

From the President's Desk...



On page twelve of this Action News is an interesting report about new oil change recommendations from General Motors. It seems they are no longer specifying mileage to oil change recommendations for their vehicles. Instead, they have been installing and testing a patented Oil Life System monitor that measures both operating conditions and mileage to determine when the motor oil should be changed. A light on the dash comes on to signal the need to change oil, often after 7,000 miles or more using conventional motor oils.

This concept is not altogether new. Some European car manufacturers utilize similar systems to determine when motor oil should be changed. As I mentioned in a message about a year ago, Mercedes-Benz was sued for having a system that tested the oil in their vehicles but not informing their US customers that it was calibrated for synthetic oil. These customers were awarded \$32-million because it was determined that following the recommended change intervals of 10,000 to 20,000-miles using conventional petroleum motor oil may have resulted in premature engine wear. Had they used synthetic motor oil, there would have been no lawsuit. What does that say about the protection provided by synthetic vs. conventional motor oils?

In one instance, GMs testing included operating a vehicle 16,000 miles before changing oil with no ill affects. Again, that was conventional oil. GMs Senior Project Engineer, Robert Stockwell, recently told *Lubes n Greases Magazine* that Synthetic oil gets even longer drain intervals. AMSOIL Motor Oils are specifically formulated for extending drains, and we are confident enough in our oils to specify how many miles and for how long our oils may be used right on most of our containers. You don't need a light on the dash to tell you when you should change our oils.

It's good to see General Motors coming to the conclusion that engine oil does not need to be changed until it actually needs to be changed. There was a day when the

company was dead set against extending oil changes and they were not very receptive to synthetic oil, either. We've had our run-ins over the years, including a few confrontations at SAE meetings. Even so, all the officers in this company drive GM vehicles. I congratulate them for doing the right thing extending their drains well past 3,000-miles, conserving oil and reducing pollution.

Where does this leave the oil companies? Well, they will likely continue promoting 3,000-mile drain intervals, even in those vehicles equipped with the Oil Life System or similar devices. Can you imagine the sales they would lose if these devices were on every automobile and drivers only changed oil when the light came on? That's why most oil companies will likely continue to promote 3,000-mile drain intervals, even in the face of overwhelming evidence that they are wasting resources, creating environmental problems, and misleading their customers.

Whether oil companies like it or not, extended drain intervals are here to stay. General Motors is eliminating specific drain recommendations altogether and relying on their Oil Life System to alert motorists to change oil. It won't be long before every vehicle manufacturer will follow suit to stay competitive.

So once again, this small but rapidly growing oil company from Superior, Wisconsin, leads the giant lubrication industry we compete in. Who would have thought when we introduced that first 100% Synthetic, 25,000-mile or one year Motor Oil back in the early seventies that every major oil brand would eventually make or market a synthetic oil? We made "synthetic oil" the highest standard of quality in the industry! Now they all have jumped on the bandwagon. I'm sure we will soon see other "extended drain" oils introduced in the future.

Who would have thought that an American auto manufacturer would not only extend their normal oil drain recommendations to over double what they were back then, but actually make no recommendation at all? I gambled everything I had and everything I could borrow on the belief that synthetic oils were the lubricants of the future and I was confident our oils would eventually gain universal acceptance. AMSOIL also began the trend towards extending drain intervals. We were the first to coin the term 'extended drain' to describe our oils.

AMSOIL has been responsible for changing the lubrication industry. We established the superiority of synthetic lubricants, and proved the feasibility of greatly extending drain intervals by producing oils good enough to perform better and last longer than conventional oils. I am proud of those accomplishments!

All one has to do is visit anyplace that sells oil to see what I mean. How many synthetic motor oils were in existence when AMSOIL introduced its first oil? None. How many are on the shelves now! The same holds true of synthetic two-cycle oils, gear lubes, and many, many other lubricants today that carry the word "synthetic" on the label. Before AMSOIL, none of them existed. So as the trend towards longer drain intervals continues, tell your customers who started it all and who they can continue to put their faith in... AMSOIL. The First in Synthetics!

A handwritten signature in blue ink that reads "A. J. Amatuzio". The signature is fluid and cursive, with a large, stylized "A" and "J".

A. J. "Al" Amatuzio
President and CEO, AMSOIL INC.