

## MLM Company Profile: AMSOIL



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### AMSOIL

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#### Founding Story

Lieutenant Colonel Albert J. Amatuzio was a jet fight squadron commander and was often an observer of synthetic lubricants.

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Recognizing that these lubricants would prove invaluable in combustion engines, Al Amatuzio formulated the first synthetic motor oil in the world to meet API service requirements for automobile engines. The new lubricant performed like no other before it. When the first can of AMSOIL 10W-40 appeared on the market in 1972, it signaled the birth of an entire industry. AMSOIL synthetic lubricants have expanded the boundaries of lubrication science and redefined the performance possibilities of modern machinery and engines.

#### Impact on the Industry

AMSOIL has had many firsts. AMSOIL presents these accomplishments as follows:

*First to develop an API-rated 100 percent synthetic motor oil.*

*First to introduce the concept of "extended drain intervals" with a recommended 25,000-mile/1-year drain interval.*

*First U.S. company to utilize the NOACK volatility test as a standard of performance excellence.*

First to produce synthetic motor oils for diesel engines, racing engines, turbo and marine engines.  
 First to introduce synthetic oils that legitimately contribute to improving fuel efficiency.  
 First to manufacture synthetic gear lube for automotive use.  
 First to manufacture a 100:1 pre-mix synthetic 2-cycle oil.

First to manufacture a synthetic ([www.mlmlegal.com](http://www.mlmlegal.com)) automatic transmission fluid for automotive use.  
 Albert was also placed in The Lubricants World Hall of Fame:

**SPECIAL SECTION**

THE  
**LUBRICANTS WORLD**

# HALL OF FAME

## Amsoil's Albert J. Amatuzio Pioneered Synthetic Motor Oil



LT. Col. Albert J. Amatuzio served as an award-winning jet fighter pilot for over 25 years, and had ample opportunity to witness synthetic lubricants in action. Synthetic 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 lubricant characteristics would prove invaluable in combustion engines, Al Amatuzio formulated the first synthetic motor oil to meet API service requirements for automobile engines. The new lubricant performed like no other before it.



*Albert J. Amatuzio*  
Amsoil President and CEO

When the first can of Amsoil 10W-40 appeared on the market in 1972, it signaled the birth of an entire industry. In only two decades, Amsoil synthetic oils have expanded the boundaries of lubrication science and redefined the performance possibilities of modern machinery and engines.

Amsoil Inc. was founded on Al Amatuzio's desire for technical innovation, his commitment to higher quality, and his belief that consumers would respond to a superior product. The company has remained true to these ideals; its history is a checklist of revolutionary products that have withstood the test of time. As the pioneer corporation in the field of synthetic lubrication, Amsoil sees its commitment to excellence as an historic responsibility, and A.J. Amatuzio's vision and enthusiasm continue to drive the company forward.

### Discussion of Products

AMSOIL sells motor oil, diesel oil, motorcycle oil, power sports oil, gear lubricants, transmission fluid, plugs and wires, wiper blades, fuel additives, and filters.

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### Discussion of Opportunity

Consultants can start with this Company by purchasing a starter kit. Consultants are offered the following opportunities by joining AMSOIL:

- *Minimal start-up fee*
- *No inventory requirements*
- *No territory restrictions*
- *No capital investment*
- *No employee expenses or requirements*

Further information must be ([www.mlmlegal.com](http://www.mlmlegal.com)) requested from the AMSOIL website.

## Discussion of Distributor Base and Sales Volume in U.S.

AMSOIL has hundreds of employees.

Company Website: <http://www.amsoil.com/>

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*Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.*

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