

# MOTHERS<sup>®</sup>

Polishes • Waxes • Cleaners



from

**AMSOIL**<sup>®</sup>

*The First in Synthetics*<sup>®</sup>

# Reflections®

*Advanced, high-tech formulas  
for discerning automotive enthusiasts  
in the luxury market.*



## REFLECTIONS® CAR WAX

The latest generation in clearcoat safe paint care technology. Mothers® Reflections® Car Wax is so incredible, it is guaranteed to be the best. Advancements in liquid polymer technologies allow for the careful blend of mild cleaners with high-gloss polymers. It is easy to use and provides a stunning, super-wet, long-lasting protective shine. Can be used as a standalone product, or for optimal results, follow with Reflections® Top Coat.

**AMSOIL Product Code:**  
10016SN, 10016CS



## REFLECTIONS® SPRAY WAX

The quick and easy way to add shine and protection. Used on a wet or dry surface, this clearcoat-safe product works as a stand-alone wax, a booster over existing wax or as a touchup on high-use areas. Mothers® Reflections® Spray Wax is as versatile as it is simple to use.

**AMSOIL Product Code:**  
10224SN, 10224CS



## REFLECTIONS® TIRE CARE

Mothers® Reflections® Tire Care provides a rich, satin-like, non-oily finish that is show car perfect. The unique formula protects against harsh elements, brake dust and UV damage, yet makes tires look like new for weeks and weeks.

**AMSOIL Product Code:**  
10324SN, 10324CS



## REFLECTIONS® LEATHER CARE

The fast, simple and easy way to care for car leather. The unique pH-balanced neat's-foot oil and lanolin formula safely deep cleans and conditions, leaving behind a soft, supple leather surface. Routine maintenance with Mothers® Reflections® Advanced Leather Care will keep leather looking and feeling great for years.

**AMSOIL Product Code:**  
10424SN, 10424CS

## REFLECTIONS® TOP COAT

Mothers® Reflections® Top Coat is designed as the quintessential high-gloss final step. Top Coat has no cleaners and is clearcoat safe—so it can be used on top of any car wax, sealant or glaze—and is ideal for use after Reflections® Car Wax. The combination of natural waxes and synthetic polymers gives paint additional gloss, depth and superior protection.

**AMSOIL Product Code:**  
10116SN, 10116CS



Reflections  
Leather Care



Reflections Spray Wax



Reflections Top Coat



Reflections Car Wax



Reflections Tire Care

*See individual product labels for  
specific application information.*



*Mothers® has engineered the FX line to be the most sophisticated, state-of-the-art products available for the high-gloss, high-intensity tuner market.*



### **FX™ SYNWAX™**

Designed to give paint uncompromising protection while providing unequalled shine and ease of use. The engineered encapsulation process allows for effortless prep so the wax spreads quickly and easily. Removal is a breeze, leaving behind super-tough, engineered polymers that bond to the paint. Mothers® FX™ SynWax™ advanced technology provides depth, richness and advanced protection against harmful UV damage and other environmental concerns.

**AMSOIL Product Code:**  
20016SN, 20016CS



### **FX™ SPRAY WAX**

Advanced technology designed for today's paints. Simply mist on clean paint (wet or dry), spread evenly, then buff to a brilliant shine. Thanks to high-tech chemistry, Mothers® FX™ Spray Wax can be used as a booster over existing wax, as a stand-alone product, or to maintain high-use areas of a vehicle.

**AMSOIL Product Code:**  
20224SN, 20224CS



### **FX™ WHEEL CLEANER**

Brake dust is a thing of the past with this safe, powerful, fast-acting wheel cleaner. Simply spray Mothers® FX™ Wheel Cleaner on a cool, dry wheel, wait a minute, and hose off brake dust and road grime revealing beautiful rims. Safe for all wheel types including clearcoated, painted, polished and chrome.

**AMSOIL Product Code:**  
20524SN, 20524CS



### **FX™ TIRE SHINE**

The exclusive high-gloss, state-of-the-art surface care technology keeps today's tires protected and looking great. Custom-crafted polymers and advanced coating agents bond with the tire's surface, shielding it from UV oxidation, brake dust and road grime. Mothers® FX™ Tire Shine gives tires a "just dressed" finish that won't brown or sling.

**AMSOIL Product Code:**  
20324SN, 20324CS



**FX® SynWax**



**FX® Spray Wax**



**FX® Tire Shine**



**FX® Wheel Cleaner**

*See individual product labels for specific application information.*

# Power Products



## POWERPOLISH™

Get that perfect mirror-like depth, clarity and finish that, until now, only a professional could provide. Designed for use with a random orbital or high-speed buffer, its carefully blended ingredients refine themselves during use to provide a uniform finishing process. Mothers® PowerPolish™ is versatile and may be used with pads and bonnets of varying aggressiveness.

**AMSOIL Product Code:**  
08616SN, 08616CS



## POWERWAX™

Designed for use specifically with a random orbital or high-speed buffer, Mothers® PowerWax™ is a sophisticated formula designed to achieve a deep, wet, glowing shine. Activated by the mechanical action of a buffer, PowerWax™ provides a deep, long-lasting shine. It's the perfect follow-up to PowerPolish™.

**AMSOIL Product Code:**  
08716SN, 08716CS



## POWERMETAL™

An extraordinary liquid metal polish for use by hand or with the revolutionary Mothers® PowerBall™ polishing tool. Mothers® PowerMetal™ polish is great for all polishable metals, including aluminum, brass, stainless steel, gold, silver and more.

**AMSOIL Product Code:**  
05148SN, 05148CS



## POWERPLASTIC™

Mothers® PowerPlastic™ is specifically formulated for use with the PowerBall® line of tools to allow quick and easy polishing and protection of a wide variety of hard or flexible clear plastics in one simple step. It features a special blend of oxidation inhibiting polymers, UV shields and an ultra-fine polish that work in unison to clean and clarify headlights, taillights, convertible-top windows and more.

**AMSOIL Product Code:**  
08808SN, 08808CS



## MAG & ALUMINUM POLISH

Mothers® secret formula balances a brilliant shine with easy use for aluminum wheels and parts, brass, alloys and accessories. Mag & Aluminum Polish is strong enough to put a shine to the most neglected metals and gentle enough to use on a regular basis.

**AMSOIL Product Code**  
**Mag & Aluminum Polish 5 oz.:**  
05100SN, 05100CS  
**Economy Size Mag & Aluminum Polish 10oz.:**  
05101SN, 05101CS



## BILLET METAL POLISH

Mothers® Billet Metal Polish brings state-of-the-art cleaners and cutting edge formulation to give billet, forged and finely-cast aluminum, brass and other polishable metals the absolute finest finish available—guaranteed.

**AMSOIL Product Code:**  
05106SN, 05106CS

*Mothers® Power Products are the only car care formulas specifically designed for consumer machine application.*



### **POWERBALL™**

The patent-pending\* Mothers® PowerBall™ is the first foam polishing tool designed to revitalize billet, diamond-plate polished aluminum, stainless steel, plastic lenses, convertible-top windows and much more. Ideal for use with plastic, chrome, aluminum and billet polishes. When used with Mothers® PowerMetal™ polish, the PowerBall™ is perfect for use on any un-coated, polishable metal finish. Its unique and durable construction compresses to fit tight spaces, so polishing difficult, intricate metalwork to a mirror-like finish is fast and easy.

**AMSOIL Product Code:**  
05140SN, 05140CS

\*Patent Pending Worldwide



### **POWERBALL MINI™**

The PowerBall Mini™ takes intricate, hard-to-reach, tedious polishing jobs and makes them easy. It retains the PowerBall's™ signature speed, ruggedness and versatility, while adding reach and pinpoint accuracy for those knuckle-busting jobs. It's perfect for polishing wheels, diamond plate, taillight lenses, engine components and much more.

**AMSOIL Product Code:**  
05141SN, 05141CS



### **POWERBALL 4PAINT™**

PowerBall 4Paint makes short work of polishing and waxing large surfaces, contoured edges and difficult, hard-to-reach areas. Simply attach it to your drill, apply polish or wax and give any painted finish that showroom-quality shine, especially clearcoats. Hundreds of gentle foam fingers work efficiently to give you

unmatched coverage with ease. For best results, use PowerBall 4Paint with your favorite Mothers products.

**AMSOIL Product Code:**  
05147SN, 05147CS



### **POWERBALL MINI™ REFILL**

These are direct replacement foam cores identical to the one in the original kit. These revolutionary three-inch closed-cell foam PowerBall Mini™ replacements bolt right up to the original extension, and best of all, there are two per pack. Twice the polishing value, without the added costs.

**AMSOIL Product Code:**  
05145SN, 05145CS



# PAINT CARE

## CALIFORNIA GOLD® CAR WASH

Created with a careful balance of powerful cleaning and exacting care, vehicles can be washed thoroughly while still protecting waxing with this product. California Gold® Car Wash is strong enough to wash away dirt, road film, bugs, bird droppings, airborne pollutants and other grime without removing wax or dulling paint. Mothers® pH-balanced, super-sudsy cleaner also resists water spotting.

**AMSOIL Product Code:**

16oz.: 05600SN, 05600CS

32oz.: 05632SN, 05632CS

64oz.: 05664SN, 05664CS



## CALIFORNIA GOLD® SCRATCH REMOVER

There are areas on vehicles that see more abuse than others: on the edges of doors and the trunk lid, around the door handles, keyholes, at the hood latch, etc. Mothers® Scratch Remover works on any sort of finish to help restore high-mileage paint and remove surface scratches. To properly seal and protect, chase it with the standard regimen of waxing.

**AMSOIL Product Code:**

08408SN, 08408CS

## CALIFORNIA GOLD® CLAY BAR SYSTEM

Created to remove the particulate debris and contaminants that washing and polishing can't, this exclusive Clay Bar System will remove embedded grains of metal, tree sap, airborne environmental deposits and paint overspray. Better yet, it isn't hazardous to paint. Use Mothers® Clay Bar to get rid of paint-fouling grime and pave the way for complete waxing.

**AMSOIL Product Code:**

07240SN, 07240CS



# Mothers® Ultimate Wax System® – The Perfect Paint Care System.

Instead of an all-in-one product trying to do multiple jobs, Mothers® has engineered three individual products to address three distinct facets of paint care. With the Ultimate Wax System®, specific paint needs can be addressed. For minor oxidation, scratches and imperfections on paint, Pre-Wax Cleaner is the perfect surface prep treatment. Sealer & Glaze is formulated to give an elusive, show-quality “wet” look for extra depth and luster. Natural Formula Pure Carnauba Wax is pristine and pure, with no added polishes or cleaners, for waxing without polishing. Best yet, Mothers® Ultimate Wax System® is absolutely safe for all paints, including clearcoats.

## THREE EASY STEPS – Clearcoat / Paint Cross Section



### POLISH

#### California Gold® Pre-Wax Cleaner

**Pre-Wax Cleaner cleans, smoothes and preps the paint**

This is the foundation of the Ultimate Wax System®, preparing paint for Sealer & Glaze and Pure Carnauba Wax. Pre-Wax Cleaner removes oxidized paint, old wax buildup and other contaminants, cleaning and shining paint. This mild polish smoothes the edges of larger imperfections and removes small scratches. Paint's appearance is dependent on a good polishing. Mothers® Pre-Wax Cleaner should be used at least once or twice a year.

**AMSOIL Product Code:**  
07100SN, 07100CS



### SEAL

#### California Gold® Sealer & Glaze

**Sealer & Glaze fills and hides imperfections, adds depth and luster**

Regular application of Mothers® Sealer & Glaze will increase paint's depth and luster. Whatever the color, it will give paint added character and a brilliant, glowing shine. Sealer & Glaze fills and hides minor swirls and defects, minimizing unsightly visual imperfections. It also contains a super-fine polish that further improves paint's surface. Sealer & Glaze is key to giving both light and dark colors a perfect finish.

**AMSOIL Product Code:**  
08100SN, 08100CS



### PROTECT

#### California Gold® Natural Formula Pure Carnauba Wax

**Long lasting, non-abrasive Natural Formula protects and shines**

The final step on the path to a beautiful finish. Mothers® Pure Carnauba Wax is made with the finest Brazilian #1 yellow carnauba for superior shine and protection that is non-abrasive, so it can be used frequently as desired.

More than one coat can be applied to keep efforts well protected. For unsurpassed shine, depth and protection, trust Mothers® Ultimate Wax System®.

**AMSOIL Product Code:**  
16 oz. liquid: 05750SN, 05750CS

**AMSOIL Product Code:**  
12 oz. paste: 05550SN, 05550CS



**Protectant**



**California Gold® Ultimate Wax System®**



**California Gold® Carnauba Cleaner Wax**





# MOTHERS



**California Gold®  
Clay Bar System**



**California Gold®  
Car Wash**



**Additional Mothers® Products**

*See individual product labels for  
specific application information.*

# TIRE AND WHEEL CARE



## CHROME POLISH

Designed to work exceptionally well on all chrome, Mothers® Chrome Polish protects chrome with advanced polymers, resisting smudges and fingerprints and leaving a crisp shine. Use Chrome Polish on wheels, bumpers, mirrors, headlight bezels and chrome accessories. Safe for use on black chrome and works great on glass.

**AMSOIL Product Code:**  
05208SN, 05208CS



## TIRE & RUBBER

Any dirty or neglected rubber surface can benefit from a good cleaning. Use Tire & Rubber cleaner to remove stubborn dirt, soil and old dressings from the surface of tires. Modern chemistry makes it safe and effective to use on any surface. Clean tires and rubber trim prior to applying Mothers® Protectant dressing for that professionally-detailed look.

**AMSOIL Product Code:**  
06824SN, 06824CS



## TIRE SHINE

With Mothers® Tire Shine, it's no longer necessary to suffer the tradeoff of durability and protection to keep a show-quality shine. Formulated using an exclusive high-gloss, state-of-the-art surface care technology, Tire Shine provides a long-lasting, sling-resistant protective coating to keep tires glowing long after the show. It helps prevent sidewall brownout, and keeps brake dust and ultraviolet oxidation from hindering the shine of the tires.

**AMSOIL Product Code:**  
06924SN, 06924CS



## WHEEL MIST® ALL WHEEL

Automotive rims are manufactured with various finishes, so an effective wheel cleaner must be able to tackle all kinds of dirt on a variety of surfaces. This universally effective cleaner can take care of every type of grime, grease, brake dust and dirt. This spray-on and hose-off formulated cleaner is designed to be gentle on clearcoated, anodized, polished, color coated, modular and factory-treated wheels and hubcaps. This is a powerful cleaner with a velvet touch.

**AMSOIL Product Code:**  
05924SN, 05924CS



## WHEEL MIST® CHROME/WIRE

When chrome is dirty, hazed and oxidized and corrosion is setting in, it's time for the big gun. Wheel Mist® Chrome/Wire is the original, powerful one-step that works on chrome wire wheels, chrome bumpers and roughcast aluminum. Spray on and hose off—this is the quickest way to the sharpest shine chrome wheels and bumpers have ever seen. Overheated brake dust, surface rust, ground-in dirt and oxidation can't evade this high-impact cleaner.

**AMSOIL Product Code:**  
05824SN, 05824CS



## PAINT CARE



### CALIFORNIA GOLD® ORIGINAL FORMULA CARNAUBA CLEANER WAX

Original formula Carnauba Cleaner Wax is designed to be the one-step plan for paint preservation. Cleaner Wax is formulated to clean and protect in just one application. The same Brazilian #1 yellow carnauba is used that makes this Pure Carnauba Wax so



special, and combine it with a light polish that will smooth minor flaws and make paint snap.

Carnauba Cleaner and Wax is especially effective on fiberglass and gel coats. Available in long-lasting, easy-to-apply liquid or paste.

**AMSOIL Product Code:**

16 oz. liquid: 05701SN, 05701CS

12 oz. paste: 05500SN, 05500CS

### CALIFORNIA GOLD® SHOWTIME® INSTANT DETAILER

Treat paint to a Showtime® sparkle that's wet and striking. Whether to clear a layer of dust or prepare for the judges, Showtime® Instant Detailer provides showroom shine quickly. Its unique formula will clean off fingerprints, smudges and dust, and hide minor imperfections and spiderwebbing. Showtime® is designed with color enhancers and shine fortifiers, ready whenever the vehicle needs to look freshly detailed.

**AMSOIL Product Code:**

16 oz.: 08216SN, 08216CS

24 oz.: 08224SN, 08224CS



### CALIFORNIA GOLD SPRAY WAX

Mothers Spray Wax is the quick and easy way to clean, shine and protect any automotive paint, including clearcoat. Spray Wax removes surface dust and fingerprints, while adding long-lasting shine, luster and depth. Used on a wet or dry surface, Spray Wax works as a booster over your existing wax or as a stand-alone product. Simply spray, wipe and buff to a brilliant shine.

**AMSOIL Product Code:**

05724SN, 05724CS

## SPECIAL CARE



### PLASTIC POLISH

Bar none, this is the best plastic polish on the market. Whether it's turn-signal lenses, center caps, taillights, convertible-top windows or clear plastic gauge-cluster covers, Mothers® Plastic Polish will clean, shine and protect the clear stuff with crystal clarity. This is a genuine polish, not just a cover up. It can buff out hairline scratches, smudges, oxidation, flaws and little nicks, as well as clean away yellowing and stains from plastic convertible windows. Mothers® Plastic Polish doesn't stop there. It has a tough layer of polymers that protects plastics from the sun, smog, water stains and airborne contaminants.

**AMSOIL Product Code:**

06208SN, 06208CS



### BACK-TO-BLACK®

As a vehicle's exterior ages, rubber, plastic and vinyl of all colors will dry, crack, flake and deteriorate. This oxidation can be stopped and reversed with Mothers® Back-to-Black®. This trim treatment is great for bumpers, moldings, louvers, window trim, vents, seals, skirts, door handles, wiper arms—anything that is plastic, rubber or vinyl. Apply Back-to-Black® to sun-burnt plastic, rubber and vinyl to revive the factory-new sheen, and then re-treat regularly.

**AMSOIL Product Code:**

06108SN, 06108CS

# INTERIOR CARE



## LEATHER CLEANER

The perfect smooth leather cleaner. High-traffic leather interiors, convertibles with leather and essentially every other smooth leather should be bathed and conditioned regularly. It's a natural skin and needs care. Mothers® Leather Cleaner safely lifts impregnated dirt, grime and stains from leather interiors. It also prepares the material for Mothers® Leather Conditioner, which will ensure a long, supple life.

**AMSOIL Product Code:**  
06412SN, 06412CS



## LEATHER CONDITIONER

Leather Conditioner is formulated with lanolin and neat's-foot oil to preserve the natural oils lost with age. It leaves a protective barrier that helps seal out the detrimental effects of the sun, time and daily abuse.

**AMSOIL Product Code:**  
06312SN, 06312CS



## PROTECTANT

Preserves and protects for 30 days. Protectant is a penetrating UV blocker, effective on rubber, vinyl, plastic and fiberglass. Formulated to recondition and maintain the original condition and appearance of dashboards, vinyl, bumpers, trim, tires and more. Protectant isn't an oily surface-coating film. It's an ozone- and smog-resisting, UV-shielding penetrant—a preservation agent that works on just about any uncoated plastic or rubber.

**AMSOIL Product Code:**  
16 oz.: 05316SN, 05316CS  
24 oz.: 05324SN, 05324CS



## GLASS CLEANER

Road film, oily deposits and grime don't stand a chance against Mothers® Glass Cleaner. Great on all automotive glass, headlight lenses, mirrors and even chrome, this Glass Cleaner does not leave streaks. The professional-strength formula is safe and ammonia free, so it will not harm film on tinted windows.

**AMSOIL Product Code:**  
16oz.: 06616SN, 06616CS  
24 oz.: 06624SN, 06624CS



## CARPET & UPHOLSTERY

Use of Mothers® Carpet & Upholstery All Fabric Cleaner is an eye-opening affair, revealing the true color and character of an interior. This Carpet & Upholstery cleaner is tough enough to pull out the stubborn stains and marks that mar vinyl, velour, cloth, carpet and sheepskin while being pH balanced and environmentally safe. Not just for cars, Carpet & Upholstery works on stains in the home too.

**AMSOIL Product Code:**  
05424SN, 05424CS



**Leather Cleaner**  
**Leather Conditioner**



**Protectant**  
**Carpet & Upholstery**



**Glass Cleaner**



See individual product labels for specific application information.

# MOTHERS®

Polishes • Waxes • Cleaners

## High Performance Car Care Accessories

*Mothers® High Performance Car Care Accessories are a complete line featuring unique microfiber products, lightweight, ergonomic brushes and finishing products.*

*Mothers® High Performance Car Care Accessories—the choice for enthusiasts everywhere.*

### MICROFIBER

Mothers® Ultra-Soft Microfiber is perfect to dry, clean, apply dressings, detailer sprays or polish. The choice of enthusiasts everywhere, Mothers® Microfiber is lint-free, clearcoat safe and will not harm painted, chromed or polished surfaces.



#### MICROFIBER WHEEL/ JAMB TOWEL

- Durable microfiber waffle weave
- 100% scratch free and clearcoat safe
- 16" x 20" – 40.64 cm x 50.80 cm

**AMSOIL Product Code:**  
155500SN, 155500CS



#### MICROFIBER ULTRA-SOFT POLISHING CLOTH

- Edgeless design will not scratch
- Easily removes wax & polish
- 16" x 16" – 40.64 cm x 40.64 cm

**AMSOIL Product Code:**  
155200SN, 155200CS



#### MICROFIBER ULTRA-SOFT QUICK DETAIL TOWEL

- Patented Ultra-Soft Technology
- Deep pile traps and holds dirt
- Soft satin edging will not scratch
- 20" x 24" – 50.80 cm x 60.96 cm

**AMSOIL Product Code:**  
155600SN, 155600CS



#### MICROFIBER ULTRA-SOFT APPLICATOR PADS

- Promotes even distribution
- Unique weave spreads product evenly

**AMSOIL Product Code:**  
156500SN, 156500CS



#### GENUINE LAMBSWOOL WASH MITT

- Thick wool pile gently traps dirt and debris
- Knitted cuff

**AMSOIL Product Code:**  
156300SN, 156300CS



#### MICROFIBER ULTRA-SOFT DRYING TOWEL

- Dries car quickly & easily
- Unique laminated design
- 100% scratch-free and clearcoat safe
- 20" x 24" – 50.80 cm x 60.96 cm

**AMSOIL Product Code:**  
155300SN, 155300CS



## Great Brushes

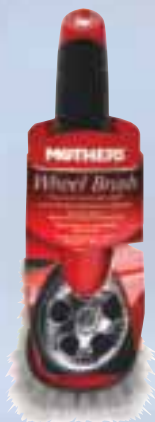
Mothers® High Performance Car Care brushes feature non-slip comfort grips, lightweight ergonomic designs, and protective rubber bumpers. The Tire Brush and Interior Brush feature stiff bristles to loosen dirt and debris while those used on more delicate surfaces feature extra-soft scratch-free bristles to protect against marring of painted, chromed or polished surfaces. Mothers® High Performance Car Care brushes—the choice of enthusiasts everywhere.



### DETAIL BRUSHES

- Perfect for trim, emblems & more
- Unique rubber seam cleaning tip
- Extra-soft scratch-free bristles

**AMSOIL Product Code:**  
156200SN, 156200CS



### WHEEL BRUSH

- Also perfect for fender wells
- Extra-soft scratch free-bristles

**AMSOIL Product Code:**  
155700SN, 155700CS



### TIRE BRUSH

- Non-slip comfort grip
- Handle provides control & protection
- Contoured design fits sidewall

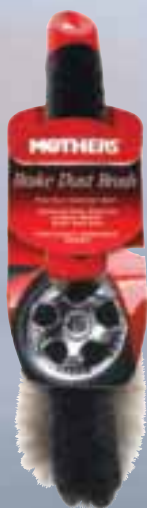
**AMSOIL Product Code:**  
156000SN, 156000CS



### FENDER WELL BRUSH

- 16" length
- Extra-soft scratch-free bristles

**AMSOIL Product Code:**  
155800SN, 155800CS



### BRAKE DUST BRUSH

- Non-slip textured grip
- Scratch-free bristles loosen brake dust & dirt

**AMSOIL Product Code:**  
156100SN, 156100CS



### INTERIOR & UPHOLSTERY BRUSH

- Comfortable design
- Stiff bristles loosen dirt & debris

**AMSOIL Product Code:**  
155900SN, 155900CS



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.

The introduction of AMSOIL synthetic motor oil in 1972 set all-new standards for motor oil quality. AMSOIL synthetic motor oil outperformed conventional petroleum motor oils on all counts. It was clear from the start that this innovative product would play a major role in engine performance and engine life.

Today, virtually every other motor oil manufacturer has recognized the superiority of synthetic lubricants and has followed the AMSOIL lead with introductions of synthetic motor oils of their own. They spend millions of dollars advertising their "new" and "revolutionary" products. No one, however, can match AMSOIL experience and technological know-how. And no one delivers products like AMSOIL. Accept no substitutes — AMSOIL is *"The First in Synthetics."*®



AMSOIL INC  
SYNTHETIC LUBRICANTS

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