

INSIDE:
Factory-Direct Catalog
New Diesel Oil Handout
V-Twin Promo

AMSOIL®

► DEALER EDITION

MAGAZINE

APRIL 2019

MORE AMSOIL PRODUCTS AVAILABLE IN THE AWARD-WINNING EASY-PACK

| PAGE 8



Where Oil Goes and What it Does | PAGE 14

WHY BUY SIGNATURE SERIES?

**DO YOU
DRIVE IN HOT
TEMPERATURES?**



In testing, **kept pistons clean** and **held oil thickening to only 6 percent**, a minimal amount compared to the proposed specification limit of 150 percent ⁴.
50 percent more detergents⁵ to help keep oil passages clean and promote oil circulation. Provides **90 percent better protection** against sludge⁶.

**DO YOU
HAVE LONG
COMMUTES?**



30 percent more acid-neutralizing power⁸ than Mobil 1*, and 36 percent more than Royal Purple*, helping engines stay cleaner, longer.

Reserve protection, so you can go up to **25,000 miles**, 700 hours of operation or one year between oil changes, whichever comes first.

**DO YOU WANT
EXTRA ENGINE
PROTECTION?**



Far superior wear protection compared to the competition – kept bearings looking like new after 100,000-mile test¹.

**DO YOU TOW
OR HAUL?**



75 percent more engine protection against horsepower loss and wear⁷.

**DO YOU DRIVE IN COLD
TEMPERATURES?**



66 percent better cold-temperature performance for easier starting, better fuel economy, improved oil flow and reduced wear.

**DOES YOUR
VEHICLE HAVE A
TURBOCHARGER?**



72 percent better turbocharger protection than required² by the GM dexos1[®] Gen 2 specification.
Achieved **100 percent protection** against low-speed pre-ignition (LSPI)³.

¹Testing conducted in an independent lab using AMSOIL Signature Series 5W-30 Synthetic Motor Oil and a leading synthetic-blend 5W-30 motor oil in Ford F-150 trucks with 3.5L twin-turbo engines. ²Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test. ³Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification. ⁴Based on the ILSAC GF-5 PLUS specification. ⁵vs. AMSOIL OE Motor Oil. ⁶Based on independent testing of AMSOIL Signature Series 5W-30 in the ASTM D6593 engine test for oil screen plugging as required by the API SN specification. ⁷Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification. ⁸Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30, Royal Purple High Performance 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased 05/03/18. ⁹All trademarked names are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

75% MORE WEAR

SIGNATURE

**100%
Synthetic
MOTOR OIL**



See back label for details.

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Back Issues

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THE COVER

Servicing ATV and UTV transmissions and differentials can be just as messy and frustrating as servicing pickup diffs. The easy-pack is about to change that.



More AMSOIL Products Available in the Award-Winning Easy-Pack | PAGE 8



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From the President

I've mentioned a few times that I believe in the constant pursuit of improvement in all areas of life. As part of that pursuit, I read quite a bit about topics related to business and success. One common theme runs through them all: you have to be totally consumed by what you're doing in order to be successful. You have to immerse yourself. You have to dive deep and allow no distractions.

Think about when you go on vacation. Why does the week leading up to vacation become extra productive? Why can't you be at that productivity level every day? You can! You can teach yourself to reach that level of intensity daily. It can be uncomfortable for some people, but imagine what you could accomplish.

There's another important element to commitment: time. You can't practice that immersion for a week and decide it isn't worthwhile. You have to give it time. Are you familiar with the 10,000-hour rule? It claims you have to spend 10,000 hours practicing something to become a master. That's 8 hours a day for almost 3.5 years. People

have argued its validity, claiming that practice will only provide mastery in stable fields where the rules don't change – sports and music, for example. Business, they claim, is too unpredictable. There are too many variables to account for to allow deliberate practice to make more than a marginal difference.

The detractors make some valid points, but committing time to something will help you succeed. I'd argue that your AMSOIL business demands it. How are you going to know which program to enroll someone in if you haven't dedicated the time to learning our programs and how to qualify customers and accounts? How are you going to make customers feel confident in your recommendations if you haven't spent time studying our products and the basics of lubrication? Sure, you can get by without doing those things for a while, but you certainly aren't going to get far.

It takes time to learn our products and programs, and it takes even more time to learn how to effectively sell

in the field. Devoting the necessary time and fully committing to your AMSOIL business goes against the norm today. Our society has trained us to want everything now. We need patience. Take a look at our top Dealers. With few exceptions, they are Dealers who have been around for a long time. They have demonstrated the commitment and patience necessary for success and it is paying off for them now.

I can't guarantee your success – even if you spend 10,000 hours on your AMSOIL business. But I can guarantee it won't hurt your chances. I'd like nothing more than to see you put in the work and enjoy the benefits of a successful AMSOIL Dealership.

Alan Amatuzio
President & CEO

GET YOUR AMSOIL MARKET CATALOGS

Full-sized product brochures are expensive, and you need multiple versions to cover multiple product lines. That's why we replaced them with new AMSOIL market catalogs. They **reduce your costs, 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.

All catalogs are newly updated.



COMMERCIAL PROGRAM CATALOG

WHO'S IT FOR? Current and prospective commercial accounts.

WHAT PRICING DOES IT SHOW?
Wholesale cost

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

COMMERCIAL PROGRAM CATALOG (U.S.)

Stock #	Units	Description	Wt. Lbs.	U.S.	Can.
G3469	EA	1 U.S. Catalog	0.1	0.90	1.20
G3469	CA	100 U.S. Catalogs	10.0	85.00	113.25
G3469	PK	300 U.S. Catalogs	30.0	240.00	320.15

COMMERCIAL PROGRAM CATALOG (CANADA)

Stock #	Units	Description	Wt. Lbs.	U.S.	Can.
G3474	EA	1 Can. Catalog	0.1	0.90	1.25
G3474	CA	100 Can. Catalogs	10.0	85.00	114.00
G3474	PK	300 Can. Catalogs	30.0	240.00	322.40

AUTOMOTIVE CATALOG

WHO'S IT FOR? Current and prospective P.C.s and online/catalog customers.

WHAT PRICING DOES IT SHOW?
Online/catalog and P.C. pricing

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

AUTOMOTIVE CATALOG (U.S.)

Stock #	Units	Description	Wt. Lbs.	U.S.	Can.
G3549	EA	1 U.S. Catalog	0.1	0.90	1.20
G3549	CA	100 U.S. Catalogs	10.0	85.00	113.25
G3549	PK	300 U.S. Catalogs	30.0	240.00	320.15

AUTOMOTIVE CATALOG (CANADA)

Stock #	Units	Description	Wt. Lbs.	U.S.	Can.
G3550	EA	1 Can. Catalog	0.1	0.90	1.25
G3550	CA	100 Can. Catalogs	10.0	85.00	114.00
G3550	PK	300 Can. Catalogs	30.0	240.00	322.40



RETAIL PROGRAM CATALOG

WHO'S IT FOR? Current and prospective retail accounts.

WHAT PRICING DOES IT SHOW?
Wholesale cost and MSRP

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

RETAIL PROGRAM CATALOG (U.S.)

Stock #	Units	Description	Wt. Lbs.	U.S.	Can.
G3520	EA	1 U.S. Catalog	0.1	0.90	1.20
G3520	CA	100 U.S. Catalogs	10.0	85.00	113.25
G3520	PK	300 U.S. Catalogs	30.0	240.00	320.15

RETAIL PROGRAM CATALOG (CANADA)

Stock #	Units	Description	Wt. Lbs.	U.S.	Can.
G3521	EA	1 Can. Catalog	0.1	0.90	1.25
G3521	CA	100 Can. Catalogs	10.0	85.00	114.00
G3521	PK	300 Can. Catalogs	30.0	240.00	322.40

POWERSPORTS & RACING CATALOG

WHO'S IT FOR? Current and prospective P.C.s and online/catalog customers.

WHAT PRICING DOES IT SHOW?
Online/catalog and P.C. pricing

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

POWERSPORTS & RACING CATALOG (U.S.)

Stock #	Units	Description	Wt. Lbs.	U.S.	Can.
G3511	EA	1 U.S. Catalog	0.1	0.90	1.20
G3511	CA	100 U.S. Catalogs	10.0	85.00	113.25
G3511	PK	300 U.S. Catalogs	30.0	240.00	320.15

POWERSPORTS & RACING CATALOG (CANADA)

Stock #	Units	Description	Wt. Lbs.	U.S.	Can.
G3512	EA	1 Can. Catalog	0.1	0.90	1.25
G3512	CA	100 Can. Catalogs	10.0	85.00	114.00
G3512	PK	300 Can. Catalogs	30.0	240.00	322.40



LETTERS TO THE EDITOR

AMSOIL ADVERTISEMENT

I saw the new outstanding AMSOIL advertisement in the December 2018 issue of *Car and Driver* magazine. Can AMSOIL tell us more about the test conducted? Showing the ad to people generates comments like, "One vehicle probably had an easy life and the other worked hard." I would like to provide more follow-up to that kind of a reaction.

Jim Kochmann

AMSOIL: Absolutely, Jim. The testing featured in this ad (shown below) was conducted in an independent laboratory using two Ford* F-150* pickup trucks with new 3.5L EcoBoost* engines. AMSOIL Signature Series 5W-30 was installed in one, while a leading brand's synthetic-blend 5W-30 was installed in the other. The tests were run to the same specifications, with power sweeps done at the beginning and end to evaluate horsepower and torque retention. Signature Series not only helped maintain engine performance throughout the 100,000-mile test, it provided far superior wear protection and kept engine bearings looking like new (as seen in the pictures). You can see actual footage of the test in our commercial featured on Motor Trend Network and in the video at www.amsoil.com/auto.

PROBLEM. SOLUTION.

THEIR OIL AMSOIL

*Testing conducted in an independent laboratory using AMSOIL Signature Series 5W-30 Synthetic Motor Oil against a leading brand 5W-30 synthetic-blend motor oil in Ford F-150 trucks with 3.5L EcoBoost engines.

Your bearings shoulder the burden whenever you tow, haul or drive in snow. AMSOIL delivers powerful protection for bearings and other critical engine components. To demonstrate, an independent lab put AMSOIL synthetic motor oil through a 100,000-mile test. AMSOIL, the first in synthetics, provided far superior wear protection and kept bearings looking like new. Get your ride the protection it deserves.

AMSOIL
The First in Synthetics™

Buy it at:
amsoil.com/retailanddriver

Free Delivery to Your Door
Some restrictions apply. See www.amsoil.com for details.

Call or go online for our FREE Pick-Up Order! Visit amsoil.com today! 1-800-952-5288

OIL RECOMMENDATION

Here is the dilemma. I purchased a new RAM* with 3.0 Ecodiesel*. I would like to use AMSOIL in this new motor. The motor has been out since 2014. During that time they originally used 5W-30 oil. As you have referred to, this was probably for fuel economy. They had some engine issues and switched to recommending T6 Shell Rotella* 5W-40. Even though I have legal standing if I use Signature Series, I don't want to get in a legal battle over oil either with Fiat Chrysler* or AMSOIL if there is an engine failure. Does AMSOIL provide legal counsel in issues involving their oil?

Thanks and God bless,

Duke Downs

AMSOIL: Thank you for your letter, Duke. We are aware of the issues with first-generation RAM 3.0L engines, and we changed our viscosity recommendation for this engine to 5W-40. Signature Series Max-Duty 5W-40 Synthetic Diesel Oil (DEO) is an outstanding choice. Using the appropriate AMSOIL product for your engine will not void the vehicle manufacturer's warranty. If you receive notification from the dealership that using Signature Series Max-Duty 5W-40 will void your warranty, contact AMSOIL Technical Services at (715) 399-8324 or tech@amsoil.com, and we can assist you. We will always do whatever we can to help you, but we do not provide legal counsel.

GOVERNMENT BIDS

I have the chance in the coming year to bid on products by AMSOIL with our local government entities. Is there a process for this type of sales?

F.M. Menou

AMSOIL: Government bids are a significant challenge for AMSOIL Dealers, F.M. In most cases, the initial price of the product is the government entity's primary consideration, while many also present service and delivery obligations that are impossible for AMSOIL or the AMSOIL Dealer to meet. One major limiting factor can be the lubricant specifications called for in

the bid. For instance, are they looking for synthetic oil or simply the cheapest product that meets the equipment specifications? Dealers who choose to pursue government bids face the risk of spending a significant amount of time and effort on something that, most often, doesn't pan out. This time and effort is better spent pursuing more attainable business, including new Dealers and P.C.s. Before entering a bid process, it is best to speak with your regional sales manager, who can walk you through the steps and offer valuable advice.

WIND TURBINES

I just read the article in the January AMSOIL Magazine about the wind turbine business. It prompted me to write about an experience I had last 4th of July while at a community picnic.

A fellow walked by me with a camo shirt that had AMSOIL across the chest. It was a shirt that I had never seen before, even in the promotional materials catalog. I stopped him, introduced myself as a local AMSOIL Dealer and commented on the shirt. He said that he worked for GE* in the wind turbine market and that AMSOIL gear lube was the factory fill on them with 80 gallons. I was surprised by that and have always thought about the market potential.

Don Sass

AMSOIL: Thank you for sharing, Don. We are proud of what we have accomplished in the wind industry.

Email letters to:
letters@amsoil.com

Or, mail them to:
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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.



Len Groom | TECHNICAL PRODUCT MANAGER, POWERSPORTS

Small engines need big protection

Clean, protected power helps professionals keep their equipment running all season.

Here in the Northland, spring has officially arrived, while folks to our south have enjoyed warmer weather for weeks. Spring means the sound of lawnmowers running across many neighborhoods. And to many businesses, that sound means they're making money.

Professional landscapers rely on their lawnmowers more than any other piece of equipment in their fleets. Zero-turn and stand-on mowers allow crews to quickly produce professional-looking lawns and grounds through a combination of precision, power and speed. Next to his truck, a zero-turn mower is usually a landscaper's most expensive investment, with new models pushing \$10,000.

You can imagine how a business owner wants to keep his mowers running strong. Unfortunately, operating conditions can frustrate that goal. Landscapers rarely work in ideal environments. Equipment runs all day in hot, damp and dirty conditions. This can lead to deposits and wear that invite several problems.

Decreased engine power

Engine compression equals engine power, and engine power equals speed and efficiency – two goals busy landscapers strive for on every job site.

Heavy deposits due to heat breaking down the motor oil can cause the piston rings or valves to stick. Stuck rings prevent the combustion chamber from sealing properly, which reduces compression. Valve sticking disrupts engine operation and leads to compression loss, further reducing power. Crews are left with mowers

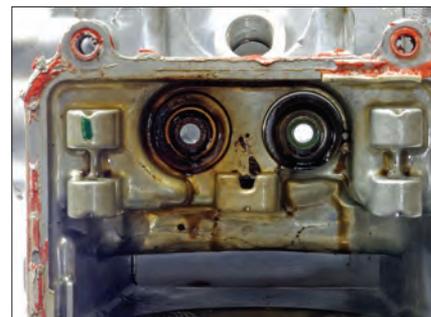
that run poorly and lack the like-new efficiency needed to complete jobs on time and up to standards.

Lost profitability

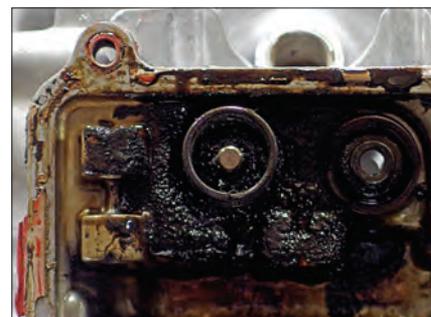
Eventually, deposits will lead to engine failure. Look at the bottom image of the valve-guide area in a Honda* 5-hp engine tested in our mechanical lab. A competitor's oil resulted in heavy deposits that caused the valve to stick. In fact, the technician who tore down the engine couldn't remove the valve due to excessive deposits. Had this engine been in the field, it would have just been a matter of time before it failed, leading to a costly repair or replacement. AMSOIL 10W-30 Synthetic Small-Engine Oil (ASE), in contrast, minimized deposits and kept the engine running strong, which helps professionals maintain profitability.

In our experience, most small-engine oils are just re-labeled automotive oils, which are formulated with fuel economy in mind, not engine durability. That doesn't cut it when a business owner's reputation and profitability are at stake. While easy to assume small equals simple when it comes to engines, the opposite is often true. Compared to liquid-cooled automotive engines, air-cooled small engines run hotter; operate under constant load; generate more contaminants (with many not using a filter); and are exposed to mud, dirt and rain. Plus, they're often overlooked when it comes to maintenance.

We kept all that in mind when we formulated Synthetic Small-Engine Oil. It's not merely a re-labeled automotive oil – it's designed specifically for commercial-grade small engines. We



**AMSOIL 10W-30 Synthetic
Small-Engine Oil
125 Hours**



**Leading Oil Brand
125 Hours**

added a heavy dose of zinc anti-wear additives and potent detergency additives to fight wear and help prevent power-robbing deposits. We like to say it provides clean, protected power, which helps professionals keep their expensive equipment running strong for years.

This season, make that your focal point as you talk to landscapers and other professionals.

MORE AMSOIL PRODUCTS AVAILABLE IN THE AWARD-WINNING EASY-PACK

The revolutionary SEVERE GEAR® easy-pack has earned accolades and loyal customers since its introduction last summer. In fact, it has received both a SEMA Global Media Award and a Flexible Packaging Achievement Award. Now, AMSOIL Synthetic Marine Gear Lube and AMSOIL Synthetic ATV/UTV Transmission & Differential Fluid are the latest products to be packaged in the easy-pack, bringing the benefits of **less waste, less mess and less frustration** to powersports applications.



DEALER GAME PLAN

- The easy-pack is perfect for marinas and repair shops. Explain how the product could improve the efficiency of their shops.
- People react strongly to seeing and touching the easy-pack in person. Bring a sample along when you visit current and prospective accounts.
- Sell enthusiasts on the convenience of the flexible packaging and how it eliminates the need to improvise special tools or purchase pumps.
- Highlight the easy-pack's unique place in the market and its potential to spark interest that could result in new customers.

For further insight into the marine and ATV/UTV markets, consult the ATV/UTV Lubricants and Marine Products Dealer Sales Briefs in the Dealer Zone (Learning Center>Dealer Sales Briefs).

AMSOIL Synthetic ATV/UTV Transmission & Differential Fluid

Stock #	Units	Description	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	Can. Wholesale	Can. P.C.	Can. MSRP
AUDTQT	EA	1 Quart	7.03	10.70	11.25	14.40	15.35	13.75	14.40	18.40
AUDTQT	CA	12 Quarts	84.35	122.25	128.40	171.15	182.40	156.60	164.45	219.60
AUDTPK	EA	1 Quart Easy-Pack	8.09	12.35	12.95	16.55	17.50	15.85	16.60	21.20
AUDTPK	CA	12 Quart Easy-Packs	97.05	140.65	147.70	196.95	208.20	180.60	189.65	253.20

AMSOIL Synthetic Marine Gear Lube

Stock #	Units	Description	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	Can. Wholesale	Can. P.C.	Can. MSRP
AGMTB	EA	(1) 10-oz. Tube	4.03	5.90	6.20	7.85	8.30	7.60	7.95	10.05
AGMTB	CA	(6) 10-oz. Tubes	24.18	33.59	35.30	46.35	48.80	43.20	45.40	59.70
AGMQT	EA	1 Quart	6.18	9.40	9.90	12.20	13.15	12.30	12.95	15.90
AGMQT	CA	12 Quarts	74.11	107.40	112.80	145.00	156.25	140.40	147.45	189.60
AGMPK	EA	1 Quart Easy-Pack	7.22	11.00	11.55	14.25	15.20	14.40	15.15	18.60
AGMPK	CA	12 Quart Easy-Packs	86.70	125.65	131.95	169.65	180.90	164.40	172.65	222.00



THE OLD WAY:

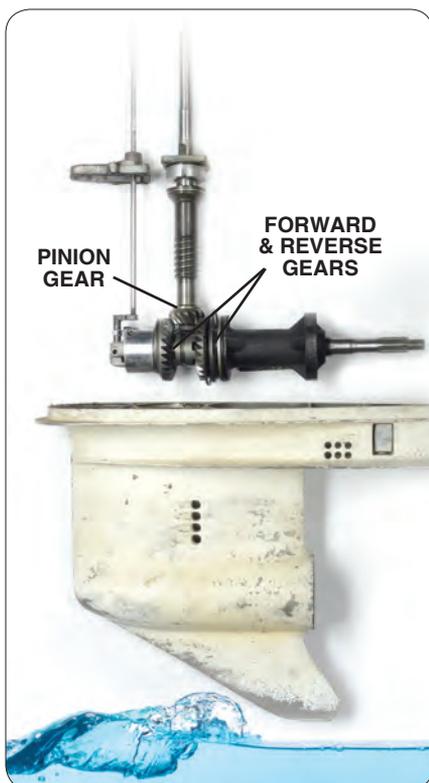
- More Mess
- More Waste
- More Frustration



THE NEW EASY-PACK:

- Less Mess
- Less Waste
- Less Frustration

Dump the Pump – eliminates the need for a messy pump



AMSOIL Synthetic Marine Gear Lube (AGM) continues to provide the same great performance.

- **Protects** components, even when contaminated with 10% water
- **Reduces** friction and wear
- **Helps** prevent rust and corrosion
- **Durable** easy-pack makes the job cleaner and faster

Updated labels and packaging? Yes

Formulation change? No

New stock numbers? No. The new package type will be indicated by “PK” after the product code.

Traditional quart packaging still available? Yes

Marine Gear Lube Pump (G3456) still available? Yes

Why Change Marine Gear Lube?

Marine motors are constantly exposed to water. If water infiltrates the lower unit and contaminates the gear lube, it can cause foam, which weakens the fluid film and leads to wear. Water contamination also invites corrosion, which acts like sandpaper and scours bearing and gear surfaces.

Frequent throttle bursts, meanwhile, concentrate tremendous pressure on the pinion gear and the forward and reverse gears. The gear lube fluid film can rupture, especially if it's been weakened due to water contamination, leading to metal-to-metal contact.

To avoid breakdowns and get the most out of your time on the water, service marine lower units seasonally.



THE OLD WAY:

- More Mess
- More Waste
- More Frustration



THE NEW EASY-PACK:

- Less Mess
- Less Waste
- Less Frustration

Easily access tough-to-reach fill holes

COMING NEXT MONTH

Look for the following AMSOIL products to be available in the easy-pack next month:

- Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid (ATF)
- Signature Series Fuel-Efficient Synthetic Automatic Transmission Fluid (ATL)
- SEVERE GEAR® 75W-110 Synthetic Gear Lube (SVT)
- Synthetic Manual Transmission and Transaxle Gear Lube (MTG)
- 80W-90 Synthetic Gear Lube (AGL)

AMSOIL Synthetic ATV/UTV Transmission & Differential Fluid (AUDT) continues to provide the same great performance.

- **Protection** for demanding chores and tough terrain
- **Reserve** protection for heavily loaded gears
- **Durable** easy-pack makes the job cleaner and faster

Updated labels and packaging? Yes

Formulation change? No

New stock numbers? No. The new package type will be indicated by "PK" after the product code.

Traditional quart packaging still available? Yes

Why Upgrade to AMSOIL Performance?

ATV and UTV owners invest thousands of dollars in their machines and accessories to improve utility and performance. Owners, particularly UTV owners, often purchase expensive upgrades, including roof panels, doors, winches, skid plates and snow plows. These upgrades improve UTV utility and safety and maximize ATV performance, but increased weight and severity of service are side effects directly affecting lubricants.

Elevated heat can break down lubricants while increasing the likelihood that heavily loaded, high-torque gears and bearings will fail. In addition, while accessories increase performance and versatility, the added weight and the propensity of these machines to be used for towing or hauling increase harmful heat and stress on gears and bearings. The negative effects of severe-service riding increase the importance of high-quality lubricants for increased protection.

Ever drive your UTV through water deep enough to run over your floorboards? Then you probably have water in your differentials, compromising your protection.

AMSOIL Synthetic ATV/UTV Transmission & Differential Fluid provides another performance upgrade that helps owners safely and confidently push their machines to the limit. After spending thousands of dollars on a new UTV or ATV and equipping it with expensive upgrades, it makes sense to upgrade to AMSOIL performance.

NEW AMSOIL REPAIR-SHOP WEBSITE PROGRAM

Effective April 1, boost business for your existing accounts and earn new ones by helping them set up an online presence.

Standing out in a crowded field of suppliers gets harder every year. One way to set yourself apart is to provide service above and beyond oil. We've researched the best ways to do that in the installer market and invested in a new program to help you earn sales.

NEW PROGRAM

After extensive research to find the best provider, we've partnered with Repair Shop Websites, a business dedicated to creating professional, modern websites specifically for automotive repair shops. Repair Shop Websites has more than 15 years' experience helping independent auto repair shops grow their businesses through their online presence.

Having a strong online presence is crucial for any business in today's world. Now, more than ever, customers are researching their options on the internet before they make a selection. That's why it's important for a business to have an updated, professional-looking website that will leave a good impression on people looking for goods or services.

Unfortunately, many automotive repair shop owners do not have the time or knowledge to design their own websites. Now you can help.

HOW IT WORKS

You offer to help your accounts build their online presence by connecting them with Repair Shop Websites. Each site carries a setup fee valued at \$499. To jump-start this exclusive program, AMSOIL will cover the setup fee for a limited time. Next, your account chooses from one of three packages offered by Repair Shop Websites. Each includes website hosting, powerful SEO and details about the repair shop, plus other features depending on which package your account selects. Each package carries a quarterly fee (detailed to the right). Your account will be responsible for paying the quarterly fee after the setup has been covered by AMSOIL.

- **PRO+MOBILE (\$297 per quarter)** Establish a web presence.
- **PRO+CONNECT (\$447 per quarter)** Connect with customers.
- **PRO+ENGAGE (\$675 per quarter)** Build trust and maximize online reputation.

Full details and package descriptions are available in the Dealer Zone under Product and Program Literature. There you'll also find the new Repair-Shop Website flyer (G3646) for use when approaching accounts with this offer.

BENEFITS FOR AUTO REPAIR-SHOP ACCOUNTS

- **Get found online** – Repair Shop Websites makes it easy for potential customers to find a shop's website through search optimization and social media management.
- **Enhance image** – Professionally designed websites leave a great impression on potential customers.
- **Gain new customers** – AMSOIL research shows that repair shops with professional websites attract more customers, make it easier to do business with them and build confidence in the quality and services they offer.
- **Hassle-free setup** – Repair Shop Websites does all the work in creating the website for a shop. They'll gather all the necessary information and have the new site up in two days.



REPAIR SHOP WEBSITES

- **Mobile-Friendly Design** – Sites will be optimized for mobile devices so customers can access them on their smartphones or tablets.

This unique opportunity is available only to AMSOIL accounts. The AMSOIL Repair-Shop Website Program is designed to help Dealers like you stand out in the crowd and build stronger relationships with the repair shops you service. By building their online web presence, you'll be helping drive customers through their doors and providing above-and-beyond value that other suppliers do not.

Get your accounts signed up for the new AMSOIL Repair-Shop Website Program today by contacting AMSOIL Customer Service at (715) 399-6490 or emailing customerservice@amsoil.com.



Boost Sales with O

Oil analysis is a great way to show customers the value of AMSOIL synthetic lubricants. It enables equipment owners to evaluate both the service life of their lubricants and the condition of their equipment, effectively maximizing profitability by helping safely extend drain intervals and properly schedule maintenance procedures.

Oil Analyzers INC.

AMSOIL offers oil analysis service from Oil Analyzers INC. (OAI). OAI offers the industry's most complete analysis at a competitive (test-for-test comparison) price, while its experience with synthetic lubricants and extended drain intervals ensures the most accurate recommendations for AMSOIL users.

"Dealers looking to convert fleets often use one or two vehicles for testing before recommending switching the entire fleet, with oil analysis to support AMSOIL recommendations for its products," said OAI Manager Allen Bender.

OAI Benefits

MAXIMIZE OIL DRAIN INTERVALS

Monitoring the condition of the oil allows customers to optimize drain intervals so

they capitalize on the fluid's full service life. Performing fewer oil changes minimizes maintenance costs and maximizes uptime.

EXTEND EQUIPMENT LIFE

Monitoring system cleanliness and filtration efficiency can help customers keep their equipment longer and significantly reduce replacement costs.

PREVENT MAJOR PROBLEMS

State-of-the-art fluid analysis identifies dirt, wear particles, fuel dilution, coolant and other contaminants that can cause catastrophic failure or significantly shorten equipment life.

"Routine fluid analysis can detect lubricant or equipment issues before major problems develop," said Bender. "Sampling the oil in a recently purchased used vehicle can give the new owner a better idea of the internal condition of the engine. Customer Service is also available to customers who have questions about their analysis report results."

MAXIMIZE ASSET RELIABILITY

Testing and analysis ensure that equipment is up, running and making money.

INCREASE RESALE VALUE

Analysis results provide valuable sampling history documentation that justifies higher equipment resale values.

Top-Quality Fluid Analysis and Customer Service

Oil Analyzers provides accurate and easy-to-understand fluid analysis, timely reporting and an unparalleled commitment to customer service. OAI works with fully equipped laboratories staffed by highly trained analysts and offers a complete line of oil analysis services to help customers get the most from their lubricants and extend the life of their equipment.

PERSONALIZED SERVICE

OAI provides personalized customer service. Reports are easy to understand and recommendations are included so customers know exactly what they should do to provide the best care for their equipment. OAI customer service representatives are available by phone and email to answer questions.

HIGH-QUALITY TESTING

OAI fluid analysis is performed at independent ISO 17025 A2LA accredited testing laboratories. This is the highest level of quality attainable by a testing laboratory backed by the most stringent accrediting body in the industry. Customers can be confident that the results they receive are accurate, repeatable and traceable to a standard.

QUICK, DETAILED RESULTS

Oil Analyzers uses online reporting software to deliver oil analysis results almost immediately after sample

Oil Analysis

processing is complete. Analysis reports are available through fax, email or online. To view oil analysis test results online, visit www.eoilreports.com.

OAI provides a complete fluid analysis report detailing customer and equipment information, recommendations, elemental analysis, sample information, contaminants and fluid properties. This information is critical in determining the integrity of both the lubricant and the equipment.

Commercial Accounts

Oil analysis is an invaluable tool for your commercial accounts.

“Fluid analysis helps commercial accounts save money,” said Bender. “Monitoring the condition of the oil allows the optimization of drain intervals. Checking system cleanliness and filtration can help extend equipment life. Analysis identifies contaminants that can cause failure or significantly shorten equipment life. A sampling history can also justify higher equipment resale values.”



U.S. OAI Kits

Stock #	Units	Description	U.S. Wholesale	U.S. Sugg. Retail
KIT01	EA	1 Oil Sample Kit (Postage Paid)	27.00	33.80
KIT02	EA	1 Oil Sample Kit (UPS Paid)	27.00	33.80
KIT06	EA	1 Oil Sample Kit (Non-Postage Paid)	19.50	24.40
KIT09	EA	1 Coolant Sample Kit	32.50	40.65

Canadian OAI Kits

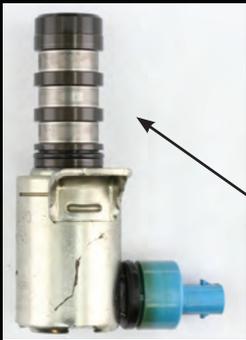
Stock #	Units	Description	Can. Wholesale	Can. Sugg. Retail
KIT401	EA	1 Oil Sample Kit (UPS Paid)	49.55	62.00
KIT402	EA	1 Oil Sample Kit (Non-Postage Paid)	30.90	38.70

Also Available

Stock #	Units	Description	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
G1206	EA	1 OAI Pump	25.00	27.50	33.15	36.50
G1571	EA	25' of Sampling Hose	7.95	8.75	10.45	11.50

WHERE OIL GOES AND WHAT IT DOES

A typical engine contains hundreds of parts, none of which could function properly without oil. Far from a simple commodity, oil is a dynamic enabler of performance. It must lubricate, cool, protect, seal, actuate components and more. And it must do it all while exposed to tremendous heat and stress. Here, we highlight key areas where oil goes inside your engine and what it does once it's there.



Variable Valve Timing (VVT)

To increase fuel economy and reduce emissions, most modern engines use VVT systems to adjust when the valves open and close. VVT systems use motor oil as a hydraulic fluid to actuate cam-phaser components. Solenoids, like the one shown here, control cam-phaser timing. **These solenoids contain tiny openings through which the oil must flow.** Even minimal varnish or deposits can disrupt the system, triggering a check-engine light. The oil must maintain viscosity to function as a hydraulic fluid while resisting deposits to maximize VVT system performance.

Valves and Seals

Though not illustrated here, valve seals prevent oil from running down the valve stems. This keeps the oil on valvetrain components and prevents it from entering the intake and exhaust ports and burning, increasing oil consumption. The oil must condition these seals to prevent drying, cracking and leaking. The oil also helps cool the valves and control cylinder-head deposits, helping prevent valve sticking.

Wrist Pins & Undercrowns

Crankshaft eccentrics splash-lubricate the cylinders, wrist pins and piston undercrowns. Some engines have small nozzles that spray oil directly onto the wrist pins and undercrowns. The rapidly spinning crankshaft causes air entrainment in the oil, creating foam. If foam bubbles in the oil pass between metal parts, they collapse and cause metal-to-metal contact. The oil must contain anti-foam additives to quickly dissipate foam. The oil must also contain detergent additives to help keep the wrist pins and undercrowns clean.

Signature Series Delivers Powerful Protection

AMSOIL delivers powerful protection. How good is it? An independent lab compared AMSOIL synthetic motor oil head-to-head against a leading competitor in a 100,000-mile (160,934-km) test[†]. AMSOIL provided far superior wear protection and kept bearings looking like new.



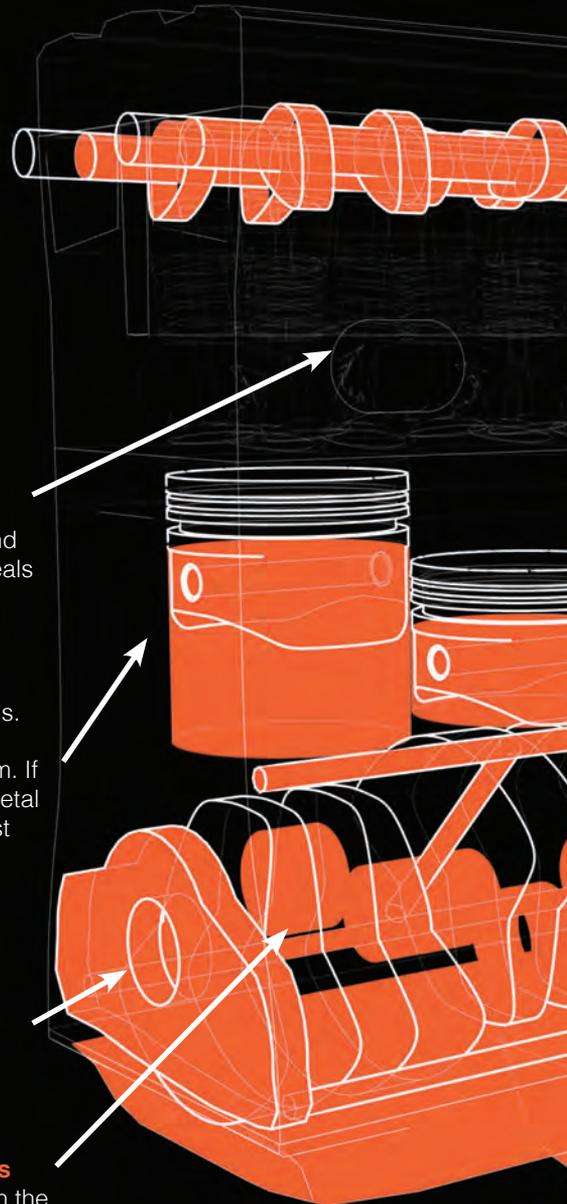
[†]Testing conducted in an independent lab using AMSOIL Signature Series 5W-30 Synthetic Motor Oil and a leading synthetic-blend 5W-30 motor oil in Ford F-150 trucks with 3.5L twin-turbo engines.

Main Seals

The seals at the ends of the crankshaft keep the oil inside the engine. The oil must condition seals to prevent drying, cracking and leaking.

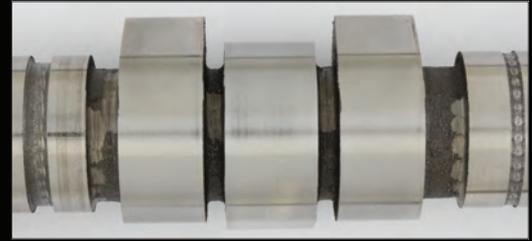
Connecting Rods & Main Bearings

Combustion drives the pistons down the cylinder, creating intense pressure between the connecting rods, main journals and bearings. Oil molecules act like microscopic ball bearings that support this pressure and allow the rods and crankshaft to rotate without metal-to-metal contact. The oil must maintain its protective viscosity despite increased pressures, temperatures and shearing forces. If the fluid film weakens, the oil will squeeze from between the journal and bearing clearances, resulting in metal-to-metal contact and bearing wear.



Camshaft

The camshaft and lifters open and close the intake and exhaust valves. To prevent wear, the oil must form a strong fluid film that separates the cam lobes and lifters. It also must contain robust anti-wear additives to maximize the life of the camshaft and bearings. As the image shows, AMSOIL Signature Series 0W-20 Synthetic Motor Oil (ASM) did an excellent job protecting against cam wear in rigorous, third-party testing.



Pistons, Rings & Cylinders

The pistons compress the air in preparation for combustion. The piston rings perform several critical functions: they must seal the combustion chamber, return excess oil on the cylinder walls to the sump and transfer extreme piston-crown heat to the cylinder walls.

To prevent wear despite intense heat and shearing forces, oil must maintain a strong, consistent film between the rings and cylinder walls. It also must prevent deposits that cause ring sticking, increased oil consumption, compression changes and low-speed pre-ignition (LSPI).



Example of piston damage due to an LSPI event observed during the testing of a competitor's motor oil. The red arrows indicate sections of the ring land that have broken away from the piston.

Signature Series Synthetic Motor Oil achieved **100 percent protection against LSPI¹** in the engine test required by the GM* dexos1[®] Gen 2 specification – zero occurrences were recorded throughout five consecutive tests.

Oil Galleries & Passages

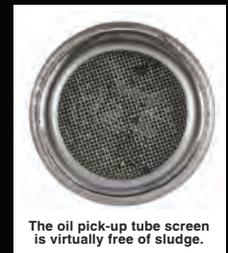
An engine contains an intricate network of oil galleries and passages that carry oil to components. Passages in the crankshaft, for example, carry pressurized oil to the rod and main bearings, while similar passages in the upper end carry oil to the valvetrain. Oil that thickens in the cold can fail to flow through narrow passages and starve the engine of oil. Sludge, meanwhile, can plug passages and have the same effect. The oil must remain fluid when the temperature drops, and it must prevent sludge.

Oil Pick-Up Tube Screen

The oil pump draws oil through a fine screen and pressurizes it so it can flow through the oil galleries and passages to the bearings and valvetrain. Sludge can plug the screen, starving the engine of oil. Oil that thickens too much to pass through the screen has the same effect. Therefore, oil must remain fluid when cold to pass through the screen and flow throughout the engine at startup (when the majority of wear occurs). The oil also must prevent sludge to keep galleries and passages clean, ensuring maximum oil flow.

Signature Series Cleans

AMSOIL Signature Series Synthetic Motor Oil has **50% more** detergents^{DD} to help keep oil passages clean and promote oil circulation. It provides **90% better protection** against sludge^{DD}.



The oil pick-up tube screen is virtually free of sludge.

^{DD}vs. AMSOIL OE Motor Oil
^{DD}Based on independent testing of AMSOIL Signature Series 5W-30 in the ASTM D6593 engine test for oil screen plugging as required by the API SN specification.

¹Based on independent testing of AMSOIL Signature Series 5W-30 motor oil, in the LSPI engine test as required for the GM dexos 1[®] Gen 2 specification.



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.



Bill & Donna Durand
Wisconsin
7-STAR REGENCY PLATINUM DIRECT JOBBERS
FIRST
Total Organization
SECOND
Personal Group Sales



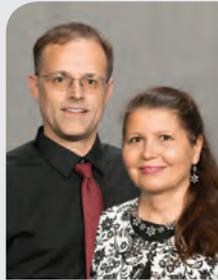
Dave M. Mann
Michigan
7-STAR REGENCY PLATINUM DIRECT JOBBER
SECOND
Total Organization
FIRST
Personal Group Sales
THIRD
New Qualified Customers
FIFTH
New Customer Sales



George & Shirley Douglas
Tennessee
4-STAR REGENCY PLATINUM DIRECT JOBBERS
THIRD
Total Organization
SEVENTH
Personal Group Sales



Carol H. Bell
Texas
5-STAR REGENCY PLATINUM DIRECT JOBBER
SEVENTH
Total Organization
TENTH
Personal Group Sales



Ches & Natasha Cain
South Dakota
3-STAR REGENCY PLATINUM DIRECT JOBBERS
EIGHTH
Total Organization
THIRD
Personal Group Sales
TENTH
New Qualified Customers
TENTH
New Customer Sales



Keith & Betty Hartman
Kansas
2-STAR REGENCY PLATINUM DIRECT JOBBERS
NINTH
Total Organization



Thomas Weiss
North Dakota
REGENCY PLATINUM DIRECT JOBBER
SECOND
Commercial Account Sales
SECOND
Retail Account Sales



James J. Allen
Ohio
REGENCY GOLD DIRECT JOBBER
THIRD
Commercial Account Sales



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



Merv Nolt
Ohio
DIRECT JOBBER
EIGHTH
Commercial Account Sales



James W. Brown, Jr.
North Carolina
PREMIER DIRECT JOBBER
NINTH
Commercial Account Sales



John & Dianne Moldowan
Alberta
REGENCY GOLD DIRECT JOBBERS
THIRD
Retail Account Sales



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



Robert V. Johnson
New Hampshire
REGENCY DIRECT JOBBER
NINTH
Retail Account Sales



Peter & Diana Lotito
North Carolina
REGENCY GOLD DIRECT JOBBERS
TENTH
Retail Account Sales



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



Sherree E. Schell
Idaho
4-STAR REGENCY PLATINUM DIRECT JOBBER
FIFTH
 Total Organization
SIXTH
 Personal Group Sales



Tom & Sheila Shalin
Georgia
4-STAR REGENCY PLATINUM DIRECT JOBBERS
SIXTH
 Total Organization
FIFTH
 Personal Group Sales
FOURTH
 New Qualified Customers
FOURTH
 New Customer Sales



Daniel & Judy Watson
Florida
2-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
 Total Organization
EIGHTH
 Personal Group Sales
TENTH
 Commercial Account Sales
EIGHTH
 Retail Account Sales



David B. Richardson
Ohio
EXECUTIVE DIRECT JOBBER
FOURTH
 Personal Group Sales
FIRST
 Commercial Account Sales



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



Eric C. Rychener
Ohio
DIRECT DEALER
FIFTH
 Commercial Account Sales



David & Linda Trezell
Texas
EXECUTIVE DIRECT JOBBERS
SIXTH
 Commercial Account Sales



John O. Brown
Arizona
DIRECT JOBBER
SEVENTH
 Commercial Account Sales



Greg & Joan Desrosiers
Alberta
3-STAR REGENCY PLATINUM DIRECT JOBBERS
FOURTH
 Retail Account Sales



Douglas Huculak
Saskatchewan
REGENCY GOLD DIRECT JOBBER
FIFTH
 Retail Account Sales



Michael P. Scott
Minnesota
MASTER DIRECT JOBBER
SIXTH
 Retail Account Sales



Justin Peszko
Virginia
PREMIER DIRECT JOBBER
FIRST
 New Qualified Customers
NINTH
 New Customer Sales



Joshua Childers
Ohio
PREMIER DIRECT JOBBER
SECOND
 New Qualified Customers



Michael J. Mathe
Tennessee
REGENCY SILVER DIRECT JOBBER
FIFTH
 New Qualified Customers
SIXTH
 New Customer Sales



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.



Kent & Trudy Whiteman
Utah
7-STAR REGENCY PLATINUM DIRECT JOBBERS
SIXTH
New Qualified Customers
FIRST
New Customer Sales



Ashley Carte
Ohio
DIRECT JOBBER
SEVENTH
New Qualified Customers



Ken & Denise Chuderewicz
Pennsylvania
PREMIER DIRECT JOBBERS
EIGHTH
New Qualified Customers



Eben Rockmaker
Nevada
DIRECT DEALER
NINTH
New Qualified Customers



Alan Smith
California
DIRECT JOBBER
SECOND
New Customer Sales



David & Robin Huff
North Carolina
REGENCY DIRECT JOBBERS
THIRD
New Customer Sales



Will Mangan
Pennsylvania
EXECUTIVE DIRECT JOBBER
SEVENTH
New Customer Sales



HIGHER LEVELS OF RECOGNITION



Tim S. Matthews
North Carolina
PREMIER DIRECT JOBBER



Eric & Valerie Johnson
Virginia
PREMIER DIRECT JOBBERS



James E. Gates
Florida
EXECUTIVE DIRECT JOBBER



Ray Harmon
Arkansas
DIRECT DEALER
Sponsors:
Charles & Deann Almond
Direct Jobber:
Shirley Alquist



Eric Story
Montana
DIRECT DEALER
Sponsor:
Mary Saunders
Direct Jobber:
Mildred Ormiston



Thomas Sullivan
Colorado
DIRECT DEALER
Sponsor:
Bill A. Torgler
Direct Jobber:
Linda Cross

GAIN CERTIFICATION. GAIN CUSTOMERS.

BECOME A CERTIFIED DEALER

EACH LEVEL UNLOCKS A NEW SET OF BENEFITS.

CUSTOMER CERTIFIED

RECEIVE BUYING CUSTOMERS FROM AMSOIL

APPEAR ON THE AMSOIL LOCATOR AT AMSOIL.COM

ELIGIBLE FOR CO-OP ASSISTANCE

CO-OP CERTIFIED

LOCATOR CERTIFIED

CUSTOMER CERTIFIED

CO-OP CERTIFIED

- Complete the Dealer Certification Program in AMSOIL University Online

LOCATOR CERTIFIED

- Be Co-op Certified
 - Earn a minimum of \$10 in commissions in the last 6 months
- PLUS**
- Have 1 or more new Dealers, Preferred Customers, retail or commercial accounts in the last 6 months

OR

- Have 5 or more active Dealers, Preferred Customers, retail or commercial accounts

CUSTOMER CERTIFIED

- Be Locator Certified

PLUS

- Have 4 or more new qualified customers within the past 12 months

OR

- Have 2 or more new qualified customers in the past 12 months and meet one of the following alternative qualifications:
 - Have been a Dealer for less than one year
 - Have 24 or more active buying customers
 - Have more than \$10,000 in personal product purchases plus 5 or more active buying customers

WHAT'S A "QUALIFIED CUSTOMER"?

Check out the new Customer Definition document in the Dealer Zone.

NEW FEATURE:

Receive Even More Customers with the Assigned-Customer Multiplier

All Customer-Certified Dealers are in a randomly ordered pool. Once assigned a customer, you move to the bottom of the rotation. Effective Jan. 5, 2019, if you reach a total of 12 new qualified customers within the past 12 months we'll give you an extra listing in the rotation. Then, we'll add you again for every eight additional new qualified customers you bring in. The more new qualified customers you bring in every year, the more chances you'll have to be assigned buying customers from AMSOIL. Think of the compounding effect that will have on your commissions. While there are no guarantees, the chart at right shows what you might expect.

#Qualified Customers Past 12 Months	#Chances to Receive Assigned Customers	Probable #Customers Assigned Annually
Customer Certified	1	3 - 8
12	2	6 - 16
20	3	9 - 24
28	4	12 - 32
36	5	15 - 40

April Close-Out

The last day to process April orders in the U.S. and Canada is the close of business on Tuesday, April 30. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for April business will be accepted until 3 p.m. Central Time on Monday, May 6. All transfers received after this time will be returned.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Friday, April 19 for Good Friday.

Beware of Ordering Scams

In March, we published tips for protecting yourself against email scams. It is also 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
- 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.

Canadian Interline Fee Adjustment, Affected Areas Expanded Effective April 22

Loomis Express occasionally adjusts Canadian interline fees to compensate for increasing transportation costs. Starting April 22, shipments to the few outlying areas subject to interline fees will incur an increase of 4.9 percent. In addition, Loomis has expanded the areas subject to interline fees to include additional postal codes. To look up specific interline fees by postal code, visit <https://www.amsoil.com/store/InterlineFeeLookup>.



- **Optimum** health for Dealers, friends & family
- **Meet** monthly qualifications
- **Maximum** quality in each pill
- **Buy** from yourself
- **Overcome** the lack of nutrition in today's processed foods

Nutrition to Strengthen Your Eyes

Your eyes need daily nutritional protection from the effects of aging and oxidative damage, as well as the environmental impacts of wind, extreme temperatures, vehicle exhaust, dust, dirt, everyday chemicals and UV light.

Every part of the eye – retina, lens, cornea, iris, optic nerve, tear duct and even the eyelid – is crucial for sharp vision.

Vision Power is an advanced, multi-nutrient eye formula that provides the essential nutrients to strengthen and protect your eyes.*

The ingredients in Vision Power have been found to nutritionally support healthy, normal eye function that helps the following:

- Night vision*
- Keep eyesight strong and sharp*
- End eye strain, blurred vision and dry, irritated eyes*
- Promote normal visual function and acuity*
- Promote circulation and nourish eye tissue*
- Strengthen and protect eyes from harmful UV radiation*

Vision Power provides the combined antioxidant power and protection of carotenoids, lutein, lycopene, zeaxanthin, alpha lipoic acid and much more.



Vision Power					
Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C. Price
DVP01	EA	(1) 100-ct.	29.55	31.00	32.55
DVP01	CA	(6) 100-ct.	177.30	177.30	186.20

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.

Order: 1-800-777-7094 | www.altrumonline.com

Updated Factory-Direct Catalog Now Available

This issue of *AMSOIL Magazine* includes the updated AMSOIL Factory-Direct Catalog (G100 U.S./G300 Canada). The AMSOIL Factory-Direct Catalog offers an excellent opportunity for Dealers to exhibit the entire line of AMSOIL products. It also contains information on becoming an AMSOIL Preferred Customer, and shows the lower price Preferred Customers pay for each product.

How It Works

Attach your Dealer number in the area marked “referral number” on the back cover of the catalog. Use a catalog label from the AMSOIL Print Center for a more professional impression. Distribute the catalog to potential customers and Preferred Customers.

Where to Distribute

- Trade Shows • Fair Booths • Race Events • Conventions • Conferences
- Direct Mail to Potential Customers

Maintain Contact with Prospects

Direct contact with potential customers is the best way to earn a sale or gain a new Preferred Customer. The more people hear about AMSOIL products and programs, the more likely they are to take advantage of their benefits. Direct mailings to potential customers can give you a foot in the door, but don't stop there. Follow up with potential customers to answer questions, provide clarity and give them one-on-one service.

How Customers Place Orders

Customers who wish to place orders from your factory-direct catalogs can simply call the AMSOIL toll-free ordering line and place their orders specifying the referral number

(your Dealer number) printed on the catalog. This ensures that you receive the retail profits and commission credits. Ordering customers are automatically sent updated factory-direct catalogs every six months for the next 18 months at no additional cost to you. In addition, any of your customers who call AMSOIL wishing to become Preferred Customers will automatically become members of your personal group.

Free Shipping

Online/catalog customers in the contiguous U.S. and Canada receive free shipping on orders of \$100 U.S./\$130 Can. or more. Customers who order less than \$100 U.S./\$130 Can. will be charged a flat shipping fee of \$8.99 U.S./\$11.99 Can.

Reaching New Prospects

The AMSOIL Factory-Direct Catalog is a great opportunity to reach potential customers with whom you wouldn't ordinarily have contact. A direct mailing to a specific neighborhood could reach numerous customers who do not attend race events or trade shows, but still want the best protection for their vehicles. Also, people at shows or events who are initially only somewhat interested or don't have time to talk can take a factory-direct catalog home to review at their leisure.

Downloadable Factory-Direct Catalog PDF

You can also download the factory-direct catalog PDF from the Dealer Zone (Product and Program Lit>Customizable Literature). Your referral number is automatically embedded in the catalog so when customers click a “Shop Online Now @ www.amsoil.com” link, they arrive at the online store as if they had come through your website, and you receive credit for all sales. Your referral number also automatically populates in the “referral number” area on the catalog's back page.

Once downloaded, the factory-direct catalog PDF can be embedded on your website for customer download or emailed to customers who request a free e-catalog.

Ordering Catalogs

AMSOIL Factory-Direct Catalogs are available individually and in packages of 100 and 300. Order 900 or more catalogs using product code G100-PK and receive a promotional code in your Message Center inbox redeemable for free catalog labels from the AMSOIL Print Center.

Catalogs with your information pre-printed on the back cover are available through the AMSOIL Print Center. Access the Print Center through the Dealer Zone.



Also Newly Updated:
 Commercial Program Catalog (G3469 U.S., G3474 Can.)
 Powersports & Racing Catalog (G3511 U.S., G3512 Can.)
 Retail Program Catalog (G3520 U.S., G3521 Can.)
 Automotive Catalog (G3549 U.S., G3550 Can.)

AMSOIL Factory-Direct Catalog Ordering Information					
Stock #	Units	Description	Wt. Lbs.	U.S. Price	Can. Price
G100	EA	1 U.S. Catalog	0.1	.50	.70
G100	CA	100 U.S. Catalogs	10.0	43.00	60.00
G100	PK*	300 U.S. Catalogs	30.0	120.00	165.00
G300	EA	1 Canada Catalog	0.1	.50	.70
G300	CA	100 Canada Catalogs	10.0	43.00	60.00
G300	PK*	300 Canada Catalogs	30.0	120.00	165.00

*Order three or more and receive free catalog labels from the Print Center.

Customizable catalogs are available through the AMSOIL Print Center.



Jamie Prochnow | COMMERCIAL PROGRAM MANAGER

Product claims are great attention-getters

Here's how to use them to earn a sale.

AMSOIL synthetic lubricants are the best in the world. I know what you're thinking – *that's what every oil company says about its own products.* Well, we take it a step further by publishing results of comparative testing against competitors' oils and the latest industry standards. Performance testing is in our DNA, and you can plan on seeing more of it in the future.

We're not shy about touting our test results, either. You can find them on select product labels, in our catalogs and on our advertisements, among other places. A product comparison, however, can become nothing but noise to prospects if not used properly. As noted, every company boasts about some performance claim or another. Today I want to talk about how you can best use our test results when talking to prospects or customers.

Sell benefits, not features

People want to know what a product *does* more than what it *is*. Think of what the product does as its benefits. When talking to prospects, explain how the product benefits help them.

Let's use SABER® Professional Synthetic 2-Stroke Oil (ATP) as an example. It's a great product for landscapers and other commercial accounts. Our Factory-Direct Catalog (G100, G300 Can.) includes the claim shown here.

What does SABER Professional's ability to fight carbon mean to the person to whom you're speaking? You know, the person who's likely in a hurry and isn't interested in hearing a lengthy sales pitch.

Simply put, heavy carbon on two-stroke equipment like string trimmers, blowers and chainsaws is bad for business and affects the bottom line. Tie the product's benefits to the prospect's pain points. Has he or she ever had to waste time cleaning a spark-arrestor screen to restore equipment operability? Has he or she fought with hard-starting equipment that lacks the power to get the job done on time and up to standards? SABER Professional eliminates these hassles. Switching to SABER Professional maximizes equipment operability, power and life. For a company, this means increased profitability. And we haven't even mentioned the money saved using a 100:1 mix ratio with SABER Professional.

Listen a lot, talk a little

Two-stroke equipment is just the start. All your customers and prospects have stories about wasting time and money on unreliable vehicles or equipment, whether a car, truck, boat or lawnmower. It's my belief that the best sales people have big ears and small mouths – if you listen, you can identify clues that tie the person's needs to one of our product comparisons.

Maybe he or she has a turbocharged vehicle and is concerned about taking care of it since turbo repairs can be expensive. AMSOIL Signature Series Synthetic Motor Oil is the perfect solution. As our testing shows, it protects turbochargers 72 percent better** than required by

the GM* dexos1® Gen 2 specification. The benefit worth highlighting, in this case, is the peace of mind that comes with an oil proven to deliver above-and-beyond turbo protection compared to the latest industry standards. Your prospect can drive his car like it's meant to be driven without worrying about burning up the turbo.

Comparisons are great, but understanding why they're important to your customer is where the rubber meets the road. Remember – **always sell the benefit, not the feature.**

You can find all current performance tests at www.amsoil.com/performance-tests.aspx. Find the test results relevant to the needs of your prospects and customers and use them to help close your next sale.

Happy selling!

SABER Professional Fights Carbon
Equipment using SABER Professional was **96% carbon-free^N**.

	<p>AMSOIL SABER Professional 300 Hours 3.8% Screen Blockage</p>
VS.	
	<p>Leading Oil Brand 45 Hours 98% Screen Blockage</p>

^NBased on spark-arrestor testing.



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April 2019

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AMSOIL Mudslinger, Engine Degreaser and Glass Cleaner deliver performance you can see immediately.

MUDSLINGER (AMS)

- **Provides** a protective layer of armor against mud, dirt and snow
- **Eases** clean-up after riding
- **Restores**, cleans and shines plastic, fiberglass and painted surfaces
- **Provides** a protective layer to counteract the damaging effects of UV rays
- **Pleasant** cherry scent

ENGINE DEGREASER (AED)

- **Removes** the toughest grease, dirt and grime
- **Leaves** no residue
- **Easy** to use
- **Powerful** stream
- **Safe** on all engine components

GLASS CLEANER (AGC)

- **Quickly** cuts through grease and grime
- **Does not drip or run;** stays where you spray it
- **Leaves** no streaks or haze
- **Ammonia-free** and safe on all glass, including tinted windows
- **Works** great on countertops, glass, mirrors and appliances

Mudslinger, Engine Degreaser and Glass Cleaner are not available in Canada.

BEFORE ENGINE DEGREASER



AFTER ENGINE DEGREASER



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