



## Product One Voice Q&A

**Product:** AMSOIL OE Series Oil

**Product Area:** Motor Oils

**Created:** 10-12-10

**Published Date:** 12-6-10

---

**1. Question: Why did AMSOIL develop full synthetic motor oil recommended for original equipment (OE) drain intervals?**

**Answer:** Ninety-two percent of synthetic motor oil consumers drain their oil at manufacturer recommended intervals. AMSOIL OE Synthetic Motor Oils are fully licensed and priced competitively, helping Dealers increase sales by eliminating concerns over warranty and price, as well as positioning AMSOIL OE with consumers looking to move up from conventional petroleum products to synthetic. The name 'OE' was derived from the term original equipment manufacturer (OEM).

**2. Question: What specifications do AMSOIL OE oils meet?**

**Answer:** OE Series oils are API SN, Resource Conserving and ILSAC GF-5 licensed. The SAE 5W-30 (OEF) is also recommended for the stringent requirements of the GM dexos1™ specification. Currently, GM is only offering a 5W-30 viscosity for service fill. When more viscosity options are available from GM, AMSOIL will add dexos1™ to other designated viscosity grades.

### AMSOIL OE Synthetic Motor Oil

<u>OEM (SAE 5W-20)</u>	<u>OEF (SAE 5W-30)</u>	<u>OET (SAE 10W-30)</u>
API SN, SM...	API SN, SM...	API SN, SM...
API SN Resource Conserving	API SN Resource Conserving	API SN Resource Conserving
ILSAC GF-5, GF-4...	ILSAC GF-5, GF-4...	ILSAC GF-5, GF-4...
GM 6094M	dexos1™ supersedes GM-LL-A-025, GM 6094M and GM 4718M	GM 6094M, GM 4718M
Ford WSS-M2C930-A	Ford WSS-M2C929-A	
Chrysler MS-6395N	Chrysler MS-6395N	Chrysler MS-6395N

**3. Question: What is happening to older GM oil specifications?**

**Answer:** The new GM dexos1™ specification is designed to improve performance beyond previous GM specifications. GM dexos1™ supersedes, and is backwards compatible with, previous GM specifications including GM 6094M, GM 4718M, and GM-LL-A-025 in an SAE 5W-30 viscosity.

**4. Question: What is the recommended drain interval for OE?**

**Answer:** AMSOIL OE Synthetic Motor Oils are recommended for the intervals stated by the vehicle manufacturer or indicated by the oil life monitoring system. Refer to your owner’s manual for specific information on oil change interval recommendations.

**5. Question: How often do oil filters need to be changed when using OE motor oils?**

**Answer:** AMSOIL recommends changing your oil filter at each oil change as recommended in the owner’s manual or indicated by oil life monitoring systems. The use of an AMSOIL Ea Oil Filter will improve filtration efficiency and help reduce engine wear.

**6. Question: What are the advantages of using AMSOIL OE Synthetic Motor Oils?**

**Answer:** AMSOIL OE Synthetic Motor Oils provide performance and engine protection benefits that come with the use of AMSOIL synthetics. Benefits include better protection against wear, cold temperature fluidity and easier starting, resistance to sludge and carbon deposit formation, and increased fuel economy, all at a price point much closer to conventional oils. AMSOIL OE products are API and ILSAC licensed, are recommended for dexos1™ applications and provide outstanding value.

**7. Question: How are OE Series oils different from XL Series oils?**

**Answer:** OE oils have the exact same High Temperature/High Shear (HT/HS) properties, cold temperature performance and wear protection as XL without the extended drain boost.

**8. Question: What package sizes are available for AMSOIL OE oils?**

**Answer:**

<b>SAE Viscosity Grade</b>	<b>5W-20</b>	<b>5W-30</b>	<b>10W-30</b>
<b>Product Code</b>	<b>OEM</b>	<b>OEF</b>	<b>OET</b>
Quarts (QT)	X	X	X
30-gallon drum (30)	X	X	X
55-gallon drum (55)	X	X	X

**9. Question: Where should I go to sell AMSOIL OE oils?**

**Answer:** AMSOIL OE oils are targeted towards the do-it-for-me (DIFM) installer market, which includes quick lubes, car dealerships and independent auto service centers. The installer market is growing faster than the do-it-yourself (DIY) market and will account for 80 percent of all oil changes by 2018.

**10. Question: What Dealer tools are available for approaching the installer market?**

**Answer:** The Installer Kit (G250) is available to all Dealers. The Installer Program incorporates all the information and research developed to better market and sell to oil change specialists.