

**Chris Ness**  
Independent Dealer  
<http://amsoil.nesser.org>



**PROTECTION**  
*you demand.*

**PERFORMANCE**  
*you deserve.™*

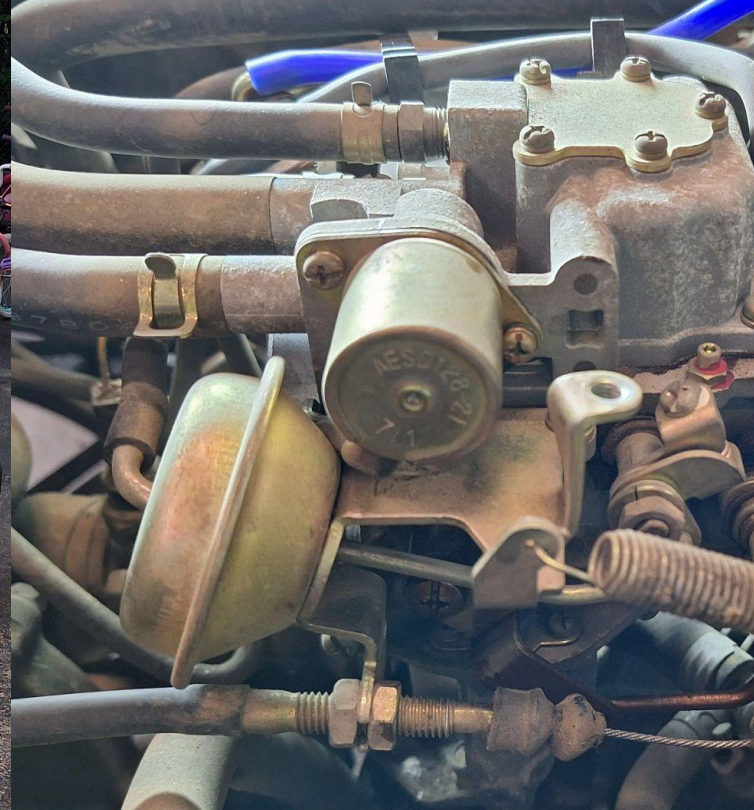


# About Me

- Software Engineering background
- I do not race or build engines, sometimes I reseal them
- Maintain my family's fleet of vehicles and small engines
- First purchased AMSOIL looking for better 2 stroke oils for my lawn and garden equipment
- Became an AMSOIL dealer in 2011 when people asked me to order products
- Have grown my business from an after hours person to person sales side hustle to now include limited dealerships, retail and commercial accounts.
- Bought my first "classic" vehicle in the fall of 2024.



# '97 Subaru Sambar - 658cc





# AMSOIL is an American Company

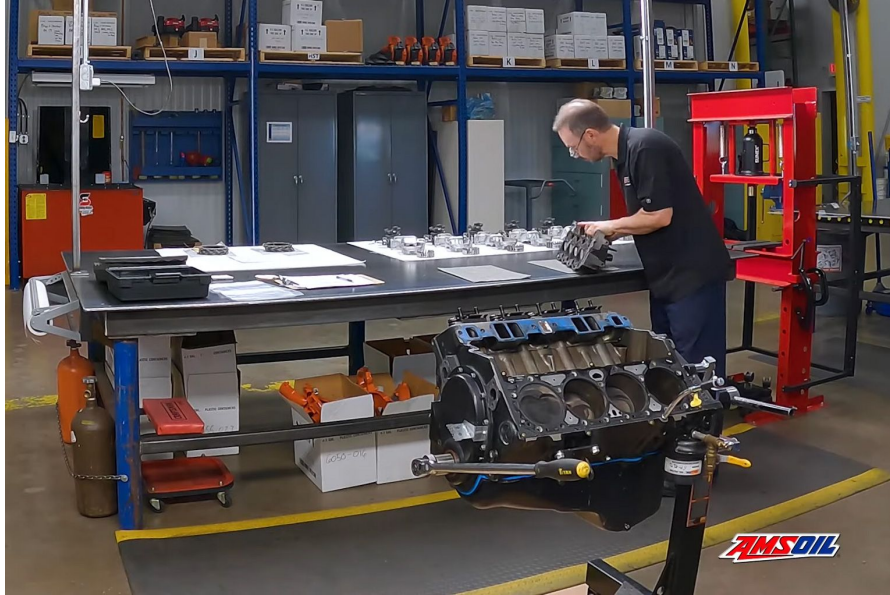


Headquartered in  
Superior Wisconsin

Has Canadian distribution centres  
in Toronto and Edmonton.



# AMSOIL is a **Formulator**, Blender and Packager



# Lubrication 4 R's



- **Right Lubricant:**
  - Proper viscosity and additives for the application
  - There are no “magic molecules” or additives to “fix” an engine
  - No amount of Zinc can fix damaged or bad lifter geometry. Too much makes things worse - corrosive wear
  - Oil must be clean - 70% of failures are due to contamination - fuel, water, dirt, soot, others...
- **Right Amount:**
  - Using the appropriate quantity of lubricant is important
  - Oil is the lifeblood of an engine.
- **Right Place:**
  - The best oil in the oil pan doesn't lubricate the high impact areas required in an engine.
  - Oiling system design is mostly out of your control if you are not an engine builder
- **Right Time:**
  - Proper oil delivery is critical
  - Cold starts and Dry starts account for the majority of engine wear. *Do you prefill oil filters?*
  - OEM and/or engine builders have different Oil Change Interval (OCI) recommendations. Use severe



# Oil Specifications

Ford WSS-M2C931-C (Mustang)

Exceeds API SP Specifications



## API S-Series Service Classification for Passenger Car Engine Oil



Flat Tappet Cam Danger Zone

???



Ford WSS-M2C962-A1  
API SP Certified

Direct Injected Turbo Danger Zone (LSPI)



API SL or earlier specification

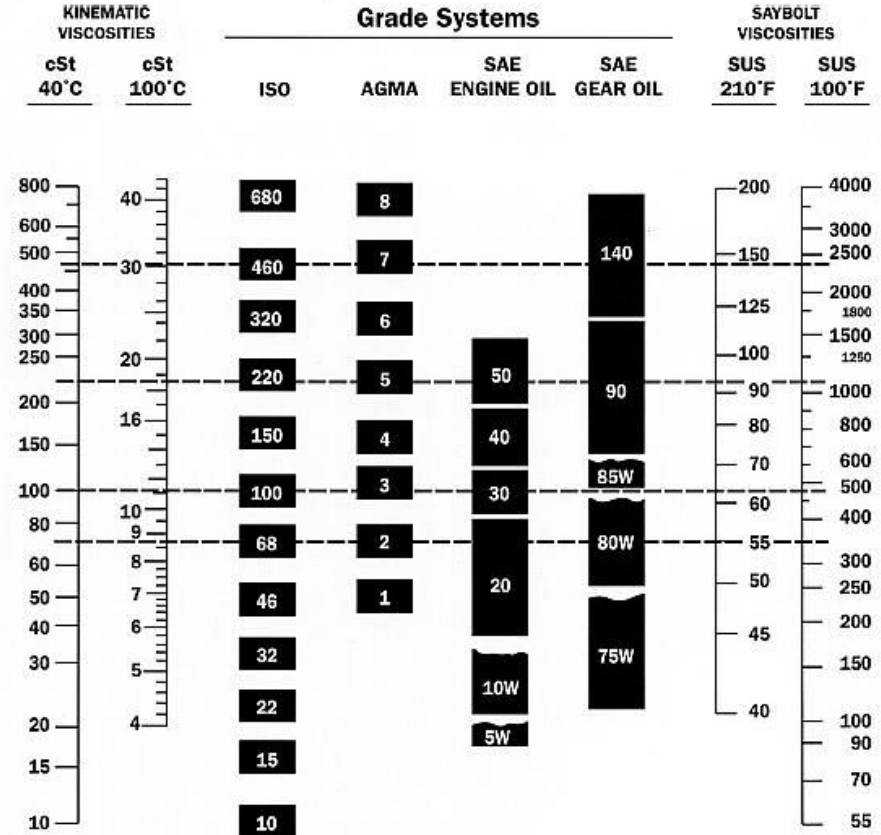


# Oil Viscosity

## AMSOIL 10W-30

Oil Viscosity @ 100°C (operating temps)

- ZRT - ZRod = 12.0 cSt
- ~~RD30 - Dominator Racing = 10.4 cSt~~
- ATM - Signature Series = 10.0 cSt
  
- 5W-50 - AMR = 19.4 cSt



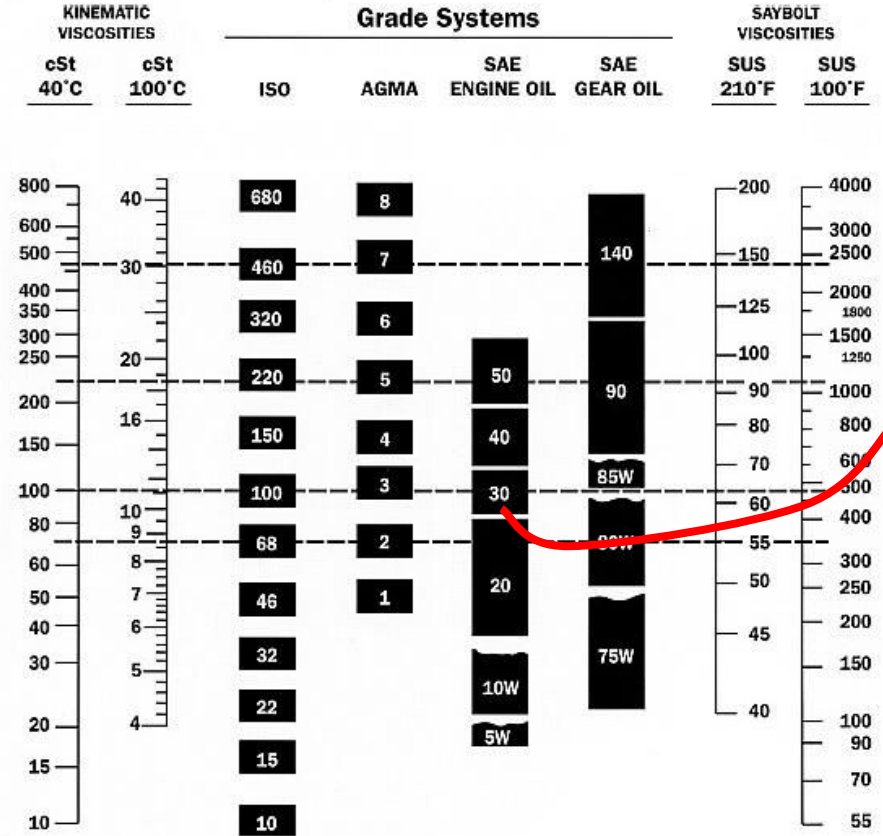


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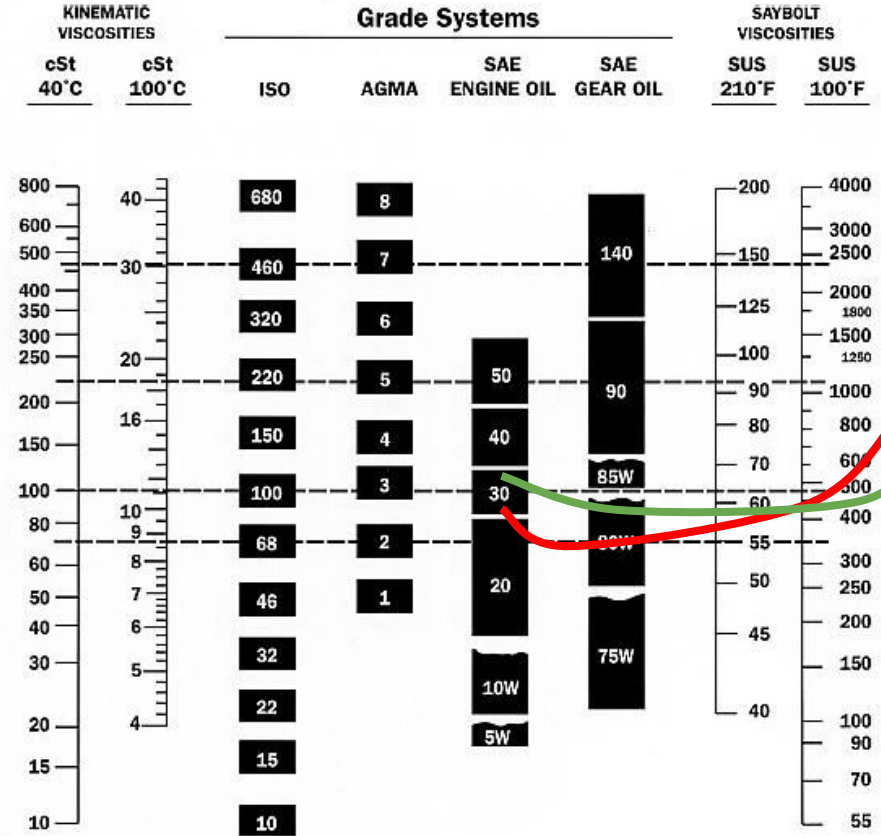
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For every 10°C (18°F) increase, the oxidation rate roughly doubles, effectively halving the oil's lifespan



# Comparing AMSOIL Motor Oils Across a Viscosity



	SIGNATURE SERIES	EXTENDED-LIFE (XL)	HIGH-MILEAGE	HYBRID	OE
WEAR PROTECTION	✓✓✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓
ENGINE CLEANLINESS	✓✓✓✓✓	✓✓✓	✓✓✓✓	✓✓	✓✓
SERVICE INTERVAL	✓✓✓✓✓	✓✓✓✓	✓✓✓	✓✓✓	✓✓
EXTREME TEMP PERFORMANCE	✓✓✓✓✓	✓✓	✓✓	✓✓✓✓	✓✓
CORROSION PROTECTION	✓✓✓✓✓	✓✓✓	✓✓	✓✓✓✓	✓✓
OIL-CONSUMPTION CONTROL	✓✓✓✓✓	✓✓✓	✓✓✓	✓✓	✓✓
VISCOSITY CONTROL	✓✓✓✓✓	✓✓✓	✓✓	✓✓✓✓	✓✓
LEAK PROTECTION	✓✓✓✓✓	✓✓	✓✓✓✓	✓✓	✓✓
SEVERE-SERVICE PROTECTION	✓✓✓✓✓	✓✓✓	✓✓	✓✓	✓✓

- The OE line provides similar protection as on the shelf Synthetics
- Signature Series provides extra reserve protection above and beyond



# Oil Analysis - Oil Analyzers

AMSOIL provides [oil analysis service options](#). By analyzing used engine oil, a qualified lab can help optimize your OCI and detect mechanical problems your engine may have.

- 24 Metals by ICP (wear metals, contaminant metals, multi-source metals and additive metals)
- % Fuel Dilution (Engines)
- % Soot (Engines)
- Water % by Crackle
- Viscosity @ 40°C (Non-Engines)
- Viscosity @ 100°C (Engines)
- Oxidation/Nitration
- Base Number (Engines)
- Acid Number (Non-Engines)



# AMSOIL Advantages

AMSOIL provides Engine Protection and Performance including **superior wear protection**, **extreme temperature performance** in both hot and cold conditions, **reduced oil consumption**, **improved fuel economy** by **reducing friction** and allowing engines to run more efficiently, **easier cold starts**.

AMSOIL can improve cost and convenience when used properly. Extended drain intervals are possible with synthetic oils - **be sure to test to verify** - don't just take OCI advice. **Reduced maintenance costs** come from extending drain intervals, potentially reducing oil consumption through volatilization compared to conventional oils which can also have **environmental benefits**. Extended oil change intervals also **reduce waste oil and packaging waste**. AMSOIL employs eco-friendly practices in its manufacturing processes and packaging.

**Tech Support** - AMSOIL has a great tech support team for application questions specific to your equipment - even non-standard upgrades and engine swaps. You can reach out to them by [phone or email](#).

**Oil Analysis** - This is the single best thing you can do for your vehicle - other than changing the oil. It provides data about how your engine, transmission or differential is operating. Have a baseline before experiencing problems.

**Warranty** - AMSOIL provides a [Limited Warranty](#) for Lubricants under normal use. To make a claim follow the specific instructions. The most important is taking a sample of the oil and retaining the failed equipment for inspection.

# How To Purchase AMSOIL Products

1. Connect with your local AMSOIL Dealer
  - Buy local - it can help you out in a pinch
  - I service the Northern Golden Horseshoe area
  - [Reach out early](#), some products are stocked I use, mention you are a GHMA member.
2. Purchase [Online](#) at any time, or [over the phone](#) during business hours.
  - Shipping is usually 2-3 business days from the Toronto Distribution Centre
3. Use the [application guides](#) to look up product recommendations for your equipment.

AMSOIL SHOP BY VEHICLE ADD NEW Year Make Model or Search for Products LOG IN CART CA

SHOP ALL BUY FOR BUSINESS FREE CATALOG CONTACT US FIND AMSOIL NEAR YOU

Home / Guides / Vintage Vehicles - Online Filter Lookup Guide

### VINTAGE VEHICLES - ONLINE FILTER LOOKUP GUIDE

This lookup guide will return the recommended AMSOIL filters for your vintage automobile or light truck (1965 or earlier). Please select your vehicle, then click GET RECOMMENDATIONS.

Select Vehicle Make: FORD  
Select Year: 1968  
Select Model: MUSTANG  
Select Engine Size: V8 7.0L 428 CID

GET RECOMMENDATIONS

Make	Year	Model	Engine	Filter Type	Premium Part	Standard Part
FORD	1968	MUSTANG	V8 7.0L 428 CID	Air		42116
FORD	1968	MUSTANG	V8 7.0L 428 CID	Breather		NA
FORD	1968	MUSTANG	V8 7.0L 428 CID	Fuel		33046
FORD	1968	MUSTANG	V8 7.0L 428 CID	Lube	EAD15	51515
FORD	1968	MUSTANG	V8 7.0L 428 CID	Transmission		58920

To report a problem, please click [here](#)



# Thank You!

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## BONUS: Are Friction and Wear Directly Related?

No.

Reducing friction does not necessarily reduce wear. Reducing wear does not necessarily reduce friction.

A reduction in friction and wear **can** occur at the same time, but the two things are independent. You can never make the assumption that reducing friction to improve horsepower will also reduce wear.

ZDDP is a classic example. With the right type of ZDDP in the engine oil at a high enough level, engine wear will be reduced but with an increase in friction — because ZDDP is not a low-friction coating. You can replace it with a lower friction coating that doesn't prevent wear as well. This will improve economy but wear may increase.