



*The First in Synthetics*®

# Increased Profits for Oil Change Specialists

*Change Oil Less Often!*

**7,500-Mile Oil Change**



*The First  
in Synthetics*®

7500-Mile/Six-Month Oil Change Program.  
More profits for you;  
more convenience for your customers.

# Innovation Performance Profitability

**Synthetic motor oils outperform traditional petroleum products. And AMSOIL synthetic motor oils rank among the best motor oils money can buy.**

**Find out why quick lube operators have begun to see the trend toward extended drain intervals as an opportunity, not an obstacle. Find out why oil change specialists are choosing the AMSOIL 7500-Mile/Six-Month Oil Change Program.**



## 12 Reasons

### 1. Higher Profit Potential

AMSOIL synthetic motor oil is a product that commands a premium price. Consumers expect to pay more for a higher quality product, and the margins allow oil change specialists to charge more.

Busy shops that are already at capacity can potentially see more customers since they only need to change them half as often to make the same greater profit.

### 2. Satisfies Customer Wants

General Motors' consumer information indicate that motorists desire the convenience of extended oil drain intervals. Now you can offer with confidence the convenience of 7500-mile/six-month intervals, or longer where state manufacturers or indicated by monitoring systems.

With regard to wear protection, economy, and high- and low-temperature performance, AMSOIL XL Motor Oil is tough to beat.

### 3. Leadership Products

In 1972, AMSOIL became the first fully API sequence-tested synthetic oil for automotive applications. AMSOIL product performance is second to none.



# Reasons Your Shop Should

is a premium  
premium price.  
more for a  
the retail profit  
specialists to

operating at  
twice as many  
need to see  
the same or

interest surveys  
the conve-  
intervals.  
confidence the  
x-month drain  
ated by vehicle  
by oil life moni-

ection, fuel  
temperature  
otor Oils are

the world's first  
synthetic motor  
oils. To this day,  
ce



## 4. Technical Service & Support

AMSOIL has a wide array of technical literature and sales tools to assist quick lube owners/operators in educating employees and customers about the benefits of synthetic lubrication. Every account also has a personal servicing Dealer who is able to provide assistance and insight when needed, as well as send customers your way.

## 5. Increased Business

Many installers are seeking ways to gain a competitive advantage. AMSOIL products give lubricant installers an edge in the market. AMSOIL also carries dozens of additional performance and car care products that can increase the bottom line.

## 6. Provides Security

Even though lube shop specialists recommend 3,000-mile oil change intervals, the truth is people do not change their oil as frequently as they should. Harsh engine conditions cause petroleum oils to degrade far more quickly than synthetics. You will not need to worry about customers' vehicles if they stretch their intervals beyond what is recommended and neither will they. AMSOIL synthetic motor oil provides long-term protection.

AMSOIL offers warranty coverage for its products when used as recommended in mechanically-sound engines.

## 7. Broad Product Line

AMSOIL specializes in manufacturing a wide range of fuel-efficient, long-life lubricants for all manner of applications. In addition to motor oils, AMSOIL markets synthetic automatic transmission fluid, gear lubes, hydraulic and compressor oils, greases, as well as a family of filtration products for every kind of application.

The AMSOIL product line includes excellent fuel additives, biodegradable antifreeze and a family of automotive car care products from Mothers®. Ask to see the AMSOIL Product Catalog (G290).

## 8. Less Waste Oil

This program not only reduces disposal costs, it cuts down the amount of time devoted to managing oil and filter disposal processes. These benefits flow directly to your bottom line.

Extending oil drain intervals has significant environmental benefits, the most obvious being less waste oil and fewer oil filters in the disposal system.



## 9. Low Cost Start-Up

The AMSOIL product line is an add-on product line that opens up increased profits without significant risk. Profit-minded operators soon recognize their earnings potential with AMSOIL synthetic motor oils.

## 10. An Ideal Match

AMSOIL products are an ideal match for any lube business. By offering both already-stocked products and AMSOIL products, lube shop operators can satisfy the full range of customer lubricant needs. Some customers and their vehicles are not candidates for premium synthetic motor oils, and some passenger car owners are concerned only with initial price rather than long-term value. For these customers, you'll still want to be sure to have standard motor oil on hand. With AMSOIL products, however, you can now offer quality-conscious customers a high-quality alternative to their traditional lube service.

# ld Carry



## 11. Advertising and promotional support

AMSOIL provides a wide range of supporting promotional activities.

- Sponsorship of national and grassroots racing teams to reinforce the AMSOIL message regarding the superior performance of synthetics
- National magazine advertising campaigns
- Targeted PR designed to increase AMSOIL name-brand awareness
- Point-of-purchase materials to increase interest in AMSOIL
- Sales literature
- Access to complete AMSOIL product line
- Co-op programs through servicing Dealers

Your servicing AMSOIL Dealer can work for you in the community, recommending your shop as the place to go for AMSOIL synthetic motor oils.

Available in quarts, 30- and 55-gallon drums.



## 12. The Experience of Others

"I have customers who come thirty miles to have my shop put AMSOIL in their cars. It's a great indication of people's increased appreciation of synthetics and high-quality products."

—Wayne Folske, One Stop Lube Shop, Oshkosh, WI

### Estimated Profit to Quick Lube Account

Profits per customer will vary based on prices and overhead calculations. AMSOIL recommends a markup of 2 to 2½ times the normal petroleum-based oil change pricing. For example:

	CURRENT 3000-MILE OIL CHANGE	AMSOIL 7500-MILE OIL CHANGE
Oil Change Price:	\$32.49	\$64.95
Less Oil Cost	\$ 9.75	\$24.70
Less Filter Cost	\$ 4.88	\$ 4.88
Less Labor Cost	\$ 8.32	\$ 8.32
Gross Profit	<b>\$9.54</b>	<b>\$27.05</b>

#### YOUR ANNUAL PROFIT PER CUSTOMER

Typical Recommended Oil Change:

$$\$9.54 \times 5 \text{ oil changes} = \$47.70$$

$$\text{What your customers actually do} = \$25.76^*$$

$$\text{AMSOIL XL } \$25.00 \times 2 = \$54.10$$

\* According to major oil company data, the average consumer changes their oil 2.7 times per year. With AMSOIL, two oil changes per year enables you to earn more money than five oil changes, and nearly twice as much as the typical 2.7. As an added benefit, customers' cars have better protection with AMSOIL XL. Note: The filters you currently use are sufficient for the duration of the complete service interval recommended by the automobile manufacturer. Premium filters are available from AMSOIL if you want to offer them to your customers for an additional charge.

### Customers Save, Too

Not only do lube shops make more money with the AMSOIL XL Program, customers save money and experience more convenience with the same program.

	CURRENT 3000-MILE OIL CHANGE	AMSOIL 7500-MILE OIL CHANGE
Oil Change Price:	\$32.49	\$64.95
	x 5	x 2
Annual cost @ 15,000 miles	<b>\$162.45</b>	<b>\$129.90</b>

AMSOIL encourages you to display this kind of comparison for your customers when asking them if they would prefer coming in five times a year for a 3000-mile/three-month oil change or twice a year for a 7500-mile/six-month Premium Oil Change. The answer should be obvious.

All numbers based on 15,000 miles per year using typical values extracted from current research.



# Four important trends that will impact tomorrow's passenger car market

## The Trend Toward Performance



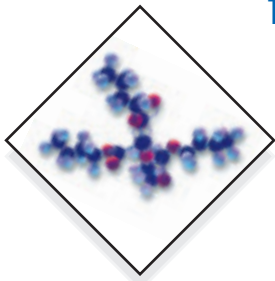
Drastic changes in engine design, with their smaller, hotter engine compartments, tighter tolerances and emissions standards have placed higher demands on lubricants. At the same time, vehicle manufacturers seek extended drains, cleaner engines, improved fuel economy, reduced oil consumption and better wear protection. One industry analyst has speculated that as increasing numbers of baby boomers enter their peak earning years, 90 percent of all cars on the road will be high-performance vehicles.

## The Trend Toward Extended Drain Intervals



Europe currently maintains a minimum 9,000-mile drain interval and is preparing for longer drain intervals. Indeed, GM's patented oil life monitoring system eschews the 3,000-mile standard altogether, telling motorists to instead rely on an oil monitor that assesses an oil's life. This monitor consistently recommends oil changes at more than twice the 3,000-mile standard (and this is in vehicles using conventional petroleum oil). AMSOIL XL Synthetic Motor Oils have a service life of 7,500 miles or six months, whichever comes first (or longer when relying on factory-installed oil life monitoring systems.)

## The Trend Toward Synthetic Motor Oils



The quest for "more, better, faster" has made an impact on every industry. As a result, high-technology synthetic motor oils like those from AMSOIL have found increasing acceptance in every facet of American industry. A major consciousness shift is occurring as Americans become more selective in their purchasing, focusing more on performance than price. The rapid growth in sales of synthetic lubricants is directly related to their superior performance capabilities.

## The Continuing Environmental Trend



Government regulations and rising consumer awareness will continue to drive the push for environmentally-friendly improvements in the industry. Extended oil drain capabilities are already being aggressively pursued in Europe, placing greater demands on oil formulators to improve the quality of their products. AMSOIL offers a model program that lube center operators can embrace which is not only environmentally wise, but economically suited for profit-mindedness as well.

Your Authorized AMSOIL Dealer:

