

# Protection: The Number *One* Priority

**We** all mean well; really, we do. But, have you ever thought about how you really treat your vehicle? You meant to get the oil changed, but that was 2,000 miles ago—you just got busy. You were running late, so you punched the gas at those stop lights—you know it's tough on your engine, but you were in a hurry. Take a moment to consider how you really drive—now don't you want the best protection possible for your engine?

Your vehicle is one of the biggest investments you will ever make, and it requires maintenance to keep it running properly. Regular oil changes are an important part of maintenance, and compared to the cost of the vehicle and unscheduled repair work, oil changes are inexpensive.

But did you know for only a few dollars more you can upgrade your conventional oil change to a synthetic oil change? Synthetic oil is the best possible engine oil you can choose for one of your biggest investments.

Modern driving conditions and today's high-tech, hard-working engines are rough on engine oil. Most Americans drive under what are known as "severe" conditions. These conditions include stop-and-go traffic, short trips,

excessive idling, towing, hauling, racing, or driving in extremely hot or cold weather. If you drive in any of these conditions, you can consider yourself a severe driver. Being a severe driver isn't bad. It just means you need to follow a different set of maintenance requirements for your vehicle, and you can find these requirements in your owners manual.

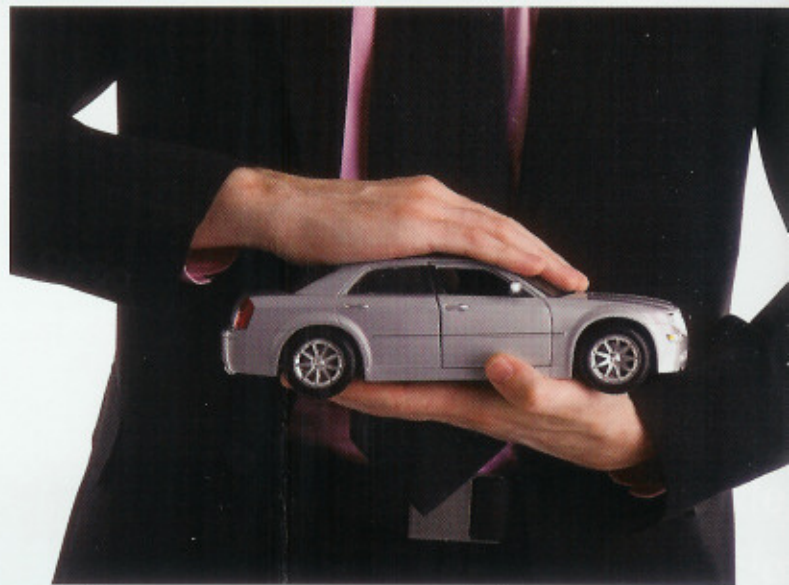
Severe driving conditions put enormous amounts of stress on your oil and your engine, but using synthetic oil at any stage in your vehicle's life can protect your engine from the hazards of real-life driving.

A synthetic oil change is performed in the exact same way and takes the same amount of time as a conventional oil change. It's only the properties of the oil that make it different.

Synthetic motor oil is a man-made engine lubricant. This oil is made from very high quality base oils that are more advanced than those of conventional oil. Because synthetic oil is highly processed, oil engineers

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can specially create this oil to meet your vehicle's specific needs. Engine protection is one of the main concerns addressed by synthetic oil, and if you want to keep your investment for the coming years, it should be one of your main concerns, too.

A study conducted by marketing research firm AutoPacific found that 59 percent of new-car buyers plan to keep their vehicle more than four years. If you are among this majority, it is a comfort to know that synthetic oil can help reduce your risk of engine repairs and keep your vehicle running properly for years to come.

"Engines are expensive and repair work on engines is expensive, but your peace of mind is priceless," said Timothy Miranda, senior engineer for BP Lubricants. "Synthetic engine oil provides the ultimate in engine protection at a small increase in cost."

If you are likely to go a few hundred—or thousand—miles over on your oil change interval, or if your driving often gets mistaken for Dale Earnhardt Jr.'s, just consider the strain this puts on your engine. For a few extra dollars, upgrade your oil change to a synthetic oil change and rest assured your engine is protected now and well into the future. +

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