A Commitment to Excellence in Synthetic Lubrication
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 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.
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.

UltimateSyntheticOil.com
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 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 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
AS OUR WORLD STRENGTHENS ITS ENVIRONMENTAL POLICIES AND GRAPPLIES 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. Our 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.**