

WARRANTY SECURE™

NEW WARRANTY SECURE™ ICON REINFORCES THE TRUTH ABOUT AMSOIL SYNTHETIC LUBRICANTS AND FACTORY WARRANTIES

For years, AMSOIL and its Dealers have actively addressed concerns over new vehicle and equipment warranties. As millions of satisfied AMSOIL customers know, using AMSOIL synthetic lubricants or practicing extended drain intervals do not void new vehicle or equipment warranties. In recent years, however, some original equipment manufacturers (OEMs) have attempted to revive old fears about warranty coverage in an attempt to increase sales of their own, typically more-expensive, OEM-branded oils.

Misleading OEM Practices

OEMs often suggest in owner's manuals, advertisements or through dealership personnel that motorists and enthusiasts must use the OEM-branded oil to comply with the new vehicle or equipment warranty. The tactic is especially pervasive in the powersports market. Some OEMs include warnings of catastrophic engine failure should a non-OEM oil be used.

These are nothing more than fear tactics meant to strong-arm motorists and enthusiasts into buying the OEM-branded lubricant. Many are unaware, however, that it is against the law for OEMs to tie use of a specific brand of oil to the warranty, as implicitly stated in the federal Magnuson-Moss Warranty Act, or to void the warranty simply because motorists practice extended drain intervals or use, for example, a non-API-certified oil.

AMSOIL Synthetic Lubricants are Warranty Secure

AMSOIL developed the Warranty Secure icon and associated statement as simple, yet effective, reinforcements of the truth about AMSOIL synthetic lubricants and warranties. The icon serves to quiet fears consumers may have as a result of misleading or false claims from an OEM, dealership or mechanic, while the statement uses clear, direct language to remind consumers that the law is on their side. Motorists and enthusiasts have the right to use whichever brand of oil they prefer and to practice extended drain intervals without voiding their factory warranties.

Because the issue is most prevalent in the powersports market, the icon will initially appear on powersports product labels, including INTERCEPTOR® Synthetic 2-Stroke Oil reintroduced on page 6 of this issue of *AMSOIL Magazine*. It will also begin to appear on product data bulletins and in other company literature and advertisements. An accompanying QR code or web address (www.amsoil.com/warrantysecure) directs consumers to the Warranty Secure statement (left). ■

By law, using AMSOIL synthetic lubricants in place of original equipment manufacturer (OEM)-branded lubricants or practicing extended drain intervals does not void new vehicle or equipment manufacturers' warranties.

Misinformation surrounds how lubricant selection and extended drain intervals affect OEM warranties. The truth simply comes down to cause and effect — if the lubricant did not cause the problem, the warranty cannot be voided, period. Lubricant brand, type or length in use have no bearing on the decision.

According to the Federal Trade Commission:

The Magnuson-Moss Warranty Act makes it illegal for companies to void your warranty or deny coverage under the warranty simply because you used an aftermarket or recycled part. ...

The FTC says the manufacturer or dealer must show that the aftermarket or recycled part caused the need for repairs before denying warranty coverage. (<http://www.ftc.gov/bcp/edu/pubs/consumer/alerts/alt192.shtm>)

If an OEM, dealership or mechanic says using AMSOIL synthetic lubricants in place of the OEM-branded lubricant or extending oil change intervals will void the vehicle or equipment warranty, obtain a written statement to that effect and send it to AMSOIL INC. (One AMSOIL Center, Superior, WI, 54880). AMSOIL will contact the entity directly to resolve the situation. For more information, contact AMSOIL Technical Services at tech@amsoil.com or (715) 399-TECH.



AMSOIL ATF SAVES COST OF NEW TRANNY

Preferred Customer Baxter (Dale) Rogers of Heyworth, Ill. saved himself the cost of a new transmission by using AMSOIL Automatic Transmission Fluid.

Rogers owns a 2004 Saturn Vue that sat idle for several months last year. When he began driving it again, he noticed a fluctuation in the rpm at lower speeds.

He took the vehicle to a Chevy dealership, where he was told he needed a new transmission. "The cost would have been around \$2,800," Rogers said. "I went for a second opinion at a transmission shop, and they told me the same thing except I also needed a torque converter, which would be an additional \$500 to \$800."

A third opinion, from a friend who does Rogers' automotive work, was that the fluid needed changing. The Vue has a Honda transmission. The mechanic checked with a Honda representative, who recommended Honda transmission fluid or AMSOIL Automatic Transmission Fluid, Rogers said.

"I told my friend I would get the fluid because I am an AMSOIL Preferred Customer. I bought the AMSOIL Multi-Vehicle Transmission Fluid and he installed it," Rogers said. "I have saved so much

money using AMSOIL products, I am overwhelmed."

Trouble-Free Performance

"The Vue now has more than 124,000 miles and is running fine," Rogers said. "AMSOIL ATF saved the day and saved me more than \$2,700. AMSOIL products are great. I'm a happy customer and enjoy reading the Magazine to keep up-to-date on AMSOIL products and the company."

Rogers installed AMSOIL lubricants in his other vehicles, as well.

"I've been a Preferred Customer for about two years now, and I have three of my vehicles using AMSOIL products," he said. "They run so much better and cooler than I could have believed."

In addition to the Saturn Vue, Rogers owns a 2010 Dodge Caravan and a motorhome. He uses AMSOIL synthetic motor oil along with AMSOIL ATF in those vehicles.

"When I go to Texas for the winter in my motorhome, and flat tow my Vue, I have no worry about the proper lubrication of my engines." ■



AMSOIL Synthetic Multi-Vehicle Automatic Transmission Fluid (ATF)

- **Outperforms** conventional automatic transmission fluids
- **Exceeds** performance requirements of most North American, European and Asian vehicles
- **Provides** outstanding wear protection in temperature extremes