

# New Product Update

**Action News:** As Executive Vice President and Chief Operating Officer, the great majority of Dealers are familiar with you, but for those new Dealers and Preferred Customers who aren't, please summarize your areas of responsibility.

**Amatuzio:** I'm involved in all aspects of the company, but my primary areas of responsibility include product development, laboratory research, manufacturing and all areas of technical services.

**Action News:** This issue of the *Action News* features the introduction of the new two-cycle oils. What was the rationale behind further specialization of the two-cycle oils?

**Amatuzio:** Two-cycle engine designs are changing and it's absolutely imperative that AMSOIL provides the best possible products for those new designs.

**Action News:** What types of design changes?

**Amatuzio:** Direct fuel injection and exhaust power valves have been incorporated in two-cycle engines in efforts to improve performance, reduce emissions and improve fuel efficiency. As a result, we're seeing leaner fuel-to-oil ratios and hotter-running engines, up to one-hundred and twenty degrees Fahrenheit hotter. This places additional demands on two-cycle oils.

**Action News:** And AMSOIL has met those demands with the new two-cycle oils?

**Amatuzio:** Absolutely. Our "Fabulous Four" 2-Cycle Oils, as we call them, are the best two-cycle oils in the industry. We've been working on these oils for a long, long time and that effort is reflected in the quality of these products.

**Action News:** What makes them so good?

**Amatuzio:** We have over thirty years of experience in blending synthetic oil. No one does it better. Like all of our oils, our new two-cycle oils are precise blends of the best base stocks and additives available in the world. We tested hundreds of formulations in laboratory settings and real world applications to ensure that the oils we introduced provide the best possible performance in the applications they were designed for. Our Interceptor Oil, for example, was designed to address deposit formation on exhaust power valves, a problem which ultimately leads to valve sticking and poor performance. That oil was tested in two separate field trials in over one-hundred snowmobiles prior to its

introduction, not to mention hundreds of hours in laboratory testing. There was no valve sticking.

**Action News:** So what specific applications are the oils designed for?

**Amatuzio:** Each of the oils can be used in a variety of applications, but each is designed for optimum performance in limited, specific applications. We've created a chart that ranks each oil's performance in different applications (see page 12). Dealers and Preferred Customers will see that each market category has one oil recommended as excellent for that market. That's the oil that should be used and recommended to customers.

**Action News:** And what are the markets each oil is recommended as excellent for?

**Amatuzio:** The HP Injector Oil is recommended as excellent for direct fuel injected, electronic fuel injected and carbureted outboard motors. The Interceptor Oil is recommended for snowmobiles, motorcycles, ATVs, personal watercraft and jet boats. The Dominator Oil is recommended for racing applications. And the two types of Saber Oil, Professional and Outboard, are recommended for small two-cycle power equipment and pre-mix outboards, respectively.

**Action News:** And these oils will replace the existing two-cycle oils?

**Amatuzio:** Yes. The HP Injector will replace the current 2-Cycle Injector. The Dominator Oil will replace the Series 2000 2-Cycle Oil. The Saber Professional and Saber Outboard will replace the 100:1 Pre-Mix 2-Cycle Oil. The Interceptor Oil is new to the line-up.

**Action News:** Will the current oils be discontinued completely?

**Amatuzio:** They will be available while supplies last.

**Action News:** It's a pretty aggressive marketing strategy to introduce a whole new line-up of two-cycle oils.

**Amatuzio:** Yes, it is. But we're an aggressive company. We've always stayed ahead of the curve when it comes to meeting the demands of modern engine design, and our two-cycle oils are no exception.

**Action News:** You've given the new oils an aggressive look, as well.

**Amatuzio:** Yes. Each has an aggressive identity. Think about it. Two-cycle engines are aggressive