



*A Commitment to Excellence  
in Synthetic Lubrication*



# History

As a jet fighter squadron commander Lieutenant Colonel Albert J. Amatuzio had ample opportunity to witness synthetic lubricants in action. These oils are used exclusively in jet engines because of three extraordinary performance characteristics: an ability to reduce friction and wear on engine components, an ability to function dependably at severe temperature extremes and an ability to withstand rigorous and lengthy engine operation without chemical breakdown.

Recognizing that these same benefits would prove invaluable in combustion engines, Amatuzio began conducting serious research in 1963. By 1966 he had formulated a synthetic motor oil and put it to use in vehicles in northern Minnesota. Throughout the late '60s Amatuzio continued his research and development and sold commercially available synthetic oils under a variety of names.

In 1970 he incorporated his own name into a commercially sold product called AMMOIL. In 1971 this product name was changed to AMZOIL and it continued to be sold commercially. The true milestone came in 1972 when AMZOIL became the first synthetic motor oil in the world to meet



*Lieutenant Colonel Albert J. Amatuzio*

*...inspired by  
aerospace technology*

American Petroleum Institute criteria. The new lubricant performed like no other before it. When the first can of AMZOIL 10W-40 appeared on the market in 1972, it signaled the birth of an entire industry. Shortly thereafter, AMZOIL became AMSOIL and the company's products went on to expand the boundaries of lubrication science and redefine the performance possibilities of modern machinery and engines.

## ***AMSOIL Today***

Under the leadership of President Albert J. Amatuzio, along with Executive Vice President and COO Alan Amatuzio and Executive Vice President and General Manager Dean Alexander, AMSOIL remains the leader in synthetic lubrication technology.



**Alan Amatuzio**  
*Executive Vice  
President and COO*

**Albert J. Amatuzio**  
*President and CEO*

**Dean Alexander**  
*Executive Vice  
President and  
General Manager*



# Products



*...making history  
with synthetics*



AMSOIL FORMULATES A WIDE SELECTION OF SYNTHETIC LUBRICATING OILS for all types of engine and gear applications, including those for specialized vehicles and severe operating conditions. In addition, AMSOIL has developed sophisticated fuel additives, filtration systems and other companion products that supplement and extend lubricant performance. All are distributed through a worldwide network of independent Dealers.

This complete line of quality products is recognized by countless private motorists, fleet managers and industrial administrators as the best and most cost-effective choice for increasing engine performance, reducing maintenance and prolonging vehicle and equipment life.

## AMSOIL Product Chronology

- |   |   |   |   |
|---|---|---|---|
| 1972 10W-40 Synthetic Motor Oil                                   | 1986 80W-90 Synthetic Gear Lube (GL-4)                            | 1997 Synthetic Powershift Transmission Fluid                | 2004 Foam Air Filter Cleaner  |
| 1973 Synthetic 2-Cycle Oil  | 1987 Spin-On By-Pass Oil Filters                                  | 1997 XL-7500 5W-30 and 10W-30 Synthetic Motor Oils          | 2005 Universal Synthetic Marine Gear Lube                                     |
| 1974 80W-90 Synthetic Gear Lube                                   | 1987 20W-40 Synthetic Natural Gas Engine Oil                      | 1998 Series 2000 75W-140 Synthetic Gear Lube                | 2005 Synthetic Synchronmesh Transmission Fluid                                |
| 1975 SE, CC, CD Synthetic Diesel Oil                              | 1989 Synthetic Polymer Food Grade Grease                          | 1998 Series 2000 Octane Boost                               | 2005 Synthetic Manual Transmission and Transaxle Gear Lube                    |
| 1975 Synthetic Hydraulic Oil                                      | 1990 Dual-GARD By-Pass Filter Mount                               | 1998 Gasoline Stabilizer                                    | 2005 Formula 4-Stroke Marine Synthetic Motor Oils                             |
| 1975 Farm Tractor Synthetic Hydraulic/Transmission Fluid          | 1990 BE-100 & BE-110 Spin-On By-Pass Oil Filters                  | 1998 Series 2000 Synthetic 2-Cycle Racing Oil               | 2005 Ea Air Filters   |
| 1975 Power Foam   | 1990 Rain Clear   | 1998 Series 2000 Synthetic Chaincase Lubricant              | 2005 Ea Oil Filters   |
| 1976 Synthetic Reciprocating Compressor Oil                       | 1991 5W-30 Synthetic Motor Oil                                    | 1999 Heavy Duty Metal Protector                             | 2006 Ea By-Pass Filters   |
| 1976 Synthetic Rotary Compressor Oil                              | 1991 2-Stage Air Filter   | 2000 Fuel Filter/Water Separator                            | 2006 Engine Fogging Oil   |
| 1976 Engine Oil Filters   | 1991 Biodegradable Synthetic 2-Cycle Oil                          | 2000 Synthetic Motorcycle Oils                              | 2006 Ea Air Induction Filters   |
| 1976 Synthetic Grease   | 1992 Dual Remote By-Pass Filtration System                        | 2000 Universal Synthetic Automatic Transmission Fluid       | 2006 Formula 4-Stroke Synthetic Small Engine Oil                              |
| 1978 P.I. Fuel Additive   | 1992 Cetane Boost Diesel Fuel Additive                            | 2001 Shock Therapy Synthetic Suspension Fluid               | 2006 Ea Motorcycle Air & Oil Filters  |
| 1978 85W-140 Synthetic Gear Lube                                  | 1993 Pumice Industrial Hand Cleaner                               | 2001 Synthetic Supershift Racing Transmission Fluid         | 2006 Diesel Concentrate   |
| 1978 20W-50 Synthetic Racing Oil                                  | 1993 Propylene Glycol Antifreeze & Engine Coolant                 | 2001 Formula 4-Stroke Synthetic Motor Oil                   | 2006 Diesel Cold Flow Improver  |
| 1978 M.P. Metal Protector   | 1994 Non-Pumice Industrial Hand Cleaner                           | 2001 XL-7500 Synthetic 5W-20 Motor Oil                      | 2006 Synthetic 5W-40 Premium Diesel Oil                                       |
| 1979 Lifetime Air Filter  | 1995 Series 2000 Synthetic 20W-50 Racing Oil                      | 2002 T-6 Cleaning Solution                                  | 2007 Severe Gear Synthetic 75W-110 EP Gear Lube                               |
| 1979 Air Filter Foam Oil  | 1995 Lure Gard Aqueous Rust Preventative                          | 2002 Motorcycle Oil Filters                                 | 2007 0W-20 Synthetic Motor Oil  |
| 1979 10W-40 Para-Synthetic Oil                                    | 1995 Multi-Purpose Synthetic Spray Grease                         | 2002 SCRUB Hand Cleaner                                     | 2007 10W-40 Formula 4-Stroke Synthetic Scooter Oil                            |
| 1979 SAE 40 Synthetic Racing Oil                                  | 1995 Pure Power Plus Multi-Purpose Cleaner                        | 2003 Torque-Drive™ Synthetic Automatic Transmission Fluid   | 2007 Ea Racing Air Filters  |
| 1979 15W-40 Gas & Diesel Para-Synthetic Oil                       | 1995 Water Resistant Synthetic Grease                             | 2003 DOMINATOR Synthetic 2-Cycle Racing Oil                 | 2007 Ea Crankcase Breather Filters  |
| 1980 Lifetime Pod Air Filter                                      | 1995 Series 2000 Synthetic Racing Grease                          | 2004 hp Injector Synthetic 2-Cycle Oil                      | 2007 Signature Series 0W-30 Synthetic Motor Oil                               |
| 1980 Synthetic Automatic Transmission Fluid                       | 1996 Miracle Wash   | 2004 Saber Synthetic 100:1 Pre-Mix 2-Cycle Oils             | 2007 Ea Pre-Filters   |
| 1980 Engine and Crankcase Cleaner                                 | 1996 Silicone Spray   | 2004 Injen/AMSOIL Diesel & Gasoline Air Intakes             | 2008 Series 500 High-Performance DOT 3 & Series 600 DOT 4 Racing Brake Fluids |
| 1982 Diesel Fuel Additive Concentrate                             | 1996 Series 2000 0W-30 Synthetic Motor Oil                        | 2004 Dominator Synthetic 5W-20, 10W-30 & 15W-50 Racing Oils | 2008 Severe Gear SAE 190 & SAE 250 Synthetic EP Gear Lubes                    |
| 1982 Diesel Fuel Modifier   | 1996 Air Freshener Spray  | 2004 Heavy-Duty By-Pass System                              | 2008 EaBP120 Heavy-Duty By-Pass Filter  |
| 1982 Home Heating Fuel Extender                                   | 1996 Pro-Formula Vinyl and Leather Cleaner                        | 2004 Power Sports Air Filters                               | 2008 10W-30 Synthetic Motorcycle Oil  |
| 1982 By-Pass Oil Filter   | 1996 Pro-Formula Vinyl and Leather Protectant                     | 2004 SCRUB Hand Cleaner with Pumice                         | 2008 Synthetic Universal Power Steering Fluid                                 |
| 1982 Silicone Shield Car Polish                                   | 1996 Pro-Formula Metal Polish                                     | 2004 AMS-Oiler™ Pre-Charger                                 | 2008 Diesel Concentrate Plus Cold Flow Improver                               |
| 1982 Vinyl & Leather Cleaner                                      | 1996 Pro-Formula Briteside  | 2004 SEVERE GEAR Synthetic 75W-90 and 75W-140 EP Gear Lubes |   |
| 1982 Vinyl & Leather Protectant                                   | 1996 Non-Flammable Rust Preventative                              | 2004 Long Life Synthetic 75W-90 and 80W-140 Gear Lubes      |   |
| 1982 Brite Side Whitewall Tire Cleaner                            | 1996 TRIGARD Lifetime Oil Change System                           | 2004 Marine Dual Remote Filtration System                   |   |
| 1982 Chrome Brite Cleaner & Polish                                | 1983 Heavy-Duty By-Pass Filter                                    |   |   |
| 1982 Synthetic Marine Engine Oil                                  | 1984 Synthetic Marine Gear Lube                                   |   |   |
| 1983 TRIGARD Lifetime Oil Change System                           | 1984 10W-30 Synthetic Turbo Oil                                   |   |   |
| 1983 Heavy-Duty By-Pass Filter                                    | 1984 75W-90 Synthetic Gear Lube                                   |   |   |
| 1984 Synthetic Marine Gear Lube                                   | 1985 5W-30 Para-Synthetic Oil                                     |   |   |
| 1984 10W-30 Synthetic Turbo Oil                                   | 1985 Synthetic 2-Cycle Injector Oil                               |   |   |
| 1984 75W-90 Synthetic Gear Lube                                   | 1985 Synthetic Multi-Purpose Grease & Synthetic Heavy-Duty Grease |   |   |
| 1985 5W-30 Para-Synthetic Oil                                     |   |   |   |
| 1985 Synthetic 2-Cycle Injector Oil                               |   |   |   |
| 1985 Synthetic Multi-Purpose Grease & Synthetic Heavy-Duty Grease |   |   |   |

# Facilities

THE AMSOIL CORPORATE HEAD-QUARTERS, MANUFACTURING PLANTS, AND MAIN DISTRIBUTION CENTER are located in Superior, Wisconsin, with several regional warehouses strategically located throughout North America and overseas. These facilities cover a total of nearly 700,000 square feet.

The state-of-the-art lubricant production plant contains materials blending and bulk storage facilities, as well as high-speed bottling lines and packaging equipment. The main warehouse serves as the hub of a global distribution network; bottles, cases, drums and totes bearing the AMSOIL label are shipped worldwide. Capacity is geared to meet projected market demands decades away.



The AMSOIL administrative functions are centrally located and outfitted with the latest in communications and information processing equipment.

The entire complex is staffed by a cooperative, knowledgeable and well-disciplined team of approximately 300 employees.

*...geared for the 21st century*



# Research and Development



*...expanding the technological frontier*

RESEARCH AND TESTING ARE HIGH PRIORITIES AT AMSOIL. The company's research and development facilities are staffed by specialists in every facet of synthetic lubricant technology. The chemical and engine-test laboratories are well-equipped with the sensitive analytical instruments needed for design and development of the world's finest oils.

Quality assurance test procedures are rigorous and begin with analysis of every raw material that enters the plant. Both during new product development and as a continuing control on the manufacturing process, AMSOIL lubricants are subjected to an exhaustive series of standardized industry tests, including those that measure film and shear strength, flashpoint, volatility and high- and low-temperature viscosity.



No other lubricant manufacturer in the world matches the high quality standards set by AMSOIL, and all AMSOIL synthetic lubricants exceed the industry's most stringent specifications by a wide margin.

# Field Testing

EVEN THE MOST COMPREHENSIVE LAB TESTING MUST BE VALIDATED IN THE FIELD. AMSOIL products are proven in intensive field demonstrations involving automobiles, trucks and commercial and industrial equipment in real-world service situations. Long-range studies have involved vehicles requiring the most severe lubricant applications: taxicabs, delivery fleets, police and emergency vehicles, over-the-road transports and heavy-duty construction and industrial machinery.

Results of tests performed under these extreme operating conditions demonstrate that AMSOIL products reduce engine wear, decrease maintenance time, maximize fuel efficiency and increase fleet cost-effectiveness.

The final, conclusive proof of any lubrication product is, of course, the superior performance acknowledged by satisfied consumers and cost-conscious fleet managers.



*...proven superior  
in actual service*



# *Environmental Impact*



AS OUR WORLD STRENGTHENS ITS ENVIRONMENTAL POLICIES AND GRAPPLES WITH POLLUTION ISSUES, the ecological wisdom of using synthetic lubricants becomes obvious. AMSOIL synthetic motor oils outlast regular petroleum-based oils by as much as 11 times. These remarkably long drain intervals help ease the world's waste-disposal problem: users of synthetics simply have much less oil and fewer plastic containers to deal with. The combined use of AMSOIL motor oil, AMSOIL Ea Air and Oil Filters and engine oil analysis greatly extends oil change intervals.

The superior lubricity of AMSOIL products means much less friction, drag and wear on critical engine parts. The resulting improvement in fuel efficiency and reduction of emission levels contribute to the conservation of natural resources and protection of the atmosphere. Additionally, AMSOIL has made the technology of biodegradability a top research priority, with encouraging recent successes.



AMSOIL INC. is determined to meet the challenge of the lubrication industry's environmental responsibilities head on. The company's long-standing quality products lead the way to a greener, healthier planet for the next generation.

*...leaving a cleaner planet to our children*

# Our World Relies on Technology...

... to meet ever-increasing demands of transportation, manufacturing and industry. The use of high-quality synthetic lubricants to meet these demands has grown steadily. However, tomorrow's needs will be different from today's. AMSOIL INC. anticipates these needs and will remain on the leading edge of new developments.

As engineering and automotive technologies progress and generate higher-performance machinery, it is certain that synthetic lubrication will be the **ONLY** choice for most applications. AMSOIL will maintain its *Commitment To Excellence* and continue to set the standards by which other lubricants are judged.



*AMSOIL has been the leader in quality synthetic lubrication for over three decades, and will continue to introduce dynamic and innovative products to meet the challenges of the 21st century.*

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

