

AMSOIL YEAR IN REVIEW

New, reformulated and repackaged products; new field studies; and racing championships highlight an exciting year.

JANUARY

Complementing the Dealer Locator tool, the new AMSOIL Installer Locator on the AMSOIL website lists AMSOIL retail accounts that are classified as installation locations.



Team AMSOIL ice oval racer Nick Van Strydonk outmaneuvers a full field of champions at the AMSOIL World Championship Snowmobile Derby in Eagle River, Wis. to win his first AMSOIL World Championship.

FEBRUARY



AMSOIL signs a three-year agreement to be the Exclusive Official Oil of the International Hot Rod Association (IHRA), including Nitro Jam and Thunder Jam.

MARCH



AMSOIL Synthetic Multi-Purpose Grease (GLC) and Synthetic Water-Resistant Grease (GWR) are reformulated with calcium sulfonate complex thickeners to provide improved extreme-pressure properties, corrosion resistance, oxidation resistance, high-temperature stability and water resistance.

AMSOIL introduces new Motorcycle Octane Boost (MOB), increasing octane in motorcycles up to three units for maximum power and efficiency.



AMSOIL introduces new Ea[®] Heavy-Duty Extended-Life Oil Filters (EaHD), providing excellent filtering efficiency, high contaminant capacity and extended service intervals for heavy-duty on- and off-road gasoline and diesel applications.

AMSOIL publishes the SAE 50 Long-Life Synthetic Transmission Oil Field Study (G2961), providing oil analysis results, disassembly photos and merit ratings for a manual transmission following 512,000 miles of service using AMSOIL SAE 50 Long-Life Synthetic Transmission Oil.



The AMSOIL/Scheuring Speed Sports snocross team earns the AMSOIL Championship Snocross Series Team of the Year award; racer Darrin Mees wins Rookie of the Year honors.

APRIL

Team AMSOIL rider Justin Barcia earns his second straight Monster Energy Supercross East Coast Lites championship. Teammate Eli Tomac wraps up his first Monster Energy Supercross West Coast Lites championship two weeks later.



MAY

AMSOIL publishes the 75W-90 Long-Life Synthetic Gear Lube Field Study (G2975), providing oil analysis results, disassembly photos and merit ratings for differentials following 512,000 miles of service using AMSOIL 75W-90 Long-Life Synthetic Gear Lube.

AMSOIL HP Marine™ Synthetic 2-Stroke Oil (HPM) receives a redesigned label and packaging aimed specifically at marine enthusiasts.



AMSOIL publishes the Marine E-TEC™ Field Study (G2968), providing engine disassembly photos and merit ratings for two identical 250-hp Evinrude® E-TEC engines, one using HP Marine and the other using XD100™ 2-Cycle Oil, following 534 hours of severe-duty service (506 at the factory-lean setting).

Nearly 400 Dealers attend AMSOIL University, the premier Dealer training event of the year, in Duluth, Minn.

The AMSOIL/Scheuring Speed Sports snocross team signs defending AMSOIL Championship Snocross Pro Open champion Tim Tremblay.

JUNE

AMSOIL introduces new Synthetic Multi-Viscosity Hydraulic Oil (HVG, HVH, HVI, HVJ), providing a lower-cost hydraulic oil option that offers advanced varnish-control and anti-wear protection.

The T-1 Certification process is streamlined by moving the test online, while the new T-1 Certification page in the Dealer Zone brings all documents and information related to T-1 Certification into one location.

AMSOIL-sponsored off-road truck racer Bryce Menzies wins his second straight Baja 500 desert race.



JULY

Team AMSOIL rider Zach Bell takes the 250 A class championship and is named the AMA Racing Motocross Horizon Award winner, while Team AMSOIL rider Matt Bisceglia wins the 450 B Stock and 250 B Mod class championships, at the Red Bull AMA Amateur Nationals presented by AMSOIL.

Scott's Inn's

AUGUST

AMSOIL Power Steering Fluid (PSF) is reformulated to provide improved wear protection and cold-temperature performance, and is recommended for more applications.



AMSOIL introduces a new vehicle graphics program for Dealers that provides a consistent, professional appearance and installation at greatly reduced cost.



AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) receives a redesigned label with a three-panel fold-out on the back that demonstrates the product's high level of performance through real-world test results.

AMSOIL introduces two new studies. The 3,469-Mile Case Study in Rotax® E-TEC® Engine (G3038) details the excellent protection INTERCEPTOR provided a 2011 Ski-Doo® TNT snowmobile used in real-world, aggressive riding conditions. A Study of INTERCEPTOR Synthetic 2-Stroke Oil for Ski-Doo Rotax E-TEC Engines (G3039) proves INTERCEPTOR prevents ring sticking and piston scuffing in Ski-Doo Rotax E-TEC engines, providing complete details of the 50-hour severe dyno testing AMSOIL conducted to compare the performance of INTERCEPTOR and XPS-2 Synthetic 2-Cycle Oil in a Rotax E-TEC 800R engine.



SEPTEMBER

AMSOIL introduces new OE 10W-30 Synthetic Diesel Oil (OEC), providing high-quality protection and performance for original equipment manufacturer (OEM)-recommended drain intervals.

TORC Series off-road racer Ricky Johnson (Red Bull/Ram/AMSOIL) wins the AMSOIL Cup at Crandon International Raceway. AMSOIL Super Team racer Brad Lovell wraps up the TORC Pro Light championship at Antelope Valley Fairgrounds.



OCTOBER

AMSOIL
ARENACROSS

AMSOIL signs a three-year deal to become the title sponsor of the newly named AMSOIL Arenacross series.

NOVEMBER

AMSOIL completes its European Car Formula lineup with the introduction of new European Car Formula 5W-40 Full-SAPS Synthetic Motor Oil (EFM). All three European Car Formula bottles now feature an updated and consistent look, with the SAPS level clearly shown on the labels to help customers select the proper oil for their vehicles.

AMSOIL publishes the Diesel Fleet Fuel Economy Study in Stop-and-Go City Driving Conditions (G3086), demonstrating that test vehicles using AMSOIL synthetic lubricants in place of conventional lubricants increased fuel economy 3.15 percent in city driving conditions.

AMSOIL introduces DOMINATOR® SAE 60 Synthetic Racing Oil (RD60), engineered to provide maximum horsepower without sacrificing engine protection.



DECEMBER

AMSOIL introduces its newly designed, easier-to-navigate website.

