



*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, Al Amatuzio formulated the first  
synthetic motor oil in the world to meet  
API service requirements for automobile  
engines. The new lubricant performed  
like no other before it. When the first can  
of AMSOIL 10W-40 appeared on the  
market in 1972, it signaled the birth of  
an entire industry. AMSOIL synthetic  
lubricants have expanded the boundaries  
of lubrication science and redefined the  
performance possibilities of modern  
machinery and engines.

AMSOIL INC. was founded on Al  
Amatuzio's desire for technical  
innovation, his commitment to high  
quality and his belief that consumers  
would respond to a superior product. The  
company has remained true to these  
ideals; its history is a checklist of  
revolutionary products that have  
withstood the tests of time.  
As the pioneer corporation in the field  
of synthetic lubrication, AMSOIL  
sees its *Commitment to Excellence*  
as a historical responsibility, and  
A.J. Amatuzio's energy and vision  
continue to drive the company forward.



pickup jets

*...inspired by aerospace technology*

# Products



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.

*...making history with synthetics*

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-40 100% Synthetic Oil (API SE approved)	1980 Engine and Crankcase Cleaner	1990 Dual-GARD By-Pass Filter Mount	1996 Series 2000 0W-30 Synthetic Motor Oil
1973 2-Cycle Oil	1982 Diesel Fuel Additive Concentrate	1990 BE-100 & BE-110 Spin-On By-Pass Oil Filters	1996 Air Freshener Spray
1974 80W-90 Gear Lube	1982 Diesel Fuel Modifier	1990 Rain Clear	1996 Pro-Formula Vinyl & Leather Cleaner
1975 SE, CC, CD Diesel Oil	1982 Home Heating Fuel Extender	1991 5W-30 100% Synthetic Motor Oil	1996 Pro-Formula Vinyl & Leather Protectant
1975 Hydraulic Oil	1982 By-Pass Oil Filter	1991 2-Stage Air Filter	1996 Pro-Formula Metal Polish
1975 Farm Tractor Hydraulic/Transmission Fluid	1982 Silicone Shield Car Polish	1991 Biodegradable 2-Cycle Oil	1996 Pro-Formula Brite Side
1975 Power Foam	1982 Vinyl & Leather Cleaner	1992 Dual Remote By-Pass Filtration System	1996 Non-Flammable Rust Preventative
1976 Reciprocating Compressor Oil	1982 Vinyl & Leather Protectant	1992 Cetane Boost Diesel Fuel Additive	1996 Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil
1976 Rotary Compressor Oil	1982 Brite Side Whitewall Tire Cleaner	1993 Pumice Industrial Hand Cleaner	1996 Under Coat
1976 Engine Oil Filters	1982 Chrome Brite Cleaner & Polish	1993 Propylene Glycol Antifreeze and Coolant	1997 XL-7500 Synthetic Oils
1976 Grease	1982 Marine Engine Oil	1994 Non-Pumice Industrial Hand Cleaner	1998 Octane Boost
1978 P.I. Fuel Additive	1983 TRIGARD Lifetime Oil Change System	1995 Series 2000 20W-50 Synthetic Racing Oil	1998 Gasoline Stabilizer
1978 85W-140 Gear Lube	1983 Heavy-Duty By-Pass Filter	1995 Multi-Purpose Synthetic Spray Grease	1998 Super Duty Oil Filters
1978 20W-50 Racing Oil	1984 Marine Gear Lube	1995 Lure Gard Aqueous Rust Preventative	1998 Series 2000 2-Cycle Racing Oil
1978 M.P. Metal Protector	1984 10W-30 Turbo Oil	1995 Pure Power Plus Multi-Purpose Cleaner	1999 Series 2000 Chaincase Oil
1979 Lifetime Air Filter	1984 75W-90 Gear Lube	1995 Water Resistant Synthetic Grease	1999 Heavy Duty Metal Protector
1979 Air Filter Foam Oil	1985 5W-30 Para-Synthetic Oil	1995 Series 2000 Racing Grease	1999 SAE 60 Synthetic Super Heavy Weight Racing Oil
1979 10W-40 Para-Synthetic Oil	1985 2-Cycle Injector Oil	1996 Miracle Wash	1999 Thermally Stable Biodegradable Hydraulic Oil
1979 SAE 40 Racing Oil	1985 Synthetic Multi-Purpose Grease & Synthetic Heavy-Duty Grease	1996 Silicone Spray	2000 Motorcycle Oils
1979 15W-40 Gas & Diesel Para-Synthetic Oil	1986 80W-90 Gear Lube (GL-4)		2000 Universal Automatic Transmission Fluid
1980 Lifetime Pod Air Filter	1987 Spin-On By-Pass Oil Filters		2001 Shock Therapy Suspension Fluid
1980 Automatic Transmission Fluid	1987 20W-40 Synthetic Natural Gas Engine Oil		2001 Supershift Racing Transmission Fluid
	1989 Synthetic Polymer Food Grade Grease		2001 Formula 4-Stroke Synthetic Motor Oil

# Facilities

THE AMSOIL CORPORATE HEADQUARTERS, 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 more than 300,000 square feet.

The state-of-the-art lubricant production plant contains materials blending and bulk storage facilities, as well as high-speed canning lines and packaging equipment. A separate plant is thoroughly equipped with specialized tools and machinery for the manufacture of AMSOIL's various air and oil filters. 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 200 employees. AMSOIL's professionals are ready, willing and able!



*...gearing for the 21st century*

# Research and Development



RESEARCH AND TESTING ARE HIGH PRIORITIES AT AMSOIL. Our 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 industry specifications by a wide margin. Our 100% American-made products pass even Europe's more stringent tests with "flying colors."

DUP beaker w/oil sample &  
printout from  
old G-393

*...expanding the technological frontier*

# 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 eleven 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, air and oil filters and engine oil analysis has now made one-fill, zero-waste lubrication a reality.

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. Our long-standing quality products lead the way to a greener, healthier planet for the next generation.

**Pick up  
landscape photo  
w/autumn trees  
From old G-393**

*...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 almost 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.

