEAR is not simply designed to withstand extreme conditions – it's engineered to manage them. By controlling friction, maintaining viscosity and resisting thermal breakdown, it helps keep heat from getting the upper hand. In today's high-demand drivetrains, that can mean the difference between reliable performance and costly failure.



Neglected Maintenance: Brake Fluid

Most drivers don't think about brake fluid until there's a problem. They wait for the telltale grinding from worn pads, then replace the pads. But they are actually playing a dangerous game — consistent brake-fluid maintenance is essential for firm, dependable braking.

Ignoring brake-fluid service can lead to diminished braking performance and corrosion of critical components. Brake fluid doesn't last forever, and it can go bad over time. Even though it plays a vital role in both safety and performance, it remains one of the most commonly overlooked maintenance items on a vehicle.

Brake Fluid Breaks Down

Brake fluid is hygroscopic, meaning it attracts and absorbs moisture. Over time, water enters the system through seals, hoses and even the reservoir during routine opening. As moisture builds, the fluid's boiling point drops. That's where trouble starts: If the fluid boils, it can lead to brake fade. Lower boiling points increase the risk of brake fade and can leave you with a soft, spongy pedal when you need solid braking the most.

Dry vs. Wet Boiling Points

When brake fluid reaches its boiling point during operation, vapor forms in the brake lines, making it compressible. This produces a soft or spongy brake pedal that can undermine brake performance.

Since brake fluid is hygroscopic, required industry testing simulates real-world field conditions. The wet and dry boiling points are tested to help illuminate the quality of a brake fluid.

Dry equilibrium reflux boiling point (ERBP): Boiling point of the fresh fluid right out of the bottle before being contaminated by moisture.

Wet equilibrium reflux boiling point (WERBP): Boiling point of fluid after it has absorbed moisture from its surroundings (3.7% water contamination).

Moisture Contamination

Brake fade from boiling fluid is an immediate safety concern, but moisture contamination causes deeper, long-term issues as well. Water inside the system accelerates corrosion of internal metal components, including calipers, master cylinders and ABS modules. Over time, this can lead to rust buildup, seal damage, leaks and costly repairs that could have been avoided with routine service.

AMSOIL DOT 3 & 4 Synthetic Brake Fluid

The unique chemistry behind AMSOIL synthetic brake fluids increases boiling points well beyond DOT standards, even when contaminated with 3.7% water. AMSOIL brake fluids maintain a stable viscosity over a wide temperature range and flow easily at the high pressures generated in modern automotive brake systems to deliver solid, reliable braking. A nitrogen blanket is added to each bottle during manufacturing to purge moisture and ensure the maximum level of performance.

AMSOIL DOT 3 & 4 Synthetic Brake Fluid (BFLV) is overbuilt for extra safety and performance. Its wet boiling point of 368°F (187°C) far exceeds the minimum requirements of 284°F (140°C) for DOT 3 fluid and 311°F (155°C) for DOT 4 fluid.

In addition, its low-viscosity formula ensures excellent responsiveness in modern ABS and traction-control systems. AMSOIL DOT 3 & 4 Synthetic Brake Fluid maintains low compressibility under severe heat, delivering a steady and firm pedal feel. It protects calipers, lines and seals, helping extend the life of key brake-system components.

AMSOIL DOMINATOR® DOT 4 Synthetic Racing Brake Fluid

AMSOIL DOMINATOR DOT 4 Synthetic Racing Brake Fluid (BFR) provides racers with superior high-temperature performance, helping prevent brake fade and vapor lock. High boiling points of 580°F/304°C (dry) and 399°F/204°C (wet) minimize vapor formation.

When to Change Brake Fluid

Brake-fluid service intervals can vary depending on driving conditions, vehicle type and how the vehicle is used. As a general rule, change brake fluid every two years for maximum performance. When hauling heavy loads, engaging in high-performance driving or regularly navigating long descents, replacing brake fluid annually is recommended to maintain peak performance. For racing applications, change AMSOIL DOMINATOR DOT 4 Synthetic Racing Brake Fluid once a year for maximum performance.

Maintain Safety and Performance

It's easy to delay brake-fluid service, but putting it off allows moisture to accumulate, encourages corrosion and ultimately weakens braking performance. Brake fluid isn't just another maintenance item — it's a critical part of a vehicle's safety system. With the right fluid and consistent maintenance, you can keep your brake system sharp and responsive for when it matters most.

July Closeout

The last day to process July orders is Friday, July 31. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for July business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Thursday, Aug. 6.

Holiday Closings

The Toronto Distribution Center will be closed Monday, Aug. 3 for Civic Day. The Edmonton Distribution Center will be closed Monday, Aug. 3 for Heritage Day.

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.

Rolling Creeper Stool

Rolling Creeper Stool with pneumatic adjustable seat, 5 swivel caster wheels and sturdy metal tool tray. Smooth mobility and customizable height make it the perfect shop companion for any job.

STOCK #	**G3953**
U.S. Price:	$72.00
CAN Price:	$95.00

Innovative New Packaging Solution Enters Final Testing Phase

Company growth has required recent changes to the AMSOIL packing and shipping distribution process to ensure timely and acceptable delivery to end users. Getting products into the hands of customers without shipping damage remains a top priority, and process improvements continue to help meet this goal.

Over the past several months, the AMSOIL Operations team has implemented a series of packaging improvements, including increasing the strength rating of our corrugate shipping boxes, improving the tensile strength of our water-activated tape and increasing the density of our void fill. We've also completed extensive testing through a partnership with UW Stout and adjusted performance thresholds to meet or exceed UPS packaging standards.

While these efforts have been meaningful, they have not yet produced the level of damage reduction we're targeting. As a result, we're moving into the next phase where we will test alternative packaging approaches, including a new void fill solution. Shipments will soon include a material known as ExpandOS,™ a replacement for traditional kraft paper. ExpandOS provides improved blocking and bracing, more consistent protection against vibration and impact and simpler packing execution with recyclable, sustainably sourced materials.

The best part? It holds products securely in place during the entire shipping process, resulting in fewer damaged shipments and delivering an elevated customer experience. Initial test results are promising – AMSOIL was sent a sample shipment containing a brick, two ceramic coffee mugs and two lightbulbs packed with ExpandOS. The box traveled via UPS from Colorado to Wisconsin and everything arrived perfectly intact.

The next testing phase will include this material in all shipments coming out of the Superior, Wis. Distribution Center. Upon its anticipated success, all other distribution centers will follow in the coming months. You can expect to start seeing this exciting transition in Superior-based shipments over the next several weeks.

DELIVERING A BETTER CUSTOMER EXPERIENCE

New AMSOIL shipping cartons are rolling out soon. We made our packaging smarter and stronger to deliver higher customer satisfaction and better reflect our premium-brand status.

- **28% stronger** corrugate.
- **Resized to reduce** internal shifting and eliminate pallet overhang.
- **Features prominent** and consistent branding.
- **Reduces** damaged shipments.
- **Improves** customer experience.

PROTECTION | **PERFORMANCE**
you demand. | *you deserve.™*

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