

# AMSOIL<sup>®</sup>

► DEALER EDITION

## MAGAZINE

NOVEMBER 2022

# JEEP WORLD

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New Reports for *The Next 50* | PAGE 10



# The Next 50 Compensation Plan IS NOW LIVE

**The wait is over.** *The Next 50* (TN50) compensation plan, the biggest and most exciting improvement to the Dealer opportunity in decades, is now in effect.

Following more than a year of research that involved industry experts and hundreds of hours of interviews with current and former Dealers, we developed the TN50 plan to meet the following goals:

- Simpler to understand and explain
- Pay new Dealers more
- Pay more closer to the sale

By introducing a simpler compensation plan that meets these goals, we hope that you'll register and retain more active, successful Dealers. That adds up to more Dealers selling more products, growing the pie for everyone over the long term.

## Still have questions?

We're here to help.

Email [thenext50@AMSOIL.com](mailto:thenext50@AMSOIL.com).

## PROFIT TIER SCHEDULE

Profit Tier	Min. Total Monthly Team Sales
Tier 1	–
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000

- Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.
- Must be Customer Certified to earn Tier 4 profits.

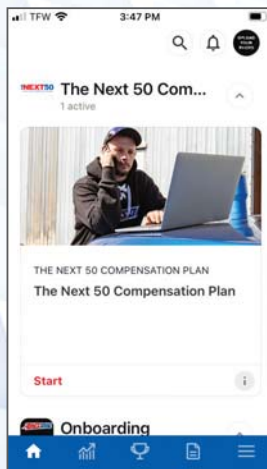
### The Next 50 plan

Effective Oct. 1, 2022, all **new** Dealers, customers and accounts you register fall under *The Next 50* plan. We'll calculate and pay your commissions on new business using the new plan.

### Legacy plan

All your **existing** Dealers, customers and accounts registered prior to Oct. 1 remain under the legacy plan. We'll calculate commissions on business with those existing Dealers, customers and accounts using the legacy plan.

**THE NEXT50™**  
Commitment • Collaboration • Success



## Learn more with these resources

Check out *The Next 50* compensation plan program in the Dealer Zone ([my.AMSOIL.com](http://my.AMSOIL.com)) for videos that help explain why we made this change and how the plan works.

**The Independent AMSOIL Dealer Policies & Procedures (G4000), available in the Dealer Zone, has been updated to include all details of the TN50 compensation plan.**





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Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17D and specify the month and year.

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**THE COVER**

We take a close look at the rich history of an off-road legend.



# From the Chairman

I am writing this shortly after the official launch of *The Next 50* compensation plan, and I couldn't be happier with the immediate results. We experienced a nice increase in Dealer registrations compared to the same period last year, and we have heard reports of Dealers who noted increased earnings on sales to new Preferred Customers compared to what they would have earned on the legacy plan. Seeing those comments reinforces my enthusiasm for the future. I hope each of you is feeling the same way, experiencing higher earnings and bringing more customers and Dealers onboard.

For many reasons, AMSOIL is unique in the direct-sales market. Our brand is well-recognized, we advertise nationally, our Dealers can sell to retail and commercial businesses and the Dealer network is predominantly male whereas other direct-sales networks are predominantly female. I know some Dealers have held back on sponsoring due to the perceived negativity of MLM caused by unscrupulous companies that have plagued our industry. If you are one of those Dealers, I strongly encourage you to reconsider, especially

with our new compensation plan. AMSOIL is a direct-sales hybrid with a simple, three-tiered compensation plan. That isn't very different from many traditional sales organizations where a salesperson earns according to his or her results and the sales manager earns according to the success of his or her team. With an AMSOIL Dealership, however, you are your own boss. You decide how much or how little you want to put into it. Your annual fees are low. You don't have to carry any inventory or perform tedious paperwork. You get to sell the best products in the world and you're backed by a strong, growing, family-owned, U.S.-based company. I am proud of what AMSOIL offers, and you should be too.

The new commission plan will be more appealing to more people, so take advantage of this great benefit your Dealership provides. By sponsoring new Dealers, you're expanding your reach through others and increasing your earning potential. Is there an area where your expertise is lacking? Find someone who has the knowledge you need and make that person a Dealer. Together, you will form a strong team and, more

than likely, be more successful and have fun making money together. The time is now. Go sponsor!

If I were a Dealer, I would set a goal to register two new qualified P.C.s and one new qualified Dealer every month. If you were to complete Customer Basic Training and do that every month for 12 consecutive months, you'd be Customer Certified and have five entries in the customer-assignment pool. That means you'd probably receive between 75 and 90 assigned customers from AMSOIL over the next year, in addition to the 36 customers and Dealers you brought in on your own. Plus, the Dealers on your team would hopefully be making sales, helping you move up the Profit Tier Schedule and boosting your earnings.

**Alan Amatuzio**  
Chairman & CEO

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Commitment • Collaboration • Success





# Upgraded Performance and Protection For ATVs and UTVs

New AMSOIL 10W-30 Synthetic ATV/UTV Motor Oil and 5W-40 Synthetic ATV/UTV Motor Oil provide expanded coverage for hard-working and performance ATVs and UTVs. Whether tackling tough chores or riding aggressively on the trail, Synthetic ATV/UTV Motor Oil's outstanding severe-service formulation **allows riders to confidently and safely push their machines to the limit.**

- **High-performance** alternatives to OEM-branded fluids
- **Protection** when performing demanding chores and tackling tough terrain
- **Delivers** consistent clutch feel
- **Superior** all-weather performance
- **Wet-clutch** compatible





# LETTERS TO THE EDITOR

## OIL-CHANGE COMPARISON

I stumbled onto a comparison of conventional oil changes to AMSOIL oil changes. Now I cannot find it. Can anybody help?

**Kevin Bohn**

**AMSOIL:** Thank you for your question, Kevin. You may be thinking of the AMSOIL Cost Calculator available in the Dealer Zone (Business Tools>Commercial Business Tools>Download Cost Calculator). It compares the cost of an AMSOIL XL 5W-30 oil change with the cost of a Mobil 1\* 5W-30 oil change.

## REGISTRATIONS, PRICES & TN50

We are voicing our opinions and comments, and filed suggestions with Customer Service every year, but nothing happened, so here are a couple suggestions for your review.

1. On registrations in the Dealer Zone, next to the Preferred Customer box, add "catalog customer."
2. Now that we got the competition going by being below conventional and full-synthetic vendors' prices, keep it that way. We understand raw materials go up, but Dealers are paying the price of losing customers and not gaining new customers. Please do not suggest any more price increases as we already had too many already.
3. We know already AMSOIL decided without asking us Dealers who would like to change over to the TN50 compensation plan. Let us vote who wants to join and stay on the legacy program.

Give us a voice that matters when it comes to decisions and voting.

**Wiljen and Ron Camilo**

**AMSOIL:** Thank you for your suggestions, Wiljen and Ron. It's unlikely we will create a registration form for catalog customers. We offer the option to register Preferred Customers because some Dealers choose to pay the initial registration fee. Because there isn't a registration fee for catalog customers, a registration form isn't necessary. Catalog customers can register and order themselves at [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca) or call the 800 ordering line. Dealers can also sell to them directly.

*We never increase prices unless we have to – we prefer to keep pricing as low as possible, just like you do. Unfortunately, there is only so much that can be done to hold costs down and, at some point, pricing has to move. The AMSOIL team has done an excellent job managing costs and pricing over the past two years, and we have raised prices far fewer times than the competition, and when we've done so, our percentage increase has typically been less than the percentage increase posted by the competition.*

*We cannot allow Dealers to choose which plan they want their Dealership to generate earnings under. You might want to switch to the TN50 plan, but your sponsor may not, and your decision would affect your sponsor's earnings. To keep things fair across the board, we had to choose a date at which the transition will occur and make it applicable to all Dealers.*

## VOLUME TRANSFERS AND DBS

I would like to address three items that I believe AMSOIL could improve on.

1. Why does it not have the same impact when Dealers do a volume transfer as it does when a customer buys direct from AMSOIL? I enjoy making personal sales to my customers. However, they lose out on certain benefits through AMSOIL when doing so. For instance, if there is a promotion going on for gloves, funnels, pop sockets, etc., my customer loses out if they buy direct from me. Another example is that our volume transfer doesn't amount to any credit for the current deal of getting a \$5 credit per \$100 of product ordered. It also doesn't account for the case in which the customer gets their next year's renewal paid for if they spend a certain amount.
2. Can we get more functionality out of the AMSOIL DBS system? One of the pain points for me is when it comes to doing volume transfers. I like the format of the DBS system to the point that I believe it is a benefit to most that use it. I would even go so far as to say that it would be nice for it to be included in our annual Dealer agreement. I can see that there is definitely room for improved functionality though.

3. Why are we not able to do volume transfers on retail and commercial accounts? For Dealers that give our retail and commercial accounts the personalized service they deserve, I think it would be beneficial to allow us to do a volume transfer to show activity on the customer's account.

Thanks,

**Kevin Robertson**

**AMSOIL:** Thank you for your suggestions, Kevin. Customers who buy directly from you may lose out on promotions we conduct, but they gain valuable service from you, including your personal touch, technical expertise and local pickup that we cannot replace. Those things are much more valuable than free gloves or funnels. The 2-10% purchase discount is a promotion we offer to Dealers. While we are happy to offer both types of promotions, offering both together wouldn't be profitable or sustainable. These same concepts apply to your commercial and retail accounts. All customers must weigh the advantages and disadvantages, then decide whether they want to buy from you or directly from AMSOIL.

*We hope the new options to automatically submit volume transfers from the DBS alleviates one of your pain points. We will continue to support DBS, but we have no plans to develop a full-feature bookkeeping software program with auditing systems that would be required to manage your ideas. It's simply not our area of expertise, and there are many good bookkeeping systems available on the market. We intend to continue improving programs and services for Dealers and customers who buy directly from AMSOIL. We believe this will be the most effective strategy for all parties since direct sales is the largest, and fastest growing, part of our business.*

Email letters to:  
**letters@amsoil.com**

Or, mail them to:  
**AMSOIL INC.**  
**Communications Department**  
**Attn: Letters**  
**925 Tower Avenue**  
**Superior, WI 54880**

Letters are subject to editing for length and clarity; please include your name, address and phone number. Unsigned letters will not be published.



**Mark Nyholm** | STAFF PRODUCT DEVELOPMENT ENGINEER AND MECHANICAL R&D MANAGER

## 3 Ways to Boost Diesel Truck Performance

A tuner, upgraded turbo and improved fuel delivery are cost-effective diesel power adders.

Here we are in 2022, about 20 years after the diesel-truck-performance industry exploded when enthusiasts took the slow, loud, unrefined diesel pickup beyond its original design intent. Lots can happen in 20 years, and boy has it. Everything from reliable daily drivers delivering 4X OEM power, to sub-4-second drag trucks, to millions in EPA fines.

No other platform lets you bolt on more power adders than a diesel pickup. Where else can you have a reliable 750-hp truck that can pull a camper one day, go off-roading another day and finish the weekend on the drag strip stomping much of the competition? Right, you can't.

### Popular Diesel Power Adders

How do enthusiasts make all that diesel power? First, it's important to realize that power costs money. Go to any event or track and you'll see – the fastest drivers have the most money invested into their vehicles. Now that we've gotten that painful fact out of the way, let's talk about the three most common ways to add power.

### Electronic Programming

Otherwise known as a tuner, this handy little device reflashes the ECM and adjusts fuel and air delivery to make more power. A plug-and-play version can easily add 50-200 hp, depending on the tuner. And they are cheap to buy. Be careful, though; this is where you start running into legal power and illegal power if the tuner deletes OEM emissions technology.

With a couple taps of a button – Wham! Lots more power. Is it reliable? Yes and no, depending on how far you go.

Your transmission, however, is not designed to handle the extra power. Soon you'll be over-running the torque converter or your clutches. Or both. So, if you want to add 150 hp or more, prepare to spend money on your transmission.

### Forced Induction

In the diesel world, we really mean "turbocharging" since very few diesels use a supercharger. The turbo does all the heavy lifting of forcing air into the combustion chamber. Thanks to the invention of the common-rail fuel system, the engine will get ample fuel. But, with aggressive tuning, the stock turbo just won't deliver enough air.

You can solve this dilemma with an aftermarket turbo, but before you buy one, read the volumes of online articles about which one to choose. There are designs that are best for towing, racing and daily driving.

Like many things, diesel engine perfection is hard to achieve. You can't go too big with horsepower gains without reducing performance elsewhere. Go big or go home, I always say. Go too big without the right combination of other components, however, and you'll go nowhere.

### Fuel Delivery

This area can include the injectors and fuel pump.

The fuel pump could be a lift pump or the CP3 or CP4 pump on the engine. If you've been around the block long enough, you've read about the issues with the CP4 pump failing, allegedly due to incompatibility with modern diesel fuel, which contains less sulfur

to provide lubrication. It's one of the reasons I always use AMSOIL diesel fuel additives to boost lubricity and protect the pump.

The same can be said for the fuel injectors. As I said earlier, you run out of air before fuel. But, if you have enough air, you'll quickly run out of fuel. To get more fuel to the engine, you need to ensure you have a pump that can supply it and a set of injectors that can spray it.

This is a good time to check the condition of your high-pressure fuel pump and ensure you have a good lift pump feeding it.

Once you have the supply side addressed, it's time to revisit your horsepower goal and intended purpose for the truck.

Aftermarket injectors use a different set of nozzles with bigger holes that can spray more fuel. But it's important to coordinate the spray volume and air-charge volume with the tune that is controlling your injectors.

Even in this plug-and-play world we've been enjoying for 20 years, you still need a plan. If you under- or over-size certain components, the truck won't like it. Communicating your horsepower goal to your aftermarket partners will set you up for success.



# JEEP WORLD

## PART 1: HISTORY OF A LEGEND

When “jeeps” rolled off assembly lines and into battle during World War II, they were immediately loved by GIs and, soon after, the American people. In the 80 years since, that “thing” enthusiasts have for Jeeps\* has remained strong. The brand still elicits a sense of freedom and adventure with its rugged style and off-road capability. Most Jeep enthusiasts take their vehicles further, modifying them to be even more capable. Jeep lovers tend to be enthusiasts – and enthusiasts make the best AMSOIL customers. Therefore, the Jeep world is full of potential if you understand it. To that end, we explore the history of the Jeep brand here. In the next issue, we will take a deep dive into market makeup, the Jeep enthusiast and sales opportunities.

### WWII | 1940s

Like AMSOIL, Jeep has its roots in the military. The U.S. Army put out a request for proposal in 1940 for a general-purpose vehicle that was small, lightweight, had four-wheel drive and could carry a light machine gun. American Bantam\* and Willys-Overland\* both stepped up with design proposals. While the Army began testing those prototypes, they also reopened the door to other automakers, notably Ford\* with its massive production capacity.

The final Jeep design was a mashup of the best from each proposal: The Bantam Spicer\*-sourced four-wheel transmission and differential was mated with the Willys Go-Devil\* engine and fitted with the bodywork configuration of the Ford Model GP.\*

From fewer than 100 jeeps in 1940, almost 8,500 were built in 1941 in three different versions by Bantam (BRC-40), Willys (MA) and Ford (GP). Willys struggled to reduce the weight of the MA prototype to the U.S. Army specification of 2,160 pounds, coming in about 400 pounds over. But after rigorous testing, Willys was awarded the contract in July 1941 with an initial order of 16,000 MBs at a unit price of \$738.74. Today, the MA is the rarest of all pre-production Willys, with only about 30 known in existence.

The simple and tough jeep was an essential tool that helped win the war. The MB rendered other military vehicles obsolete, including horses and motorcycles with sidecars. Not only did

they have more capability and versatility than other light vehicles, they could also be modified for other duties, such as battlefield ambulance work, snow plowing, desert patrols, firefighting and more. They were burly enough to go almost anywhere and light enough to be picked up and moved by GIs when they were really stuck.

### Civilian Life | 1945

The CJ was the first post-WWII Jeep-brand vehicle. The target market for Willys-Overland was the 5.5 million farmers in the U.S. The CJ could do the job of two draft horses at a speed of four miles per hour for 10 hours a day. Farm implements and industrial tools were fitted with power from a PTO. Jeeps became the platform for hundreds of applications, including the Zamboni\* ice resurfacing machine.

The debut of the 463 Jeep Station Wagon in July 1946 marked the first all-steel station wagon and the forerunner of the Grand Cherokee\* (vehicle code WK).

### Rise of Off-Road Recreation | 1950s

The 1950s were marked by engineering milestones, and the off-road Jeep enthusiast began to emerge. The M38, popularized in the TV show M\*A\*S\*H, served in the Korean War. It was essentially a combat-ready version of the CJ-3A with a stronger frame and suspension and could be driven under water.

Willys updated its CJ line in 1953 with more horsepower, capability and

comfort. Component upgrades with the 81-inch wheelbase helped feed interest in off-road vehicles. The CJ-5 had a production run of 30 years, the longest for any Jeep-brand vehicle. The CJ-6 is basically a CJ-5 with a longer wheelbase (101 inches); it's prized by collectors.

### Wagoneer\* and Commando\* | 1960s

The Jeep Wagoneer ushered in an era of off-road-capable vehicles with luxurious interiors. It was the first 4x4 vehicle with an automatic transmission, independent suspension, overhead-cam six-cylinder truck engine and automatic full-time 4x4 system.

The SJ line of vehicles included the Wagoneer, early Cherokee\* models and Gladiator\* and J-Series\* trucks. The SJ line was in production for more than 28 years.

The release of the Super Wagoneer\* in 1965 upped the arms race for power and luxury and helped pave the way for the modern SUV. The Super Wagoneer carried a \$5,943 price tag – almost double that of the base Wagoneer.

With recreational off-roading on the rise, the Jeepster Commando\* stepped in to compete with the Bronco\* and Land Cruiser.\* The Jeepster Commando (C-101) was built on a CJ-6 chassis and used the “Dauntless” V6 engine.

### The AMC\* Years | 1970s

By the 1970s, 4x4s were becoming quite popular and Kaiser\* sold the Jeep brand to American Motors\* (AMC) in 1970 for \$75 million.



The Quadra-Trac\* 4x4 System was released in 1972 as the first automatic full-time four-wheel-drive system. AMC brought back the Cherokee as a sporty, two-door version of the Wagoneer with featured bucket seats and sports steering wheel.

In 1976, AMC introduced the CJ-7 with a slightly longer wheelbase than the CJ-5 to allow space for an automatic transmission. The CJ-7 featured squared-off door openings compared to the CJ-5, which is a quick way to tell them apart. For the first time, the CJ-7 offered an optional molded plastic top and steel doors.

In 1978, Mark Smith, who is widely known as the father of modern four-wheeling, made history by leading a group of 13 explorers from Tierra del Fuego, Chile to Prudhoe Bay, Alaska using Jeep CJ-7s. The 21,000-mile route took 122 days to complete. AMSOIL was a part of the epic journey as AMSOIL synthetic lubricants were used to help ensure reliability and longevity of the Jeeps.

### Rise of CUVs | 1980s & 90s

The 1980s marked the beginning of efforts to improve fuel efficiency. The Cherokee (XJ) was reintroduced with a unibody design and compact dimensions. It was the first vehicle with two available 4x4 systems: Command-Trac\* Part-Time and Selec-Trac\* Full-Time 4x4. XJs are popular with enthusiasts for their off-road capability and possibilities for aftermarket modifications.

AMC discontinued the CJ series and introduced a new Jeep Wrangler\* (YJ) in 1986.

Then, in 1987, AMC was sold to Chrysler\* and the Jeep brand became part of the Chrysler Jeep/Eagle Division.\*

The Scrambler\* pickup was replaced by the Comanche.\* It didn't light up sales at the time, but today the Scrambler is popular among collectors and off-road builders.

### New Capability | 2000s

The merger of Daimler-Benz\* and Chrysler in 1998 resulted in new vehicle models. In 2001, a new Cherokee (KJ) replaced the previous Cherokee (XJ). The 2003 Wrangler Rubicon\* brought capability to a new level. A revamped Grand Cherokee (WK) debuted in 2004, and a seven-passenger Jeep Commander\* was introduced in 2006. A new Jeep Cherokee (KK) was introduced in 2008.

The Jeep Wrangler and Wrangler Unlimited\* (JK) were introduced in 2007. The Wrangler is the modern-day descendant of the original Willys MB and remains a favorite of enthusiasts. It featured the signature seven-slot grille, round headlamps, solid axles, removable doors, exposed hinges and fold-down windshield – all with new levels of capability and versatility.

### Modern Times | 2010 - Present

In 2016, global Jeep sales increased to 1.41 million units before reaching a current plateau of 1.7 million units.

The modernized 2014 Cherokee (KL) replaced the Liberty.\* The Grand Cherokee Trailhawk\* model was

introduced in 2017 and includes the standard Quadra-Lift\* Air Suspension, the Quadra-Drive\* II 4x4 System, all-terrain tires and a skid plate package.

Jeep started the 2020s by reintroducing the Jeep Gladiator pickup, introducing the three-row Jeep Grand Cherokee L, upping power in the Jeep Wrangler Rubicon 392 and launching plug-in hybrid electric vehicles — the Wrangler 4xe and Jeep Grand Cherokee 4xe.

The Wrangler Rubicon 392 has 4x4 Trail Rated\* capability with an electronic sway bar disconnect feature for massive articulation of the front tires. It enables steep climbs with a ramp travel index of 730. Maneuverability was improved with Fox\* 2.0 monotube shocks and Dana\* 44 wide-track axles with electronic lockers and 33-inch tires.

Most Jeep models on the road today will have the 3.6L Pentastar\* V6 gasoline engine. Jeep has not widely used forced induction, but as engine downsizing progresses, expect more turbo Jeeps in the market like the 2.0L turbo offered today.

### Moving forward

In the next issue, we look more closely at favorite models of Jeep enthusiasts, the size and makeup of the market, who the Jeep enthusiast is and how to sell to this devoted niche of gearheads.



# NEW REPORTS FOR THE NEXT50™

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The reports section of the Dealer Zone has been upgraded to facilitate the new TN50 compensation plan. While some of your reports remain unchanged, a few new sections and features were added. Here's an overview of the updates and changes we made to your dashboard.

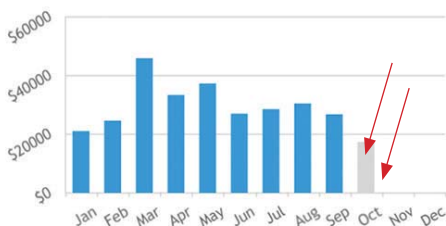
## PDF Reports

**PDF reports** have been consolidated in one place at the top of the dashboard to simplify navigation. These PDF reports have also expanded from being available for three months to having 15 months of historical reports available. Dealers should continue to download and save copies of these PDFs for their records.

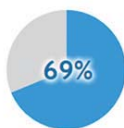
The screenshot shows the 'Dealer Reports' dashboard. At the top left, there is a 'PDF Reports' button highlighted with a red arrow. Below this, the dashboard is organized into three main columns: 'Commissions', 'Orders', and 'Customers'. Each column contains a list of report types with corresponding month/year filters. For example, under 'Commissions', there are reports for 'Commission Check', 'Commission Statement', and 'Monthly Earnings Detail'. Under 'Orders', there are reports for 'Personally Sponsored Customer Orders', 'Open Orders / Pending Commission Orders', 'Order Detail', 'Order Summary', and 'Personal / Group Volume (PV/GV)'. Under 'Customers', there are reports for 'New Customers', 'Active Personal Customers', 'Line of Sponsorship', 'Dealer / PC Renewals', 'Co-op Credit Summary', and 'Labels'. A 'Close PDF Versions' button is located at the bottom center of the dashboard.

## Sales Achievement (Team Sales)

Highest Annual Team Sales:	\$366,155.77
Current Achievement Level:	Platinum Cup (Level 1)
Next Achievement Level:	Platinum Cup (Level 2) [ \$400,000/year ]
Year to Date Annual Team Sales:	\$275,125.8 (includes pending sales)



Progress to Next Level



## Sales Achievement

The new **Sales Achievement** report shows your current level in the Sales Achievement Program and your progress toward the next level.

- Highest Annual Team Sales shows the highest amount of sales generated by your Dealer team.
- Year to Date Annual Team Sales shows the amount of sales generated each month by your Dealer team.



## Qualification Bridge

The new **Qualification Bridge** report adds up sales from the legacy plan with sales from the TN50 plan. This gives a combined total that determines the percentage you earn on the AMSOIL Commission Schedule in the legacy plan and the level you earn on the Profit Tier Schedule in the TN50 compensation plan.

### Qualification Bridge

October 2022

Source	Legacy Plan		TN50 Plan	
	PV	GV	Personal Sales	Team Sales
Legacy Customers	2,446.64	9,147.32	\$4,863.56**	\$17,466.99**
TN50 Customers	453.58*	2,800.93*	\$813.13	\$4,742.65
Total	2,900.22	11,948.25	\$5,676.69	\$22,209.64
Plan Qualification	23%		Tier 4	

\*For qualification purposes only. Earnings on TN50 customers will be paid according to the TN50 plan.

\*\*For qualification purposes only. Earnings on legacy customers will be paid according to the legacy plan.

## Legacy Plan Volume & Earnings

The new **Legacy Plan Volume & Earnings** report shows an overview of the personal volume (PV), group volume (GV) and earnings generated by customers in your personal group who were registered under the legacy plan.

- The **COMM column** represents the amount of standard commission that is generated each month.
- The **CASH column** shows the amount of retail profit and retail and commercial cash commissions.
- The **OTHER column** shows earnings from all the other commissions and bonuses available in the legacy plan.

### Legacy Plan Volume & Earnings

Month	PV	GV	Comm	Cash	Other	Earnings
Oct	2,446.64	9,147.32	\$1,788.24	\$191.28	\$212.95	-
Sep	5,752.62	23,948.56	\$4,043.58	\$631.95	\$558.97	\$5,234.50
Aug	5,441.16	18,752.64	\$3,539.47	\$750.62	\$485.05	\$4,775.14
Jul	6,222.00	20,016.24	\$3,721.53	\$570.44	\$490.32	\$4,782.29

The lock icon indicates all transactions for the month have been processed and commissions have been finalized. If there is no lock icon, totals are subject to change according to additional sales, volume transfers or product returns as they occur before the closeout of that month's business.

## TN50 Sales & Earnings

The new **TN50 Sales & Earnings** report provides an overview of your personal and team sales generated by customers registered under the TN50 compensation plan.

- The **Tier Profit column** represents the amount earned each month based on the Profit Tier Schedule.
- The **LB column** shows the Leadership Bonus earned each month.
- The **OTHER column** represents all other earnings generated in the TN50 compensation plan. This includes Leadership Bonus 2, new Preferred Customer bonuses and sales achievement awards.

### TN50 Sales & Earnings

Month	Personal Sales	Team Sales	Tier Profit	LB	Other	Earnings
Oct	\$813.13	\$4,742.65	\$620.64	\$0.00	\$0.00	-
Sep	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jul	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

The lock icon indicates all transactions for the month have been processed and commissions have been finalized. If there is no lock icon, totals are subject to change according to additional sales, volume transfers or product returns as they occur before the closeout of that month's business.

Check out your new reports in the Dealer Zone today. Log in at [my.AMSOIL.com](http://my.AMSOIL.com) and click Reports on the left. For questions about Dealer reports, contact AMOIL Customer Service at 1-800-777-7094.





# 2022-2023 Preview

The AMSOIL Championship Snocross 2022-2023 national tour kicks off Dec. 16 in Fargo, N.D. Here's a preview of what to look out for this racing season.

AMSOIL Championship Snocross is the premier snowmobile racing series, taking place over eight weekends at venues all around the midwest United States. Along with the AMSOIL Pro Class, competitors will line up in the Pro Lite, Pro Women and Pro Snowbike classes for 16 rounds of high-speed snowmobile action in the 2022-2023 season.

The first stop will be at Red River Valley Fairgrounds in West Fargo, N.D. Elias Ishoel will once again be defending the AMSOIL Pro Class title after winning the championship last season. One of Ishoel's highly anticipated rivals will be Team AMSOIL rider Hunter Patenaude. He and Ishoel battled closely on the slopes during the 2021-2022 AMSOIL Championship Snocross Series before Patenaude ultimately finished second in the Pro Class.

This season also features several newly formed teams on the circuit that bring some fresh competition to the tracks.

### Team AMSOIL

Logan Christian will be joining Hunter Patenaude in the Scheuring Speed Sports trailer in the Pro Class division.

### Follow Along

Fans who can't get to the tracks this season can tune in to all rounds of AMSOIL Championship Snocross airing live with replays on the FloSports/ FloRacing network. CBS Sports Network will also broadcast Pro Class race coverage later on. Follow the AMSOIL Inside Track at [blog.AMSOIL.com](http://blog.AMSOIL.com) to stay up to date on all the latest AMSOIL racing news and updates.



### PRODUCTS THE PROS USE

- **Maximum** wear protection
- **Advanced** cold-temperature performance
- **Superior** deposit control
- **Excellent** for Polaris,\* Ski-Doo\* (E-TEC\*), Arctic Cat\* (C-TEC\*), Yamaha\* & more



To show our support for riders and to double-down on our confidence in our snowmobile oil, we offer the Runs on Freedom™ Limited Snowmobile Warranty.

**It covers engine repairs for two years or 5,000 miles (8,000 km),** whichever comes first, on current-model-year or newer sleds that use INTERCEPTOR® Synthetic 2-Stroke Oil exclusively.

Get details and register at [AMSOIL.com/rofwarranty](http://AMSOIL.com/rofwarranty) ([AMSOIL.ca/rofwarranty](http://AMSOIL.ca/rofwarranty) in Canada).

### 2022-2023 AMSOIL CHAMPIONSHIP SNOCROSS SCHEDULE

Dec. 16-18	<b>All Finish Concrete Snocross National</b>	Fargo, N.D.
Jan. 13-14	<b>Pirtek Snocross National</b>	Shakopee, Minn.
Jan. 27-28	<b>U.S. Air Force Snocross National</b>	Deadwood, S.D.
Feb. 17-18	<b>U.S. Air Force Snocross National</b>	Salamanca, N.Y.
March 3-4	<b>Sioux Falls Snocross National</b>	Sioux Falls, S.D.
March 10-11	<b>AMSOIL Snocross National</b>	Elk River, Minn.
March 24-25	<b>Cannonsburg Snocross National</b>	Grand Rapids, Mich.
April 1-2	<b>Theisen's Snocross National</b>	Dubuque, Iowa



# KEYS TO BEING A GOOD SPONSOR

Sponsoring new Dealers provides an excellent opportunity to build a Dealer team and start earning more. But that opportunity also comes with responsibilities to coach and mentor new Dealers. Here are the main components to help your sponsored Dealers achieve success.

## BE AVAILABLE

Keeping an open line of communication is vital for a sponsor. Make sure your sponsored Dealers have your contact information and are able to reach you in a timely manner. When your sponsored Dealers know you're there to support them, they'll feel comfortable reaching out when they have questions.

## KNOW AMSOIL PRODUCTS AND PROGRAMS

Sponsors have the responsibility of reviewing the Dealer Zone to be aware of all the information available. Dealers will gain confidence in you if you can answer their questions or at least direct them to where to find the answer.

## GET DEALERS OFF TO A GOOD START

Your role as a mentor is to help Dealers start off successfully. Sponsoring Dealers should have weekly conversations with their new Dealers to touch base and support the launch of his or her new Dealership.

The Sponsoring Dealer Conversation Guide in the Dealer Zone (Digital Library>Literature>Dealer Literature) can help provide an outline for these conversations.

Sponsors should also frequently connect with their entire Dealer team to talk about products and provide information that helps them feel confident and motivated to build their Dealerships. Use content from the latest issue of *AMSOIL Magazine*, the *Hotwire* or Latest News in the Dealer Zone to provide talking points for your team and help everyone stay up to date.

When you build a community with your Dealers, they'll feel like part of a strong team. This will help improve the success of everyone in your group.

## BUILD A COMMUNITY

A big part of being an AMSOIL Dealer is connecting with other enthusiasts who value high-quality lubricants. It's important to have a sense of community among your Dealer team. Virtual or in-person meetings are a great way for everyone to get together and share ideas. Make sure your new Dealers feel like they belong. When you build a community with your Dealers, they'll feel like part of a strong team. This will help improve the success of everyone in your group.

## MOTIVATE AND RECOGNIZE DEALER PERFORMANCE

Everyone could use a little pep talk now and then. Whether a Dealer has newly joined your team or been part of it for several years, it's important to make motivating your Dealers a part of your sponsoring strategy. Keep encouraging your Dealers to grow and build their Dealerships and be sure to recognize any Dealer successes and share them among your group.

For more in-depth training and information on sponsoring Dealers, complete Sponsor Basic Training in the Dealer Zone (Programs>Sponsor Basic Training). It's the first step toward Sponsor Certification for Dealers who are interested in sponsoring new Dealers and building a Dealer team.

# Winning. Period.

Lyle Barnett is driven to win – and help others along the way.

Lyle Barnett knows what drives his passion to race: “Winning, period. There are influencers and there are racers out there. Win, lose or draw they’re happy to be there. I’m not OK with that. We’re there to win.”

Barnett is an increasingly successful NHRA driver. He recently achieved one of the biggest wins in drag racing, capturing an NHRA U.S. Nationals Pro Mod victory in September at the Indianapolis Raceway Park.

But, even with that level of success, he may still be best known as the charismatic driver of Beer Money, a ratty looking Mustang\* that became a reality show winner and drag-strip brawler in small-tire, no-prep racing. And all of this has come after an accident that nearly ended his life.

## THE LONGEST 28 SECONDS

In September 2015 at 24 years old, Barnett was prepared to go faster than he had ever gone at the South Georgia Motorsports Park.

“Our goal going down there was to go 190-plus and potentially go 4-0,” recounts Barnett.

But in the finals, an injector let go. That set went lean, burned through the back of the head via one of the oil passages and turned into a “flame thrower” that sent flames into Barnett’s face and helmet. He let go of the steering wheel as he tried to bat at the flames. The car nosed into the wall, exploding a fuel cell and raising the interior to an estimated 1,500°F (816°C).

Moments later, with his seatbelt melted off, Barnett managed to open his door and roll out. Track safety workers used fire extinguishers on him to put out the

flames. And then he lost consciousness for two weeks.

Barnett’s burns were most severe where he was under-protected: his face, head and hands. He says his lung damage was also extreme, the “equivalent of smoking 730,000 cigarettes in 28 seconds,” the length of time he was engulfed in flames.

“We strictly base the decision to use AMSOIL [products] on what we see in the engines after 25 to 30 runs.”

But incredibly, Barnett didn’t just survive, he kept looking forward. He returned to racing with a bang in February 2017 by etching his name into the history books as the driver of the first leaf-spring car under 4.20 in the 1/8th mile.

“I’ll be honest,” said Barnett, “there’s not a whole lot of negative that came from the accident. The two months in ICU and 20-plus surgeries; there’s a lot that I went through for a couple years there. But that was one of the most humbling experiences ever. It proved how precious life is and how quickly it can change.”

## NO-PREP RACING

Outlaw drag racing is dangerous, even on a racetrack.

“Small tire, no prep is what I run with now,” said Barnett. “It’s really the evolution of street racing, one of those black-market deals that you don’t really

talk about, and if you don’t know about it, you don’t know.”

“No prep” means that the racetrack surface is not prepared with traction compounds as it is for most drag racing, keeping it more like a normal street. The result is, no-prep drivers often run on less-consistent courses and without top-level safety gear.

“Outlaw drag racing doesn’t follow a racing body,” said Barnett. “Safety tech was not really a thing and my accident changed that. I’ve said all along, if I saved one life, I’ve done my job.”

Since his accident, Barnett has been speaking out for reforms to make safety “more proactive and less reactive.”

“You’ve got to have on good stuff,” he said.

## THE PERFECT TUNE

Beer Money churns out 1,700 hp.

“In general, we make more horsepower than we can use,” explained Barnett. “As long as the tire doesn’t spin, you can basically go as fast as you want to go.”

Managing that power requires driving skill and, in part, a tuning aspect, whether through timing, boost or traction control. Barnett has a secret tuning weapon in his longtime friend, Pete Harrold of Harrold Dyno Race Engines.

“When I first started racing, Pete was an arch nemesis of mine,” said Barnett. “He was a tuner and part-time driver and they used to kick my ass all the time, and I would’ve sworn they were cheating. As they say, if you can’t beat ’em, join ’em. So, in 2015 I joined Pete.

“Pete was the engine builder and tuner for Beer Money on the show. I provide him feedback on what the car is doing. We work well together.”



## BEER MONEY

In 2017, Barnett was fan-voted onto season one of Horsepower Wars, a reality TV show centered on outlaw street racing. Each season is a shootout between four teams of six gearheads who have 10 days and \$10,000 to build a street-racing car. The winning team gets \$10,000 cash and keeps the car they built.

Beer Money was assembled from a 1989 Mustang and a stock block LS engine by team leader Eric Yost, Harrell, Barnett and fabricators Jason Smith and Chris Bailey.

"It cost about four weeks of my life and probably shaved about another 10 off," joked Barnett.

While Horsepower Wars was being shot, Barnett was interviewed by Netflix for Fastest Car. The show pits tricked-out sleeper cars against exotic supercars, like a 2011 Pontiac\* minivan versus a Porsche\* GT3.\*

"I didn't necessarily have any sleepers and I definitely didn't have a super car," explained Barnett. "So, I had to tell them I didn't really have anything that fit. But I told them, 'If we win this show, I'll have the perfect car.'"

They won the show, and Barnett and Beer Money were on Fastest Car the following season. The reach of that show propelled Barnett's fame as a builder and driver.

"That's where I really got my following from," said Barnett. "That's where Beer Money got most of its fame."

## PICKING UP OTHERS

Barnett uses his star power to raise money for families with kids in the JMS Burn Center at the Doctors Hospital in Augusta, Ga. where he was treated.

"There's nothing negative I could ever say about my experience, except of the crash itself," he said. "A lot of good has come out of it. For example, we've helped a lot of kids that have spent their Christmas holiday in the burn center."

He sees parents who take extended leaves or quit their jobs to be with their kids while they receive treatment and the financial toll that it takes on them. Barnett



helps as much as he can, sometimes as a motivational speaker at fundraisers for kids in the burn center.

"It's nice to be able to provide for those families," said Barnett.

## THE AMSOIL DECISION

Barnett is a true believer in AMSOIL. He was introduced to AMSOIL through Harrold, who was an AMSOIL Dealer when he and Barnett started working together.

"He used everything from Break-in Oil to MP and Racing Oil," said Barnett.

"I have tried other brands, but always come back to AMSOIL. You can have great results elsewhere in the engine, but if bearing life isn't good, then it's time to make a change. Bearing life is just imperative.

"We strictly base the decision to use AMSOIL [products] on what we see in the engines after 25 to 30 runs. That is why we stayed with AMSOIL and why we have never turned back."



Sam Cook Productions | @samcookproductions

## DRIVING FORWARD

Barnett still has goals to chase down.

"I don't think I'm done climbing," he said. "I have aspirations to go to top-fuel racing. It's something I've always wanted to do, and I may have the opportunity to at least license and see if I can catch a ride."

But, for now Barnett plans to continue with Beer Money as the flagship of his program.

"Some people may think that's sad, but I love that thing and it does pretty well. It may look like a pile of junk, but I love it."





# MONTHLY LEADERS

The AMSOIL Dealer Hall of Fame, full AMSOIL business category descriptions and top 20 monthly leaders can be found under the Recognition menu in the Dealer Zone.



**Jason & Julianne Wynne**  
*Ohio*  
**12-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FIRST**  
Total Organization  
**THIRD**  
Personal Group Sales  
**EIGHTH**  
New Qualified Customers



**Dave M. Mann**  
*Michigan*  
**12-STAR REGENCY PLATINUM DIRECT JOBBER**  
**SECOND**  
Total Organization  
**FIRST**  
Personal Group Sales



**Joseph & Curri Seifert**  
*Ohio*  
**10-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**THIRD**  
Total Organization  
**SECOND**  
Personal Group Sales  
**FIRST**  
New Qualified Customers



**Leonard & Marcie Pearson**  
*Washington*  
**5-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**EIGHTH**  
Total Organization



**Ches & Natasha Cain**  
*South Dakota*  
**4-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**NINTH**  
Total Organization  
**FIFTH**  
Personal Group Sales



**George & Shirley Douglas**  
*Tennessee*  
**4-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**TENTH**  
Total Organization



**Payton Zierolf**  
*Wyoming*  
**1-STAR REGENCY PLATINUM DIRECT JOBBER**  
**FIRST**  
Commercial Account Sales



**David B. Richardson**  
*Ohio*  
**MASTER DIRECT JOBBER**  
**SECOND**  
Commercial Account Sales



**Jim Ault**  
*Ohio*  
**REGENCY PLATINUM DIRECT JOBBER**  
**THIRD**  
Commercial Account Sales



**Valon Sapp**  
*Texas*  
**DIRECT JOBBER**  
**SEVENTH**  
Commercial Account Sales



**Greg & Joan Ann Desrosiers**  
*Alberta*  
**3-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**EIGHTH**  
Commercial Account Sales  
**SECOND**  
Retail Account Sales



**David G. Douglas**  
*Michigan*  
**MASTER DIRECT JOBBER**  
**THIRD**  
Retail Account Sales



**Debra McKenzie**  
*Alberta*  
**REGENCY GOLD DIRECT JOBBER**  
**EIGHTH**  
Retail Account Sales



**Daniel & Judy Watson**  
*Florida*  
**2-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**NINTH**  
Retail Account Sales



**Lisa Greenwood**  
*Oregon*  
**REGENCY SILVER DIRECT JOBBER**  
**TENTH**  
Retail Account Sales





**Bill & Donna Durand**  
*Wisconsin*  
**7-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FOURTH**  
 Total Organization  
**SIXTH**  
 Personal Group Sales

**HALL OF FAME**



**Carol H. Bell**  
*Texas*  
**5-STAR REGENCY PLATINUM DIRECT JOBBER**  
**FIFTH**  
 Total Organization



**Tom & Sheila Shalin**  
*Georgia*  
**6-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**SEVENTH**  
 Total Organization  
**SEVENTH**  
 Personal Group Sales



**Justin Peszko**  
*Virginia*  
**4-STAR REGENCY PLATINUM DIRECT JOBBER**  
**EIGHTH**  
 Personal Group Sales  
**THIRD**  
 New Qualified Customers



**Ray & Kathy Yaeger**  
*Wisconsin*  
**5-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**NINTH**  
 Personal Group Sales  
**FIRST**  
 Retail Account Sales



**Ashley Carte**  
*Ohio*  
**1-STAR REGENCY PLATINUM DIRECT JOBBER**  
**TENTH**  
 Personal Group Sales



**Jeremy & Krista Heen**  
*North Dakota*  
**REGENCY PLATINUM DIRECT JOBBERS**  
**FOURTH**  
 Commercial Account Sales  
**FIFTH**  
 Retail Account Sales



**Michael H. Ellis**  
*Michigan*  
**5-STAR REGENCY PLATINUM DIRECT JOBBER**  
**FIFTH**  
 Commercial Account Sales



**Merv Nolt**  
*Ohio*  
**PREMIER DIRECT JOBBER**  
**SIXTH**  
 Commercial Account Sales



**John & Dianne Moldowan**  
*Alberta*  
**REGENCY PLATINUM DIRECT JOBBERS**  
**FOURTH**  
 Retail Account Sales



**Larry L. Crider**  
*Texas*  
**REGENCY PLATINUM DIRECT JOBBER**  
**SIXTH**  
 Retail Account Sales



**James E. Gates**  
*Florida*  
**EXECUTIVE DIRECT JOBBER**  
**SEVENTH**  
 Retail Account Sales



**Michael & Linda Ford**  
*Minnesota*  
**REGENCY GOLD DIRECT JOBBERS**  
**SECOND**  
 New Qualified Customers



**Steffan & Allison Peszko**  
*North Carolina*  
**1-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FOURTH**  
 New Qualified Customers



**Marcus & Amy Bradley**  
*Ohio*  
**REGENCY GOLD DIRECT JOBBERS**  
**FIFTH**  
 New Qualified Customers



# MONTHLY LEADERS

The AMSOIL Dealer Hall of Fame, full AMSOIL business category descriptions and top 20 monthly leaders can be found under the Recognition menu in the Dealer Zone.



**David & Robin Huff**  
*North Carolina*  
**REGENCY PLATINUM DIRECT JOBBERS**  
**SIXTH**  
New Qualified Customers



**Eben Rockmaker**  
*Nevada*  
**REGENCY PLATINUM DIRECT JOBBERS**  
**NINTH**  
New Qualified Customers



**Nathan Peszko & Lindsay Phelps**  
*Virginia*  
**REGENCY GOLD DIRECT JOBBERS**  
**TENTH**  
New Qualified Customers



# HIGHER LEVELS OF RECOGNITION



**Ken & Denise Chuderewicz**  
*Pennsylvania*  
**MASTER DIRECT JOBBERS**



**Peter U. Klossner**  
*British Columbia*  
**EXECUTIVE DIRECT JOBBERS**



# THE IMPORTANCE OF DEALER CERTIFICATION UNDER ***THE NEXT 50*** COMPENSATION PLAN

Dealer Certification is crucial for building your Dealership and maximizing earnings in *The Next 50* compensation plan.

## Getting Certified Helps You...

- **Develop** your customer base
- **Build** your team
- **Reach** higher product profit values

### PROFIT TIER SCHEDULE

Profit Tier	Min. Total Monthly Team Sales
Tier 1	–
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000

- Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.
- Must be Customer Certified to earn Tier 4 profits.

Effective June 1, Dealers must be Customer Certified to appear on the Locator, helping ensure customers are connected with active, knowledgeable Dealers and receive the best possible service.

	Customer Certified	Sponsor Certified	Retail Certified	Commercial Certified
Benefits	<ul style="list-style-type: none"> <li>• Eligible to be assigned buying P.C.s and online/catalog customers</li> <li>• Earn sales-achievement cash rewards</li> <li>• Appear on the AMSOIL Dealer Locator</li> </ul>	<ul style="list-style-type: none"> <li>• Eligible to be assigned new Dealers</li> </ul>	<ul style="list-style-type: none"> <li>• Eligible to be assigned retail accounts</li> </ul>	<ul style="list-style-type: none"> <li>• Eligible to be assigned commercial accounts</li> </ul>
How to Get Certified	<ul style="list-style-type: none"> <li>• Complete Customer Basic Training</li> <li>• Register 4 new qualified customers annually OR</li> <li>• Register 2 or more new qualified customers annually and meet one of the following alternative qualifications:                             <ul style="list-style-type: none"> <li>• Have been a Dealer for less than <del>1 year</del> 2 years</li> <li>• Have 24 or more active buying customers</li> <li>• Have more than \$10,000 in personal purchases plus 5 or more active buying customers</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Complete Sponsor Basic Training</li> <li>• Be Customer Certified</li> <li>• Sponsor 1 Dealer</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Retail Basic Training</li> <li>• Be Customer Certified</li> <li>• Register 1 retail account</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Commercial Basic Training</li> <li>• Be Customer Certified</li> <li>• Register 1 commercial account</li> </ul>

Effective May 19, this alternative qualification method changed from 1 year to 2 years, providing valuable additional time for new Dealers to build their Dealerships.

## November Closeout

The last day to process November orders is Wednesday, Nov. 30. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for November business will be accepted until 3 p.m. Central on Tuesday, Dec. 6. All transfers received after this time will be returned.

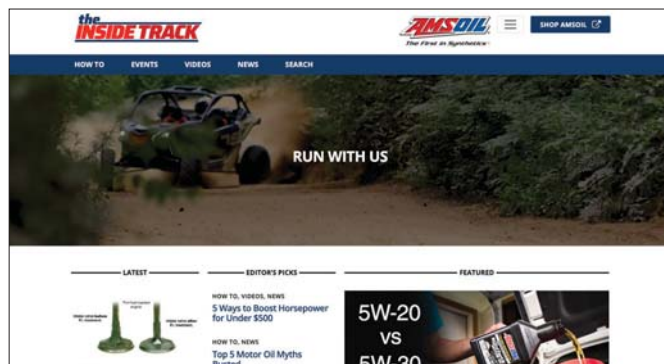
Volume transfers must now be submitted in the Dealer Zone (Business Tools>General Business Tools>Volume Transfer) or DBS. Transfers can no longer be submitted on the Dealer-to-Dealer Order Form (G01) or other forms through email or fax.

## Holiday Closings

The Edmonton Distribution Center will be closed Friday, Nov. 11 for Remembrance Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Nov. 24-25 for Thanksgiving Day.

## New Commercial Account Resource Available: Commercial Questionnaire

The new AMSOIL Commercial Questionnaire is now available in the Commercial Business Tools section of the Dealer Zone (Business Tools>Commercial Business Tools>Commercial Questionnaire). It's a great tool to download, print and take notes on when meeting with potential commercial customers. The questions are designed to get your prospects talking about their business and improvements they'd like to make. The information you collect on the form can feed into the AMSOIL Cost Calculator and help you build a case for improving the prospect's profitability. Reach out to the Commercial Team if you have any questions.



## Visit The AMSOIL Inside Track

The AMSOIL Inside Track (blog.AMSOIL.com) provides a single destination for how-to videos, customer testimonials, blog posts, product news, racing/events information and more. Be sure to add The Inside Track to your favorites and check frequently. We add new content every week and it's a great source of marketing material for your social media accounts and website. Email or text content directly to customers and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.

## Beware of Ordering Scams

We have been made aware of several attempts by scam artists to target AMSOIL Dealers while posing as legitimate companies, including recent attempts by someone posing as a representative from Pfizer. It is important to be wary of scam attempts during the ordering process. If an opportunity seems too good to be true, it may be a scam. Be wary of the following warning signs:

- Unusually large orders or unusual product selection
- Email domain name doesn't match the legitimate company's website address
- Names on the account, credit card or shipping address don't match
- Multiple orders with different shipping addresses
- Multiple payment methods used or offered
- "New" businesses with no online presence
- Price isn't an issue and registering as a customer is too inconvenient
- Caller ID is different than phone number used on account
- Speed is important
- Unusual shipping locations, including trucking company depots, storage facilities, vacant buildings, apartments and package-forwarding services
- Retail businesses (resellers) that aren't concerned about paying sales taxes

While there can be legitimate reasons for some of these unusual situations, Dealers are well-advised to perform additional research. A couple minutes of online research by name, business name, address and telephone number can usually confirm whether an opportunity is legitimate. Asking customers a few questions about the type of business, how products will be used, who is the end customer and billing details associated with credit cards can also be helpful. Consumers are used to providing this type of information, and these questions can help identify fraudulent activities. If you have doubts, do more research, decline the opportunity and advise AMSOIL/others to look out for similar activities.

Do not rely on credit card authorization processes to determine if payment is valid. Transactions with stolen credit cards will be authorized until the theft or fraudulent activity is identified, but credit/debit card companies will charge back merchants for all fraudulent charges. In some cases this can take 90 or more days after the sale. At this point, there is little chance of retrieving products or identifying the customer.

Protect yourself and your Dealership by doing your homework and knowing who you're selling to. Remember, it is your responsibility to avoid selling products to another Dealer's protected customers and to ensure your customers aren't attempting to pass stolen credit cards or resell products online.

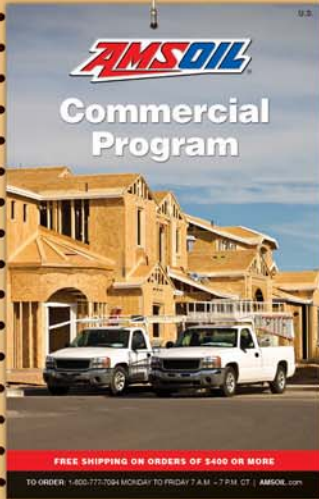




# AMSOIL MARKET CATALOGS – TOOLS TO INCREASE YOUR SALES

AMSOIL market catalogs **allow you to show prospects and customers more products and include pricing**. Plus, they showcase the benefits of becoming a Preferred Customer or account – and P.C.s and accounts typically provide a bigger boost to your income over time. Get your market catalogs today.

Online Store: [AMSOIL.com](http://AMSOIL.com) / [AMSOIL.ca](http://AMSOIL.ca) | Telephone: **1-800-777-7094** | EZ Online Order Form: [my.AMSOIL.com](http://my.AMSOIL.com)



## Commercial Program Catalog

(G3469 U.S., G3474 Can.)

### WHO'S IT FOR?

Current and prospective commercial accounts.

- Contractors
- Fleets
- Farmers/ranchers
- Over-the-road truckers
- Heavy-duty off-road equipment operators
- Landscapers

### WHAT PRICING DOES IT SHOW?

Wholesale cost



## Retail Program Catalog

(G3520 U.S., G3521 Can.)

### WHO'S IT FOR?

Current and prospective retail accounts.

- Independent mechanics
- Quick lubes
- Transmission shops
- Tire shops
- Hardware stores
- Auto parts stores
- Powersports dealerships

### WHAT PRICING DOES IT SHOW?

Wholesale cost and MSRP



## Automotive Catalog

(G3549 U.S. G3550 Can.)

### WHO'S IT FOR?

Current and prospective P.C.s and online/catalog customers.

- Auto enthusiasts
- Turbodiesel enthusiasts
- DIYers
- Classic car lovers
- European car owners

### WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing



## Powersports & Racing Catalog

(G3511 U.S., G3512 Can.)

### WHO'S IT FOR?

Current and prospective P.C.s and online/catalog customers.

- Motorcycle owners
- ATV/UTV enthusiasts
- Anglers
- Snowmobilers
- Dirt bike riders
- Racers

### WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing







**Pam Brantley** | DIRECTOR, DEALER SALES

## Who is Dealer Sales?

The AMSOIL Dealer Sales team is made up of specialists who are here to support Dealers and accounts.

The Dealer Sales team's core mission is to support Dealers and the development of their Dealerships. As a result of overall AMSOIL business growth and program changes, our team has evolved to better serve Dealers and customers. I thought it might be helpful to share more details about the roles of Dealer Sales team members and how they can help you so you can take advantage of our team's expertise.

In the past, AMSOIL had regional sales managers who worked with Dealers and Direct Jobbers by regional area. Today, the Dealer Sales department is structured by the various channels we do business in – retail, commercial, online and general Dealer support. By having laser-focused teams, we have been able to become experts in those business channels, adapt program benefits relevant to each channel and support Dealers in a much more impactful way.

### Commercial Program

The AMSOIL Commercial Program is led by manager Eric Brandenburg. He oversees the development and growth of the commercial channel and leads the commercial team. We also have a commercial business development trainer, Ernie Jones, who supports Dealers with training, researching and acquiring new commercial accounts. And we have inside sales representatives, Tanner Sundland and Tre Opack, who help Dealers and commercial accounts with registrations, program benefits and coordinating distribution for large package sizes and orders.

### Retail Program

The Retail Program is led by manager Jamie Prochnow, who oversees the retail market, Retail Program benefits and value-added programs. He's joined by inside sales representatives Rick Westberg and Aura Coppola, who support installer, retail store and powersports accounts and can provide knowledge on best-selling products in various businesses as well as benefits accounts are eligible for. They are happy to have conversations with Dealers who want to talk through how to approach a business or provide great ongoing service.

### Dealer Experience

The newly formed Dealer Experience segment of Dealer Sales focuses specifically on the experience and growth of our Dealer network. This area is led by manager Brian Lammi, who coordinates Dealer training programs, online tools, meetings and events while evaluating valuable feedback from Dealers that can be used to adjust and modify programs. We also have a Dealer experience specialist, Jake Siptroth, who is a first-line call for Dealers who are just starting out or working to develop their Dealerships. Jake is a valuable resource for general questions and assisting Dealers with brainstorming ideas for building their Dealerships.

### Program & Promotional Development

AMSOIL program development is led by manager Lacy Almonte, who works to build and modify critical programs that benefit Dealers and accounts, such as the Bulk Dispensing Program, and oversees the various promotional opportunities AMSOIL

offers to customers and accounts. She's joined by a digital promotions manager, Theresa Olson-Colich, who manages all customer promotions on our online platforms along with the P.C. Program and distribution of benefits. They're helping Dealers gain additional sales by maximizing program and promotional benefits to provide greater incentive for customers and accounts to buy in.

The AMSOIL Dealer Sales team is here for both Dealers and accounts. If you have specific questions about the Commercial or Retail Program or about developing your Dealership, don't hesitate to reach out to a specialist who can help.

### Dealer Experience

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### Commercial Program

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### Retail Program

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FIFTY YEARS  
1973 **AMSOIL** 2023

**THE NEXT 50**™

*We're just getting started.*

# SAVE THE DATE

**July 20-22, 2023**

*Superior, Wis. / Duluth, Minn.*

Make plans now to join us as we celebrate **50 years** of the AMSOIL Dealer network.

## WHAT TO EXPECT

- **Great food**
- **Fun** social events with Dealers and corporate employees
- **Informative** presentations from corporate leadership
- **Great food**
- **Opportunity** to interact with AMSOIL-sponsored athletes and influencers
- **Great food**
- **Chances** to win prizes
- **The latest** updates on product development, industry challenges and our plans for the future
- **Did we mention great food?**
- **A celebration!**



## Lodging Details Now Available

AMSOIL has reserved room blocks in multiple area hotels to accommodate Dealers who will be traveling for the event. Check Latest News in the Dealer Zone for full details.



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