

AMSOIL INC.



AMSOIL[®]

The First in Synthetics[®]

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 their extraordinary ability to reduce friction and wear on engine components, function dependably at severe temperature extremes and withstand rigorous and lengthy engine operation without chemical breakdown.

Recognizing these same benefits would prove invaluable in combustion engines, Amatuzio began conducting serious research in the early 1960s. He soon developed and sold commercially available synthetic oils under a variety of names. The true milestone came in 1972

when AMSOIL became the first synthetic motor oil in the world to meet American Petroleum Institute service requirements. It set all-new standards for motor oil quality and outperformed conventional petroleum motor oils on all counts. It was clear from the start this innovative product would play a major role in redefining the performance capabilities of modern machinery and engines.

Today, virtually every other motor oil manufacturer has recognized the superiority of synthetic lubricants and has followed the AMSOIL lead with introductions of synthetic motor oils of their own. Accept no substitutes – AMSOIL is The First in Synthetics®.





INNOVATION

The initial breakthrough 40 years ago was just the start. AMSOIL has gone on to formulate 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.

The history of AMSOIL product introductions defines an entire industry. AMSOIL synthetic motor oil, gear lube, automatic transmission fluid, two-cycle oil and other products helped introduce a new age in equipment and engine design. Engineers today recognize synthetic lubricants as critical to increasing the power, longevity and energy efficiency of vehicles and equipment, providing concrete testimony to AMSOIL innovation.

INDUSTRY FIRSTS

10W-40 SYNTHETIC MOTOR OIL

FIRST API-rated 100 percent synthetic motor oil.

FIRST "extended-drain" oil recommended for 25,000-mile/12-month drain intervals.

SYNTHETIC 2-CYCLE OIL

FIRST 100:1 pre-mix 2-cycle oil.

80W-90 SYNTHETIC GEAR LUBE

FIRST synthetic gear lube for automotive use.

SYNTHETIC DIESEL OIL

FIRST synthetic motor oil for diesel engines.

20W-50 SYNTHETIC RACING OIL

FIRST synthetic motor oil for racing engines.

SYNTHETIC AUTOMATIC TRANSMISSION FLUID

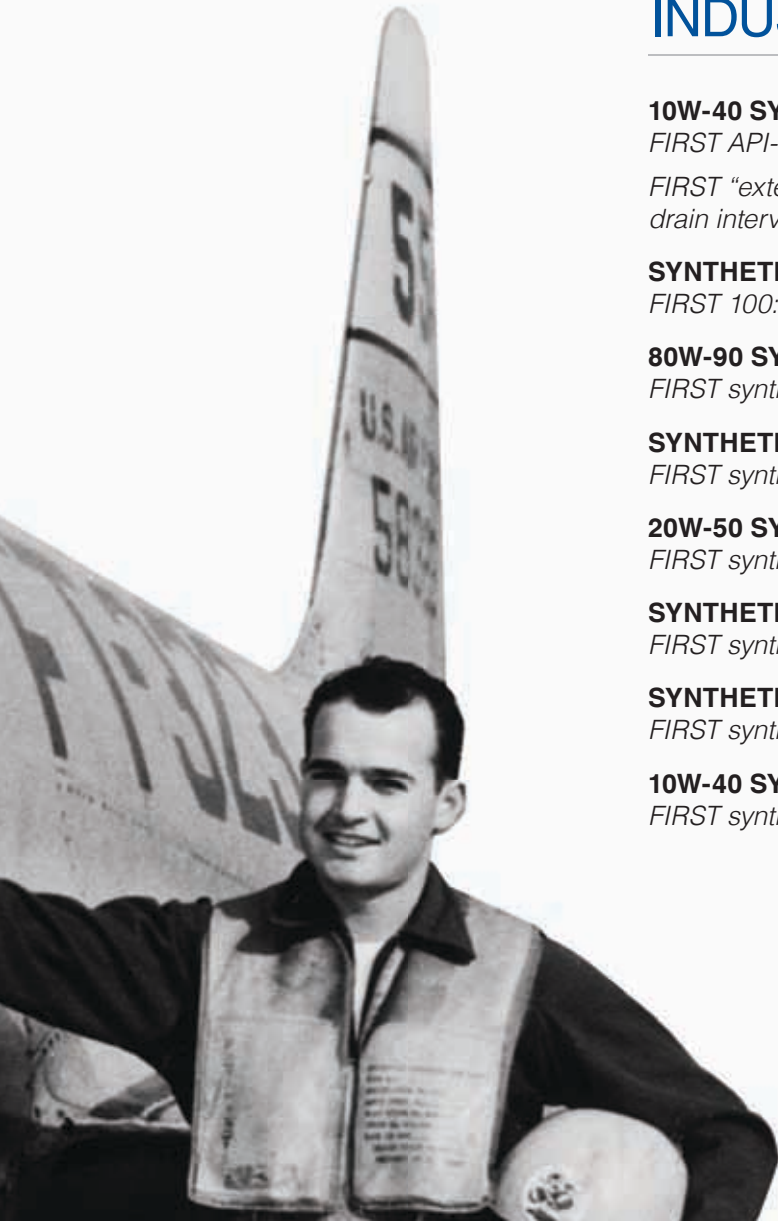
FIRST synthetic automatic transmission fluid for automotive use.

SYNTHETIC MARINE ENGINE OIL

FIRST synthetic motor oil for marine engines.

10W-40 SYNTHETIC TURBO OIL

FIRST synthetic motor oil for turbocharged engines.





15

CAT

MINNESOTA SUPPLY COMPANY
Your One Source For
All Your Material Handling Needs!
NEW AND USED CAT LIFT TRUCKS
CAT Lift Trucks
Sales
Service
Parts
Rentals
Promote Parts For All Make
And Models of Lift Trucks

15



DISTRIBUTION

AMSOIL products are blended and packaged at the state-of-the-art AMSOIL Center in Superior, Wisconsin. It serves as the hub of a global distribution network; strategically located regional warehouses throughout North America ensure orders arrive as quickly and cost-effectively as possible. Bottles, cases, drums and totes bearing the AMSOIL label are shipped worldwide, and capacity is geared to meet projected market demands decades away.





QUALITY

Remaining at the forefront of lubrication science requires constant improvement and a strong commitment to quality. AMSOIL has earned a reputation in the industry for manufacturing to more rigorous standards than other lubricant companies. The process begins by selecting raw materials based on quality and performance, not price. AMSOIL quarantines and tests all incoming raw material to ensure it meets the company's strict performance standards before accepting it for use.

The AMSOIL manufacturing process uses a simultaneous metered blending system that pumps raw materials in a defined sequence to maintain top-quality finished products. After blending, a sample of the finished product is subjected to a series of industry-standard tests. Every product AMSOIL manufactures is tested every time it is blended to ensure maximum quality and consistency. This ensures AMSOIL users receive the same high performance every time they purchase AMSOIL synthetic lubricants.



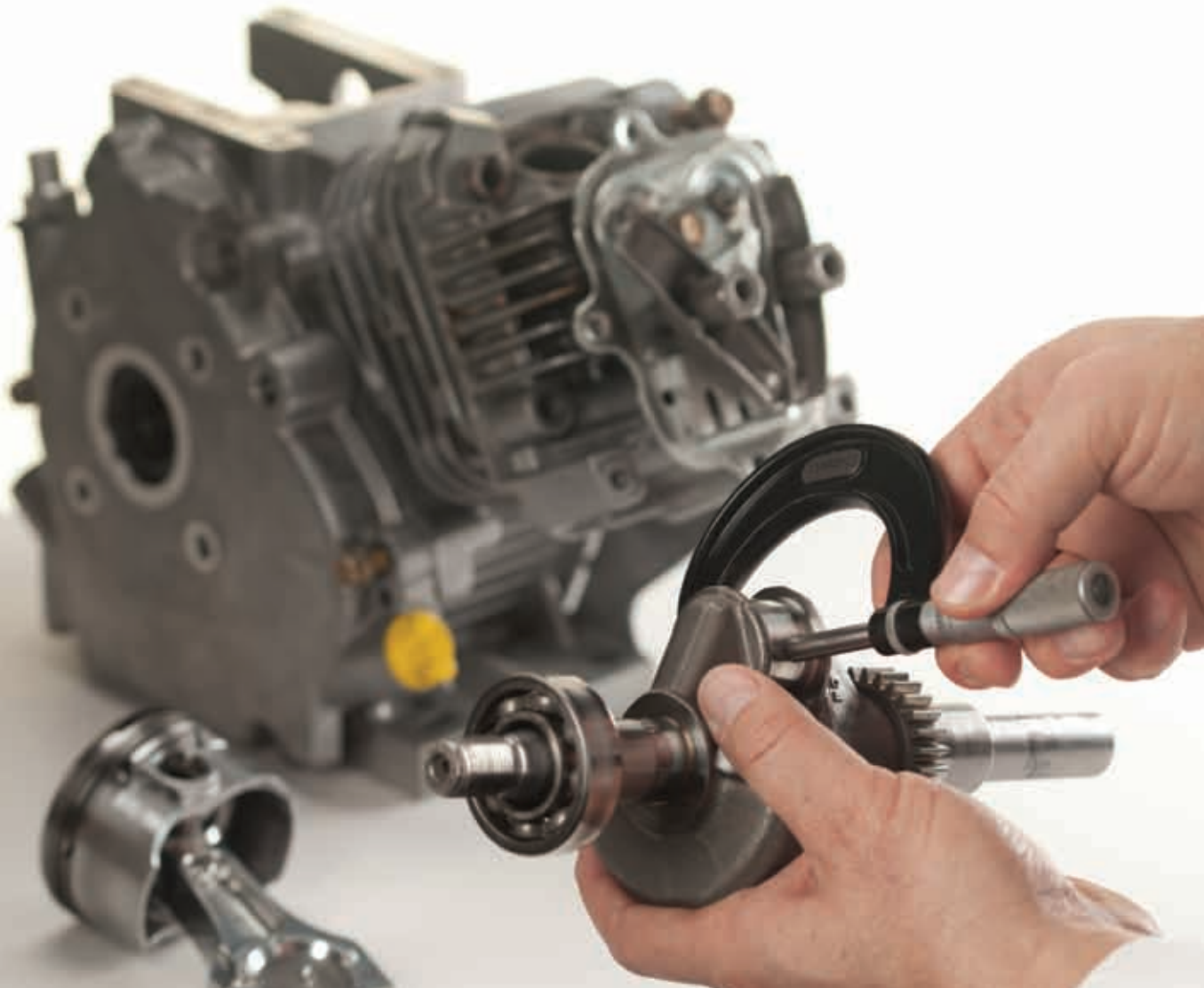
RESEARCH & VALIDATION

Laboratory research, field validation and research through racing are the backbone of AMSOIL product development. AMSOIL is 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 to design and develop highly advanced synthetic technology.

AMSOIL products are further proven in intensive real-world field demonstrations. 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 demonstrate AMSOIL products reduce engine wear, decrease maintenance time, maximize fuel efficiency and increase fleet cost-effectiveness.

Additional testing takes place weekly on race tracks across North America. AMSOIL lubricants have helped racing teams operating off-road trucks, stock cars, high-powered boats, dirt bikes and snowmobiles capture countless checkered flags and season championships. AMSOIL believes that Racing is Research™, and uses the data its racing efforts generate to tailor its formulations for even greater levels of performance and protection. The products that dominate at the track are the same products available to every AMSOIL customer.





CUSTOMER SUPPORT

AMSOIL products are distributed through a network of independent Dealers who work hand-in-hand with their customers and accounts. Dealers help map out lubrication programs and identify ways to reduce costs. AMSOIL customers and accounts have the option of ordering from their servicing Dealer or ordering directly from AMSOIL INC.

AMSOIL INC. offers further support through its advanced technical expertise and experienced corporate staff. Personnel based in Superior, Wisconsin is available via phone, email and fax to assist in any way. The AMSOIL Technical Services

Department monitors the latest industry developments to analyze equipment needs, identify technical issues and provide accurate product recommendations for virtually any application.

As the ever-increasing demands of industry, manufacturing and transportation continue the push toward synthetic lubricants, AMSOIL remains committed to introducing innovative and dynamic products that will continue to define the industry.

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

