

# BOTTOM LINE

It's not the cost to buy, it's the cost to use.



## Brandon Eckholm, Bismarck ND

2003 Harley Davidson Softail 88" 1442cc Engine  
19,100 miles

Brandon was using Harley Davidson Conventional Oil 20W-50, and he had just changed the oil 20 miles prior to the temperature study using thermographic imaging. Even with the recent oil change, the oil already appeared to be fairly dirty.

For testing purposes, Brandon ran the bike 10 miles, came to a stop and then left the bike running. The thermal image was captured within 15-20 seconds of stopping.

Brandon and Rick Janke, Schaeffer sales rep, then changed out the oil with Schaeffer's #707 Supreme V-Twin Synthetic Plus Racing Oil 20W-50. Brandon then ran the bike on the same course. Again the thermal image was captured within 15-20 seconds of stopping. The bike didn't have a tachometer.

	Harley Davidson Oil	Schaeffer's V-Twin Oil	Difference
Cursor 1: rear cylinder	285°	279.7°	5.3°
Cursor 2: front cylinder	290.9°	271.5°	19.4°
Cursor 3: exhaust pipes, rear	517.8°	496.4°	21.4°
Cursor 4: exhaust pipes, front	448.7°	437.3°	11.4°

## Schaeffer's V-Twin Engine Oil runs cooler than leading conventional oil



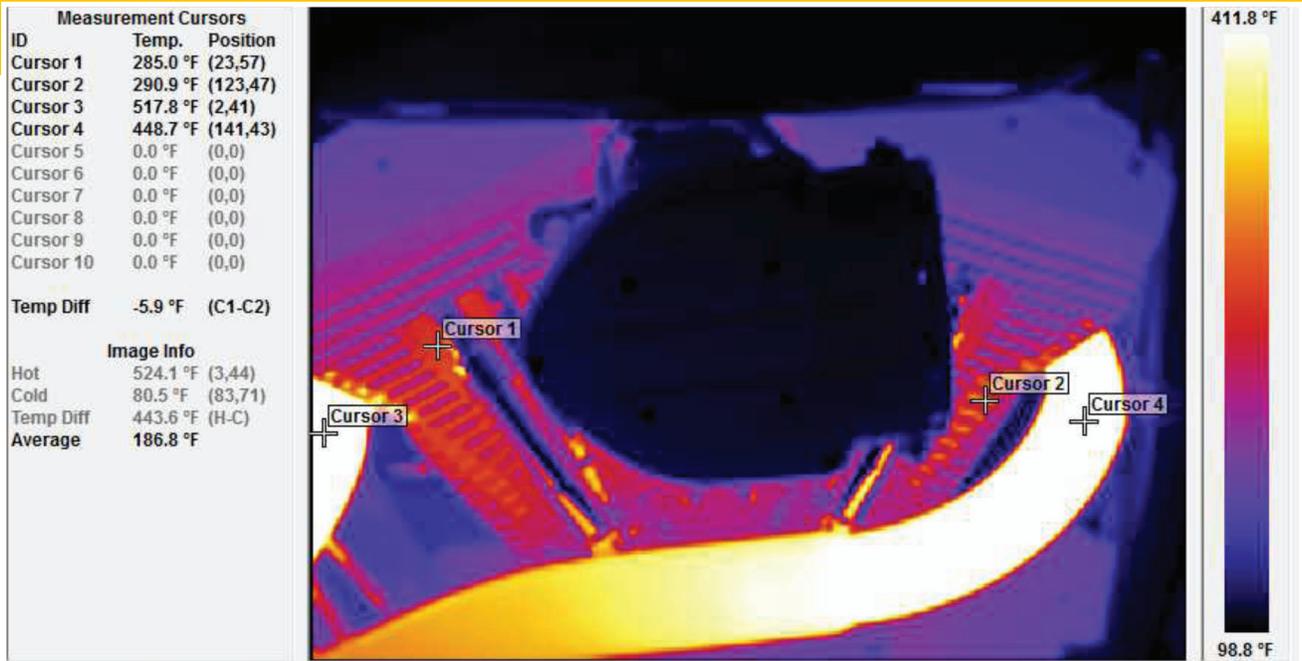
### #707 Supreme V-Twin Synthetic Plus Racing Oil 20W-50

Ask any biker, and they'll tell you: motorcycling is a way of life. When it comes to taking care of your bike, you need an oil that will treat your bike as well you do. With Schaeffer's V-Twin Oil, you get sophisticated engine oil that's designed to meet the demands of V-Twin, air-cooled and high performance engines.

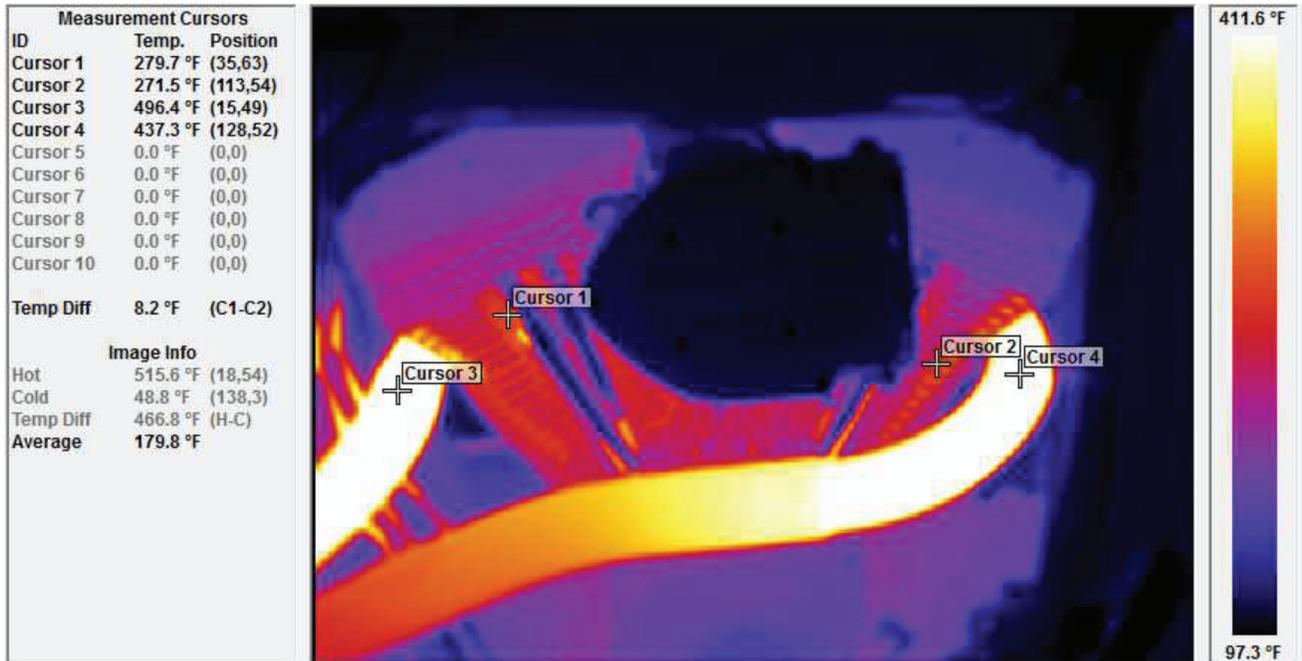
#707 meets and exceeds: API Service Classification SN, Harley Davidson® V-Twin specifications and JASO (T903) MA-2 specifications.

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Thermal imaging with Harley Davidson Conventional Oil 20W-50.



Thermal imaging with Schaeffer's #707 Supreme V-Twin Synthetic Plus Racing Oil 20W-50.



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