



*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	1987 20W-40 Synthetic Natural Gas Engine Oil	1998 Series 2000 75W-140 Synthetic Gear Lube	2005 Synthetic Manual Transmission and Transaxle Gear Lube
1973 Synthetic 2-Cycle Oil	1989 Synthetic Polymer Food Grade Grease	1998 Series 2000 Octane Boost Gasoline Stabilizer	2005 Formula 4-Stroke Marine Synthetic Motor Oils
1974 80W-90 Synthetic Gear Lube	1990 Dual-GARD By-Pass Filter Mount	1998 Series 2000 Synthetic 2-Cycle Racing Oil	2005 Ea Air Filters
1975 SE, CC, CD Synthetic Diesel Oil	1990 BE-100 & BE-110 Spin-On By-Pass Oil Filters	1998 Series 2000 Synthetic Chaincase Lubricant	2005 Ea Oil Filters
1975 Synthetic Hydraulic Oil	1990 Rain Clear	1999 Heavy Duty Metal Protector	2006 Ea By-Pass Filters
1975 Farm Tractor Synthetic Hydraulic/Transmission Fluid	1991 5W-30 Synthetic Motor Oil	2000 Fuel Filter/Water Separator	2006 Engine Fogging Oil
1975 Power Foam	1991 2-Stage Air Filter	2000 Synthetic Motorcycle Oils	2006 Ea Air Induction Filters
1976 Synthetic Reciprocating Compressor Oil	1991 Biodegradable Synthetic 2-Cycle Oil	2000 Universal Synthetic Automatic Transmission Fluid	2006 Formula 4-Stroke Synthetic Small Engine Oil
1976 Synthetic Rotary Compressor Oil	1992 Dual Remote By-Pass Filtration System	2001 Shock Therapy Synthetic Suspension Fluid	2006 Ea Motorcycle Air & Oil Filters
1976 Engine Oil Filters	1992 Cetane Boost Diesel Fuel Additive	2001 Synthetic Supershift Racing Transmission Fluid	2006 Diesel Concentrate
1976 Synthetic Grease	1993 Pumice Industrial Hand Cleaner	2001 Formula 4-Stroke Synthetic Motor Oil	2006 Diesel Cold Flow Improver
1978 P.I. Fuel Additive	1993 Propylene Glycol Antifreeze & Engine Coolant	2001 XL-7500 Synthetic 5W-20 Motor Oil	2006 Premium CJ-4 Synthetic 5W-40 Diesel Oil
1978 85W-140 Synthetic Gear Lube	1994 Non-Pumice Industrial Hand Cleaner	2002 T-6 Cleaning Solution	2007 Severe Gear Synthetic 75W-110 EP Gear Lube
1978 20W-50 Synthetic Racing Oil	1995 Series 2000 Synthetic 20W-50 Racing Oil	2002 Motorcycle Oil Filters	2007 0W-20 Synthetic Motor Oil
1978 M.P. Metal Protector	1995 Lure Gard Aqueous Rust Preventative	2002 SCRUB Hand Cleaner	2007 10W-40 Formula 4-Stroke Synthetic Scooter Oil
1979 Lifetime Air Filter	1995 Multi-Purpose Synthetic Spray Grease	2003 Torque-Drive™ Synthetic Automatic Transmission Fluid	2007 Ea Racing Air Filters
1979 Air Filter Foam Oil	1995 Pure Power Plus Multi-Purpose Cleaner	2003 INTERCEPTOR Synthetic 2-Cycle Oil	2007 Ea Crankcase Breather Filters
1979 10W-40 Para-Synthetic Oil	1995 Water Resistant Synthetic Grease	2004 DOMINATOR Synthetic 2-Cycle Racing Oil	2007 Signature Series 0W-30 Synthetic Motor Oil
1979 SAE 40 Synthetic Racing Oil	1995 Series 2000 Synthetic Racing Grease	2004 hp Injector Synthetic 2-Cycle Oil	2007 Ea Pre-Filters
1979 15W-40 Gas & Diesel Para-Synthetic Oil	1996 Miracle Wash	2004 Saber Synthetic 100:1 Pre-Mix 2-Cycle Oils	2008 Series 500 High-Performance DOT 3 & Series 600 DOT 4 Racing Brake Fluids
1980 Lifetime Pod Air Filter	1996 Silicone Spray	2004 SEVERE GEAR Synthetic 75W-90 and 75W-140 EP Gear Lubes	2008 Severe Gear SAE 190 & SAE 250 Synthetic EP Gear Lubes
1980 Synthetic Automatic Transmission Fluid	1996 Series 2000 0W-30 Synthetic Motor Oil	2004 5W-40 Synthetic European Motor Oil	2008 Injen/AMSOIL Diesel & Gasoline Air Intakes
1980 Engine and Crankcase Cleaner	1996 Air Freshener Spray	2004 Power Sports Air Filters	2008 Dominator Synthetic 5W-20, 10W-30 & 15W-50 Racing Oils
1982 Diesel Fuel Additive Concentrate	1996 Pro-Formula Vinyl and Leather Cleaner	2004 SCRUB Hand Cleaner with Pumice	2008 Heavy-Duty By-Pass System
1982 Diesel Fuel Modifier	1996 Pro-Formula Vinyl and Leather Protectant	2004 AMS-Oiler™ Pre-Charger	2008 EaBP120 Heavy-Duty By-Pass Filter
1982 Home Heating Fuel Extender	1996 Pro-Formula Metal Polish	2004 SEVERE GEAR Synthetic 75W-90 and 75W-140 EP Gear Lubes	2008 10W-30 Synthetic Motorcycle Oil
1982 By-Pass Oil Filter	1996 Pro-Formula Briteside	2004 Long Life Synthetic 75W-90 and 80W-140 Gear Lubes	2008 Synthetic Universal Power Steering Fluid
1982 Silicone Shield Car Polish	1996 Non-Flammable Rust Preventative	2004 Marine Dual Remote Filtration System	2008 Diesel Concentrate Plus Cold Flow Improver
1982 Vinyl & Leather Cleaner	1996 Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil	2005 Universal Synthetic Marine Gear Lube	2009 Diesel Recovery
1982 Vinyl & Leather Protectant	1997 AMSOIL Undercoat	2005 Synthetic Synchronesh Transmission Fluid	2009 Premium CJ-4 Synthetic 15W-40 Diesel Oil
1982 Brite Side Whitewall Tire Cleaner	1997 Pure Power Spot and Stain Remover		2009 Fuel Efficient Automatic Transmission Fluid
1982 Chrome Brite Cleaner & Polish	1997 PI Quick Shot		2009 Synthetic Polymeric Off-Road Grease
1982 Synthetic Marine Engine Oil	1997 Synthetic 5th Wheel & Open Gear Compound		2010 Synthetic Polymeric Truck, Chassis & Equipment Grease
1983 TRIGARD Lifetime Oil Change System	1997 Series 2000 75W-90 Synthetic Gear Lube		2010 Quickshot SE
1983 Heavy-Duty By-Pass Filter	1997 Synthetic Powershift Transmission Fluid		2010 Engine & Transmission Flush
1984 Synthetic Marine Gear Lube	1997 XL-7500 5W-30 and 10W-30 Synthetic Motor Oils		
1984 10W-30 Synthetic Turbo Oil			
1984 75W-90 Synthetic Gear Lube			
1985 5W-30 Para-Synthetic Oil			
1985 Synthetic 2-Cycle Injector Oil			
1985 Synthetic Multi-Purpose Grease & Synthetic Heavy-Duty Grease			
1986 80W-90 Synthetic Gear Lube (GL-4)			
1987 Spin-On By-Pass Oil Filters			

# 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 AMSOIL synthetic lubricants are engineered to exceed the industry's most stringent specifications.

# 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 can greatly extend oil change intervals.

The superior lubricity of AMSOIL products means reduced friction, drag and wear on critical engine parts. This can result in an improvement in fuel efficiency and a reduction of emission levels which contribute to the conservation of natural resources and protection of the atmosphere.



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.

