

AMSOIL[®]

► DEALER EDITION

MAGAZINE

APRIL 2020

NEW RUNS ON FREEDOM[™] SNOWMOBILE WARRANTY

| PAGE 8



BOOST BUSINESS WITH THE NEW AMSOIL RETAIL PROGRAM

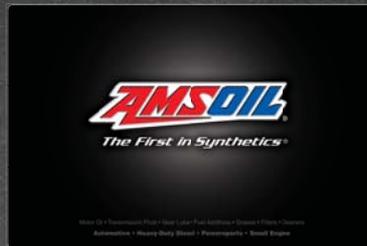
More value. More buying power. Less confusion.

✔ New Merchandising Kits

Retail accounts choose their own free merchandising item that best suits their retail outlet.



Two-Sided 3' x 2' Aluminum AMSOIL Sign



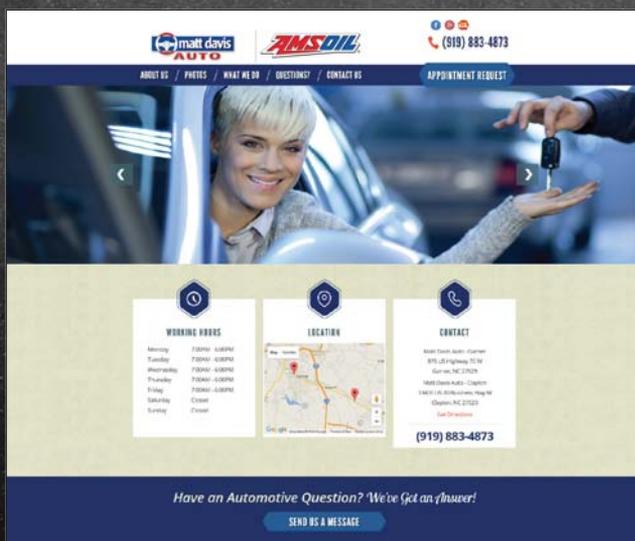
Mouse Pad



Retail Merchandising Kit
Shelf not included



8' x 3' Vinyl AMSOIL Banner



✔ New Repair-Shop Website Program

Repair-shop accounts get a professionally designed website for their business at only a fraction of the cost.

✔ New Co-op Program

Co-op credit is received in one lump sum at the beginning of each year, giving your retail accounts more buying power right off the bat.

✔ New MAP Policy

Dealers and retailers are prohibited from advertising discounted pricing below current MSRP, ensuring a level playing field among all accounts.

For full policy details, refer to the Dealer Policies & Procedures (G4000) in the Dealer Zone under Product and Program Literature>Dealer Literature.



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THE COVER

Grizzly Lodge owner Adam Trainer demonstrated safe backcountry riding techniques for AMSOIL on his 2018 Polaris® Pro RMK 800* snowmobile.





From the President

We are entering the final quarter of the fiscal year and we're still a little short of our goal of 8 percent growth. If we finish strong, we can reach that goal. It's clear that many of the tactics we've employed are working. When you combine our promotions, marketing and other tools with your efforts in the field, the positive effects are exponential.

The latest tactic we're unveiling is the Runs on Freedom Snowmobile Engine Warranty you're going to read about this month. The Runs on Freedom Warranty helps us overcome the last significant barrier to sales in the snowmobile market, which is the scare tactics snowmobile manufacturers use to intimidate customers into buying their brand of lubricants. Yes, the Magnuson Moss Act ensures new-snowmobile warranties remain intact in the U.S., but there is no equivalent act in Canada and many consumers remain fearful of losing warranty coverage. So we're launching our own warranty to quell those fears and supplement our existing warranty, and if it's successful, we will consider rolling out similar warranties in other markets too. While it might seem like a strange time to launch a snowmobile warranty, those who work in that market know that this is prime new-snowmobile buying season

for many enthusiasts. We are raising some awareness now, but we will be promoting this in full force at the start of next season to generate new customers and sell more oil.

Ultimately, that's what the AMSOIL Dealer business is all about – selling oil. The only way money is made as an AMSOIL Dealer is when oil is sold. Money is not made by only recruiting new Dealers (particularly those who do not sell oil). This brings me to another point: I don't like the term "recruiting" because of the connotation it carries. This is not the U.S. Army. We offer an opportunity/method to earn supplemental income and a legitimate business opportunity to those interested in operating a business. We are not actively trying to convince or coerce someone into the AMSOIL business. That activity generates unproductive Dealers, it is a "disguster" for many people and it is bad for our reputation. Many Dealers have operated under the principle that it's all about the numbers – the more Dealers you register, the better. And for many years, AMSOIL supported that idea. You might have noticed that our position has changed and we've been advising Dealers to secure more P.C.s and focus on finding quality new Dealers rather than making every person who crosses your path a

Dealer. Product sales is the ultimate goal, whether that occurs through direct personal sales, to a P.C., to an account or through a productive Dealer in your group. This change in course is not exclusive to AMSOIL. Quality direct-sales companies have recognized the issues common to the old way of doing things and made adjustments to secure a better future. Societal expectations are far different than they were when AMSOIL was founded, so it's important we continue evolving to secure that same bright future for ourselves. Some things we're already doing well, like setting honest, realistic expectations and differentiating between Dealers and customers. Other things we need to work on, like paying Dealers faster.

When you join us in these efforts and we all pull in the same direction, everyone benefits. If you make sure your number-one focus is selling oil and acquiring new customers using the groundwork we've laid for you, an 8 percent growth in your income can be reality.

Alan Amatuzio
President & CEO



PRODUCT SPOTLIGHT:

Synthetic Polymeric Off-Road Grease (GPOR1, GPOR2)

WHAT IS IT?

- **Exclusive synthetic polymeric grease** custom-built to provide superior protection for heavy-duty, off-road equipment

WHAT DOES IT DO?

- **Provides** exceptional wear protection and load-bearing capacity
- **Tenaciously** stays in place and provides maximum impact resistance in heavily loaded, extreme-pressure applications
- **Extends** service intervals and reduces grease consumption

WHO IS IT FOR?

- Owners of heavy-duty, heavy-load-bearing equipment operating in the adverse conditions found in agricultural, construction, landscaping, logging and mining environments. Applications include power shovels, drag lines, wheel and track loaders, excavators, bulldozers, skid steers, dump trucks and other heavy-duty equipment with heavily loaded pivot pins, king pins, bucket pins and bushings. Ideal for equipment that pivots, slides or has bearings that don't make a full rotation.
- Formulated with 5% moly for maximum wear protection that meets Caterpillar's* requirement for pin and bushing applications.

Spring is here, and now is a great time to contact your commercial accounts to ensure they're fully stocked with AMSOIL products for all their needs.



NLGI #1
Below 40°F
(4.4°C)



NLGI #2
Above 40°F
(4.4°C)

Online Store: www.amsoil.com | Telephone: **1-800-777-7094** | EZ Online Order Form: my.amsoil.com

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LETTERS TO THE EDITOR

MUDSLINGER®

I am very impressed with the Mudslinger used to help with easier removal of dirt, snow, etc. I have used it on my lawnmower deck, and it works very well. Is there any thought about selling it in one-gallon or even five-gallon containers? My deck is 61" and it is very hard on older hands to hold the spray nozzle to spray the deck. Garden sprayers are inexpensive these days and would be much faster to spray the deck. With a garden sprayer you could also get the Mudslinger into areas where a broad fan spray from a spray can is very hard. I am sure people would also use more as they could get better coverage without the hand getting tired from holding the spray can.

Thank you,

Wayne Creasser

AMSOIL: Thank you for your letter, Wayne. We have had other requests for larger Mudslinger package sizes, and we have evaluated methods for accomplishing this. The trouble is, we face challenges with product integrity when it is packaged without the aerosol can. We will continue to perform research, and it's possible Mudslinger will be available in larger package sizes at some point in the future if we can uncover a suitable solution.

OIL CHANGE REMINDERS

AMSOIL offers customized oil change cling reminders for retail accounts. They can get them free when they sign up if they are an installer. You can also use the co-op to order them.

A couple weeks ago I wanted to send a few items out to my personal catalog customers, P.C.s and commercial accounts. It occurred to me to order the customized oil change clings (500 for \$40). I sent each of them 2 clings and offered to send them as many as they needed. These are really cheap and easy-to-do relationship-building items. Also included in the envelope, I sent one of the metalized "Protected by AMSOIL" underhood decals (G2131), a couple dipstick warning stickers (G38) and one of the AMSOIL vehicle service records (G3096) along with a letter. This was just under the weight limit for a single

first-class stamp. All new customers are getting this as well.

Michael Sparks

AMSOIL: This sounds like an effective and cost-effective way to reach out and maintain contact with customers, Michael. Thank you for sharing.



AMSOIL IN SCHOOL

I wanted AMSOIL to see this great pic that I received from students at the Lebanon Regional Agricultural Technology & Science Center. I grew up and still live in Lebanon, Conn., where I am an AMSOIL Independent Dealer. I went through the Lebanon Public School system, as did my husband and children. I am proud to be a part of this great farming community.

The picture came with the caption: "The Lebanon Ag Mechanics class thinks the world of AMSOIL!" The banner hangs in their workshop.

Regards,

Lorraine Strenkowski

AMSOIL: Thank you for sharing this great picture and story, Lorraine.

SALES TAX NUMBERS

I understand your policy requiring accounts to update sales tax numbers every three years. It has been my understanding that you notify the retail accounts of the need to update their sales tax number prior to the three-year expiration. If that is true, to enable sponsoring Dealers to provide a value-add service to their accounts, why can't we also be notified of the account's expiration date? Instead, I use a rather cumbersome process of making task lists from the [E] code on reports.

Also, since I live in a county where my sales tax rate is less than the rate charged at the distribution center, I have my own sales tax number. I can offer my customers, who buy from my inventory, a savings by charging a lower sales tax rate. On a recent order I placed for a customer, I was charged sales tax. Unfortunately, I determined my 3-year period expired September 1. So now, not only do I need to submit a new G495, I also need to submit a G20 for a sales tax refund. An email notice prior to the expiration would be a nice value-add service to your Dealers in addition to saving staff time in processing G20s.

Gale Binder

AMSOIL: Thank you for your suggestion, Gale. We start sending emails to accounts 60 days before their sales tax numbers expire, on the 1st and 15th of each month. Unfortunately, the system does not allow Dealers to individually opt in or opt out of receiving those emails. A good alternative solution is to export your report into Excel and sort the data there.

AMSOIL IN CANADA

I have been a Canadian Dealer since 2001. I have to say I have not been disappointed with the AMSOIL product line. I live in Nipawin, Saskatchewan and our winters are renowned for sustained temps of -30 for weeks. Since I started using these excellent products I have noticed all my vehicles operate better. I put over 139,000 km on my 2011 Ram* 1500 WITHOUT a lubrication-related issue. To me that is huge! I brag the products up to whoever will listen and sometimes I know they have tuned me out, but that doesn't stop me.

Thank you for making an effort with the Canadian website. I look forward to seeing it up and running.

My wife purchased a 2017 Grand Caravan* from a Dodge* dealer in Prince Albert, Saskatchewan and I recently purchased a 2019 Jeep* Cherokee*. The dealership is pleased that I am using AMSOIL in our vehicles. (They used it in their service department). As long as I follow the warranty drain period of one year there will be no problems. I have already changed all the fluids in her van and plan to do the same when the Jeep

LETTERS TO THE EDITOR

is due. And once the warranty is up on the vehicles I WILL be returning to an extended drain interval with analysis. I went over five years with my Ram so I'm excited about the possibilities with the two new ones. It's nice that it is the same oil and filter for both as well.

Ernie Berg

AMSOIL: Thank you for your kind words, Ernie. We love hearing success stories from Dealers and customers, and we hope you're satisfied with our new Canadian website.

EASY-PACK

Would it be possible to offer an easy-pack as just the pack, so you could demo the product, fill it with water and it would be reusable? Also I was reading the response for the cooling-system cleaner in the September *AMSOIL Magazine*. I was disappointed that you are not pursuing said product. I know do-it-yourselfers are the majority of AMSOIL customers, but on the other side of that, I service people's cars and I have the said equipment. I would love to sell people AMSOIL products instead of the stuff I usually service their vehicles with, but I can't because you don't offer them. If I could I would make all my customers use AMSOIL products because every single AMSOIL product I used is nothing short of a fantastic product that usually makes me speechless.

Jacob M. Hamilton

AMSOIL: We love your enthusiasm, Jacob, so we wish we had better news for you. Selling unfilled easy-packs could invite counterfeiting and open liability issues, so we do not plan to offer them. And, unfortunately, the overall limited sales opportunities in the cooling-system cleaner market make it unfeasible to pursue.

CAPLESS FUEL TANKS

The "capless" fuel tank on my 2018 truck has a tricky opening designed for fuel pump nozzles only. It doesn't allow me to put Performance Improver in it using the current bottle. I'm looking for a funnel specially designed for this, but I haven't found one yet. In the meantime, I noticed a couple of our competitors already have new bottles made specifically for capless fuel tank openings. They look like

they'll work on normal openings too. Will AMSOIL come out with "capless" bottles anytime soon?

Thanks,

Mike Burgan

AMSOIL: You bet, Mike. P.i.[®] was recently re-introduced with a capless-compatible bottle. Upper Cylinder Lubricant (UCL) also comes in a capless-compatible bottle. In addition, we've recently updated our 8 oz. diesel fuel additive bottles with longer necks to ease installation.

AEROSOL STRAWS

I read with interest the letter from L. Lang in the January 2018 *AMSOIL Magazine* concerning the need for longer straws with the aerosol products. I, too, need a longer straw to go with the Engine Fogging Oil. I cannot reach into the spark plug hole on the bottom cylinder of my four-stroke outboard. I need a straw about 12" long. Somebody makes these and cuts them to the lengths that are currently attached to each can. Why can't AMSOIL contact that vendor and get some cut into longer lengths and make them available for customers/Dealers to purchase?

Thank you,

Allen Pidcoe

AMSOIL: Thank you for your letter, Allen. We investigated the availability and possibility of offering longer straws, but between the expense of sourcing the straws and expected low sales, we determined it is not economically feasible.

CUSTOMER SERVICE

I have been a Canadian Dealer in Ontario and British Columbia for seven years. Since the get-go I have been very impressed with the knowledge and overwhelming politeness of the AMSOIL Customer Service staff and supporting departments. I actually look forward to calling in with questions and problems. The staff will always direct me to the right person with the right answer and they will always get back to me ASAP. They say that we Canadians are polite, but the AMSOIL crew is #1 in my opinion. Keep up the good work.

Don Rudman

AMSOIL: Thank you for your kind words, Don, and thank you for all that you do to promote AMSOIL and build your business.

ADVENTURE BIKES

I agree 100% with the message in the adventure bikes article in the November 2019 *AMSOIL Magazine*.

But I think you need a term other than "V-twin rider" when you are really referring to cruiser bike riders. Lots of adventure bikes also have V-twin engines, like the very popular Suzuki* V-Strom*. Adventure bike riders may be the antithesis of cruiser bike riders, while actually riding a V-twin bike.

Regards,

Dean Birkeland

Great coverage of the upsweep in adventure bike sales and opportunities. It's no surprise to many of us in the dual sport community, as we have been enjoying this type of riding for decades. Of course, the bikes that started it all were nothing like the ones today, but many a young lad/lady took their first "adventure" on the likes of Honda* Scramblers* and the DT series Yamahas*, among many others. Bikes that could do on- and off-road riding with a fair amount of performance, enough to get you hooked for life on motorcycles. I don't miss the first one I bought, a beat up '73 360 Yamaha, but it started a life of riding I'd never trade.

Thanks,

Les Harkonen

AMSOIL: Thank you for your feedback, Dean and Les. We're glad you enjoyed the article. While the industry generally recognizes "V-twin riders" as cruiser bike riders, you make a good point, Dean.

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

NEW RUNS ON FREEDOM™ SNOWMOBILE WARRANTY HELPS OVERCOME OBJECTIONS

For years, Dealers have expressed frustration over the following scenario: They approach a snowmobile enthusiast and work hard to create curiosity about the AMSOIL brand. They tie product benefits to the rider's needs, answer questions about the company and slowly gain the person's trust. The interaction may occur in several minutes at a trade show or event, or it may occur over several months with a friend or co-worker. But, just when they think the prospect is ready to pull the trigger and switch to AMSOIL, he backs out over fear of losing his original equipment manufacturer (OEM) factory warranty.

The Long-standing Warranty Battle

"We're well aware that this scenario is one of the biggest battles our Dealers face in the powersports market, particularly with snowmobilers," said Senior Vice President, Dealer Sales and Marketing Dan Peterson. "Many riders are afraid of losing their factory warranty should they deviate from the OEM-recommended oil. And some snowmobile OEMs take advantage by trying to pressure customers into buying the OEM brand of lubricants. We've seen forms that riders are asked to sign saying they agree to use the OEM oil or risk losing their factory warranty."

The Dealer Network Strikes Back

We and our Dealers have always pointed out that tying use of an OEM lubricant to the factory warranty is illegal. The federal Magnuson Moss Warranty Act protects enthusiasts' freedom to choose the brand of parts and lubricants they think is best. It is illegal to tie warranty coverage to whichever brand of parts or lubricants they use. What's more, manufacturers can't deny warranty coverage without showing the aftermarket part or lubricant caused a failure.

"A few years ago, we doubled down on this message with our Runs on Freedom campaign," said Peterson. "We developed a video that explains the truth and created the popular Runs on Freedom logo, which offers Dealers a great way to start the warranty discussion with prospects." The message has been the center of our snowmobile advertising for the past couple seasons.

Stronger Dealer Support

While these tactics have helped, we're amping up our Dealer support by providing a powerful new tool to use when approaching snowmobilers.

Effective April 1, 2020, the new AMSOIL Runs on Freedom Snowmobile Warranty covers engine repairs for two years or 5,000 miles (8,000 km), whichever comes first, on new-model-year two-stroke sleds that use AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) exclusively.

"This is a new-to-market warranty no other aftermarket snowmobile lubricant manufacturer offers," said Peterson. "We're so confident in our products that we'll cover any repair to an oil-lubricated engine part in the unlikely event of an engine failure." This new warranty offers peace of mind and eliminates the final hurdle stopping many prospects from using AMSOIL snowmobile oil.

View the FAQ at right for warranty details. You can see the full terms and conditions at amsoil.com/rof/warranty.

Easy, Easy, Easy

Dealers may be wondering how this warranty differs from our standard Limited Liability Warranty. "The Runs on Freedom Snowmobile Warranty is meant to be as simple as possible," said Peterson. "Our Limited Liability Warranty is excellent, but riders have to submit oil samples and parts to ensure the oil caused a problem. While that's standard

industry practice, most people view it as a hassle. In contrast, this is a no-fault warranty. You don't have to send oil samples or parts. And you don't have to attempt to prove the oil failed. As long as you're a registered participant and meet the requirements, we'll cover any repair to an oil-lubricated engine part. Period."

Look for More Support Soon

We're introducing this warranty in the spring since many riders purchase new sleds for the following season now. It also gives you a chance to learn about the warranty and begin spreading the word. "Corporately, this new warranty will be the focus of our snowmobile messaging. But Dealers are a huge part of our strategy for presenting this warranty to the market," said Peterson. "In the months ahead, we'll introduce new sales tools to help you spread the word and register more new customers." Watch for more information in *AMSOIL Magazine* and the Dealer Zone.

In the meantime, view the warranty landing page at amsoil.com/rof/warranty to familiarize yourself with its contents. Make sure to understand who's eligible and how to register them by reading the FAQ here or online. If you have any questions, contact AMSOIL Technical Services at tech@amsoil.com or call 715-399-TECH (8324) M-F, 8 a.m. – 5 p.m. CT.

"This is an excellent chance to grow your sales to snowmobilers," said Peterson. "If we all work together to get the word out about this warranty, we can really grow our share of the market."

This new warranty offers peace of mind and eliminates the final hurdle stopping many prospects from using AMSOIL snowmobile oil.



RUNS ON FREEDOM SNOWMOBILE WARRANTY

Use AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil exclusively in your new-model-year sled and we'll cover engine repairs in the unlikely event of any engine breakdown for up to two years/5,000 miles/8,000 km.

Visit www.amsoil.com/rofwarranty to register or view full terms and conditions.

Find out if your sled qualifies by reading the FAQ below.

RUNS ON FREEDOM SNOWMOBILE WARRANTY FAQ



Who's eligible?

The AMSOIL Runs on Freedom Snowmobile Warranty is available to enthusiasts who purchase a new-model-year two-stroke snowmobile directly from an authorized dealership. Pre-owned snowmobiles and dealership hold-overs do not qualify.

What parts does the warranty cover?

Cylinder, cylinder head, crankcase, exhaust power valves, pistons, rings, wrist pins, oil seals, connecting rods, crankshaft and bearings.

What parts does the warranty NOT cover?

Oil pump, non-lubricated parts, including (not limited to) battery, battery cables, coolant, spark plugs, plug wires, secondary drive chain and sprockets, primary or secondary drive belts and sprockets/pulleys, clutch belts, rubber or other-material-composition hoses, exhaust pipes, exhaust-gas-oxygen sensors, emission components, rubber moldings, glass, metal, chrome plating, or plastic trim, lenses or upholstery, brake pads, fuel-delivery system including carburetor and fuel injectors, fuel pump and all suspension components.

What is the warranty duration?

Two years from the date the rider takes physical delivery of the snowmobile or 5,000 miles (8,000 km), whichever comes first.

Do customers have to sign up for the warranty immediately after buying their snowmobiles?

No. Although the warranty period lasts no more than two years from the date of taking physical delivery of the snowmobile, we're allowing up to 18 months from the date of taking physical delivery of the snowmobile to enroll in the warranty, which would leave your customer with 6 months of warranty coverage.

Do customers need to use AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil throughout the warranty term?

Yes. AMSOIL INTERCEPTOR must be used for the duration of warranty coverage.

Do other AMSOIL synthetic snowmobile oils qualify for the warranty?

No. AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil is the only qualifying oil.

How do customers file a warranty claim?

Obtain a copy of the repair estimate from the authorized original equipment manufacturer (OEM) dealership that performed the engine diagnostics and send it to AMSOIL INC. at rofwarranty@amsoil.com.

How do customers register for the Runs on Freedom Snowmobile Warranty?

Complete the registration form at www.amsoil.com/rofwarranty and we'll contact them to confirm eligibility.

How does the Runs on Freedom Snowmobile Warranty differ from our standard Limited Liability Warranty?

The Runs on Freedom Snowmobile Warranty is a no-fault warranty. Eligible riders are not required to submit oil samples or prove the oil caused an engine failure. They simply have to be registered and confirmed as using AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil exclusively and we'll pay for any repair to an oil-lubricated engine part. It's designed to be as simple as possible to help eliminate any hurdles new-sled owners have to using AMSOIL.

DEFINING BASE OIL PROPERTIES

Today's crude petroleum oil dates back millions of years. There are two main theories for the origin of crude oil. One suggests that crude oil comes from carbon deposits deep in the earth; the other suggests it was created from the remains of tiny animals and plants that settled with mud and silt.

Over millions of years of intense pressure and heat, this organic matter turned into what is now known as crude oil. Regardless of crude oil's origins, humankind has found many ways to harness this dark, thick, stinky substance.

The composition of crude oil is complex. It contains individual hydrocarbons or hydrocarbon compounds. Hydrocarbons are organic compounds that are entirely composed of hydrogen and carbon atoms.

Crudes have varying amounts of elemental compounds such as sulfur, nitrogen, oxygen and metals such as nickel or vanadium. Water-containing salts also can be found in crude oil. Many of these inherent compounds of crude petroleum must be removed to make the oil usable.

A refining process removes the materials that inhibit the use of crude oils. As an example, sulfur must be removed to meet environmental regulations. The many materials found in crude oil add complexity to the refining process, meaning there is a higher cost to removing these materials.

Unprocessed crude can be used, but there are limited applications for it, such as in power plants and some internal-combustion engines. Most often crude is distilled into different fractions. Fractions are batches of a particular substance, in this case, different molecules of hydrocarbons.

Anyone who has driven past an oil refinery will recall that these plants appear to be very large mazes of piping and other large units with smoke stacks scattered about. The complex maze consists of piping, distillation units, furnaces, hydrocrackers and a number of other units needed to refine crude oil. All of these components are necessary to separate the hundreds of different types of hydrocarbon molecules into simpler, more usable forms.

A detailed discussion of the oil refining process is beyond the scope of this article, but Figure 1 does a good job of illustrating the process. As crude oil begins the refining process, it enters a distillation tube. From there the separated molecules enter additional treatment centers to be further broken down into usable oils and substances such as sulfur, butanes, jet fuel, kerosene, diesel oil, fuel oil, petroleum coke, asphalt and gasoline.

The refining of crude oils can produce a variety of lubricant types of varying quality and viscosity grades. These lubricants can be refined to maximize their beneficial characteristics and minimize those that are not desirable; however, it's an expensive process.

Base Oil Categories

The American Petroleum Institute (API) developed a classification system for base oils that focuses on the paraffin and sulfur content and degree of saturation of the oil. The saturate level indicates the level of molecules completely saturated with hydrogen bonds, leaving them inherently un-reactive.

There are five groups in the classification system, ranging from Group I – Group V. Figure 2 details the five groups by their manufacturing process, saturate and sulfur level and their viscosity index (VI). General group characteristics are listed below.

Base Oil Characteristics by Group

Group I Characteristics

Group I base oils are the least refined of all the groups. They are usually a mix of different hydrocarbon chains with little uniformity. While some automotive oils use these stocks, they are generally used in less-demanding applications.

Group II Characteristics

Group II base oils are common in mineral-based motor oils. They have fair-to-good performance in the areas of volatility, oxidation stability, wear prevention and flash/fire points. They have only fair performance in areas such as pour point and cold-crank viscosity.

Group III Characteristics

Group III base oils consist of reconstructed molecules that offer improved performance in a wide range of areas, as well as good molecular uniformity and stability. These synthesized materials can be used in the production of synthetic and semi-synthetic lubricants.

Group IV Characteristics

Group IV base oils are made from polyalphaolefins (PAO), which are chemically engineered synthesized base stocks. PAOs offer excellent stability, molecular uniformity and improved performance.

Group V Characteristics

Group V is a catch-all category. Most base oils in this category are chemically engineered base oils that do not fall

into any of the categories previously mentioned. Typical examples of Group V stocks are esters, polyglycols and silicone, but the category also includes vegetable oils and other base oils that don't fit under the other categories. As with Group IV stocks, Group V stocks tend to offer performance advantages over Groups I – III.

Defining Mineral Oil Properties

Mineral oils are generally classified as paraffinic and naphthenic. The difference between paraffinic stocks and naphthenic stocks is one of molecular composition, resulting in inherent solvent differences between the two types of stock.

Paraffinic Stock

Paraffinic oils are characterized by straight chains of hydrocarbons where the hydrogen and carbon atoms are connected in a long linear composition, similar to a chain.

The wax matter within the paraffinic stock results in these elements turning to solids at low temperatures; therefore, untreated paraffinic stocks do not have good cold-temperature performance and consequently, the pour point of paraffinic stocks is higher. For a paraffinic stock to flow at low temperatures, the heaviest waxes must be removed and usually pour-point depressants are necessary.

Paraffinic stocks display good high-temperature performance with high oxidation stability and high flash/fire

points. Paraffinic stocks also have a high viscosity index (VI), meaning they exhibit high viscosity stability over a range of temperatures.

Naphthenic Stock

Naphthenic oil stocks are much like paraffinic stocks in that they contain only hydrocarbons. However, naphthenic stocks differ and are characterized by a high amount of ring hydrocarbons, where the hydrogen and carbon atoms are linked in a circular pattern. Conventionally, when the paraffinic carbon content of oil is less than 55-60 percent, the oil is labeled as naphthenic.

Naphthenic crudes contain little to no wax and therefore remain liquid at low temperatures; however, they thin considerably when heated. Naphthenic stocks generally have a low VI. These stocks have higher densities than paraffinic stocks, and they have greater solvency abilities than their paraffinic counterparts. Because naphthenic stocks contain little wax, they display lower pour points than paraffinic stocks. These stocks are also volatile and have a lower flash point.

Because naphthenic crudes contain degradation products that are soluble in oils, they present fewer problems with the formation of sludge and deposits. Due to the performance characteristics of naphthenic oils, they are generally used in applications where low pour points are required and the application temperature range is narrow.

WE KNOW WHAT YOU'RE THINKING ...

So, what kind of base oils does AMSOIL use?

We are in a highly competitive market where gaining an advantage is difficult. We have the advantage of being an independent lubricant manufacturer with unmatched technological expertise.

That means we are not tied to a single source of base oils and additives; we can source chemistry from around the world to create the products that deliver our desired results, and we do. We also have the expertise to put that chemistry to work for our customers with products that deliver tangible benefits and best-in-class performance.

We hold formulation details as proprietary and do not divulge base oil information. We view synthetic base oils the same as we view additives, with each having its own set of unique properties.

Therefore, we do not insist on a particular type of synthetic base oil, but insist on particular performance parameters. We choose whichever synthetic base oil or combination of base oils delivers the desired result and tailor our lubricants to be application-specific.

At the end of the day, the type of base oil used to formulate the oil is inconsequential; the product's performance is what matters.

Base Oil Categories				
Group	Manufacturing Process	Saturate Level	Sulfur Level	Viscosity Index
Group I	Solvent Freezing	< 90%	> 0.03%	80 - 120
Group II	Hydroprocessing and Refining	≥ 90%	≤ 0.03%	80 - 120
Group III	Catalytic Dewaxing	> 90%	< 0.03%	> 120
Group IV	Chemical Reactions	All polyalphaolefins (PAOs)		
Group V	As Indicated	All others not included in Groups I, II, III, or IV		

Figure 2
Base Oil
Categories

PROTECTING YOUR CUSTOMERS' PERSONAL INFORMATION

AMSOIL is committed to protecting the privacy and security of the information provided by our customers. Last year we implemented several new policies to further help protect Dealers, customers and accounts from fraud and theft. As an independent AMSOIL Dealer, it's important that you also adopt appropriate safeguards to protect the security of your customers' and accounts' personal information.

What we do at AMSOIL:

- Strict adherence to PCIDSS (Payment Card Industry Data Security Standards) best practices.
- All information is encrypted within secure databases and systems.
- Use of strong passwords, user lockout after failed login attempts and inactivity timeout to prevent others from logging into accounts.
- Frequent scanning of our systems for vulnerabilities and stringent patching protocol.
- Data Loss Prevention scans for all sensitive data.
- Strong antivirus and antimalware scans and protection.
- Mandatory security awareness training.

What Dealers should do:

- Do not store customers' credit card information.
- Place orders directly through our secure website at amsoil.com or through our secure AMSOIL Customer Service telephone ordering system, which can also safely store credit cards on file for future orders.
- Refrain from transferring sensitive information like credit card numbers, expiration dates and security codes (CVV) by non-secure means, including fax, SMS (text messages), email and chats. This sensitive information may be intercepted by third parties and used to make fraudulent purchases.
- Ensure all of your electronic devices that you conduct business on are up to date and feature antivirus protection.
- Avoid using public Internet. Information can be intercepted on open networks.
- Use strong passwords for all your accounts.
- Make sure your Dealer website contains a privacy policy. If visitors to your website submit any personal information, such as their name, email, phone number or mailing address, let them know if you're collecting this info from them and how it will be used.
- Do not share any information you've gathered with outside parties. Names, addresses, phone numbers, email addresses and other information collected through AMSOIL Dealer websites, online contact forms, email or by phone are confidential.
- Store physical documents that contain private or confidential information in a secure location and shred them after you're through with them.

Taking steps to protect customers' credit-card information, Social Security/insurance numbers and other personal information from identity theft is a key part of running any business. Not only is it important, it's the law. By following these guidelines, you help ensure the safety of your customers and the safety of your business. Make sure to review the AMSOIL Privacy Policy at amsoil.com and the guidelines for Dealers in the Independent Policies and Procedures (G4000) to stay up to date on all privacy protection and security guidelines for your Dealership.



ENGAGING PROSPECTIVE NEW DEALERS

The primary focus of any AMSOIL Dealership is product sales, but increasing your sales force is also valuable to the growth of your AMSOIL Dealership. Finding new Dealers to join your team can help you build a strong sales group and maximize your commissions. Here are just a few places to look for potential new Dealers.

IDENTIFY PROSPECTIVE NEW DEALERS

People who are looking for ways to supplement their income make great candidates. You will be more successful attracting Dealers if you present the opportunity as such – a source of supplementary income. Identify hard-working, self-starting people and see if the AMSOIL Dealer opportunity works for them.

P.C.s ARE A GREAT PLACE TO START

It's common for Preferred Customers to become Dealers. P.C.s already have an interest in AMSOIL and they know firsthand the quality and value of our products. By becoming an AMSOIL Dealer, a P.C. can buy AMSOIL products at the lowest cost and make extra money by selling them.

RETIREES

Retired or soon-to-be retired people are strong Dealer prospects. These people may be looking for a way to stay active and continue to make an income. Most of them also have more free time to devote to the business.

COLLEGES, TECHNICAL UNIVERSITIES AND TRADE SCHOOLS

People between the ages of 20-29 now account for 25 percent of new AMSOIL Dealers. Getting this younger demographic using our products and learning about an independent business opportunity can be a valuable asset. Younger people today are often looking for opportunities to build an income. The AMSOIL business opportunity is a great way to do that, especially for someone who already has a vested interest in auto mechanics.

LAW ENFORCEMENT, FIREFIGHTERS AND THE MILITARY

Other great potential new Dealers include people in law enforcement, firefighters and people in the military. These people are highly respected, usually have many contacts and may be looking for something new to supplement their income.

MARRIED COUPLES

Some of our most successful Dealerships are husband-and-wife teams. Successfully engaging both spouses is like adding two hard-working, knowledgeable Dealers to your team for the price of one.

OTHER OPPORTUNITY EVENTS

- Business networking events
- Trade shows
- Sports events



EXPLAINING THE DEALERSHIP OPPORTUNITY

When talking with prospective Dealers, make sure to discuss the excellent advantages and minimal risk an AMSOIL Dealership presents.

- Minimal startup fee
- No inventory requirements
- No capital investment
- No employee expenses or requirements
- Freedom
- Flexibility

But don't make promises you can't keep. An AMSOIL Dealership is a great side hustle and opportunity to make some extra income. It's not a get-rich-quick situation. When you present the Dealership opportunity, make sure you remain realistic about what new Dealers can expect and what they can achieve. Most Dealers rise to higher levels through a combination of accomplishments — personal sales, group sales and registration of other Dealers and customers. A person's Dealership can be whatever he or she makes it, but make it clear that it takes hard work to make it happen.

AMSOIL AMSOIL Dealer More Flexibility More Income More Support [BECOME A DEALER](#) [LET'S CONNECT](#)

This Is Where Freedom And Opportunity Meet

Join a community of like-minded people, represent a highly respected product line and chart your own path to success.

[BEGIN TODAY](#)

Be Your Own Boss
Forget the hassles — it's time to take charge of your life. Now you have the freedom and flexibility to work when and where you want.

[LEARN MORE](#)

Increase Your Income
As an AMSOIL Dealer, you get to sell something everybody needs and the plan is simple: the more you sell, the more you earn.

[SEE HOW](#)

Get The Support You Need
We give you the proven tools you need to be successful, then back you with dedicated customer support to fulfill orders, answer questions and provide recommendations.

[GET STARTED](#)

JOINAMSOIL.COM

Joinamsoil.com is a great place to start when sharing the Dealership opportunity. It provides all necessary information on starting a Dealership and includes Dealer testimonials that highlight some of the many success stories.

To learn more about effective techniques for engaging potential new Dealers for your team, check out AU Online.



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 JOBBERS
SECOND
Total Organization
FIRST
Personal Group Sales



Carol H. Bell
Texas
5-STAR REGENCY PLATINUM DIRECT JOBBERS
THIRD
Total Organization
SEVENTH
Personal Group Sales
SIXTH
Commercial Account Sales



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



Ches & Natasha Cain
South Dakota
4-STAR REGENCY PLATINUM DIRECT JOBBERS
EIGHTH
Total Organization
THIRD
Personal Group Sales
SEVENTH
New Customer Sales



David B. Richardson
Ohio
MASTER DIRECT JOBBERS
NINTH
Total Organization
SIXTH
Personal Group Sales
FIRST
Commercial Account Sales



Payton Zierolf
Wyoming
PREMIER DIRECT JOBBERS
SECOND
Commercial Account Sales
FIRST
New Customer Sales



Thomas Weiss
North Dakota
REGENCY PLATINUM DIRECT JOBBERS
THIRD
Commercial Account Sales
EIGHTH
Retail Account Sales



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



Doyle & Diana Vaughan
Wyoming
REGENCY GOLD DIRECT JOBBERS
NINTH
Commercial Account Sales



David & Tracey Cottrell
Ontario
PREMIER DIRECT JOBBERS
FIRST
Retail Account Sales



Ray & Kathy Yaeger
Wisconsin
5-STAR REGENCY PLATINUM DIRECT JOBBERS
SECOND
Retail Account Sales



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



Douglas Huculak
Saskatchewan
REGENCY GOLD DIRECT JOBBERS
TENTH
Retail Account Sales



Eric & Valerie Johnson
Virginia
MASTER DIRECT JOBBERS
FIRST
New Qualified Customers
THIRD
New Customer Sales



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



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



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



Daniel & Judy Watson
Florida
2-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
 Total Organization
FOURTH
 Retail Account Sales



Kent & Trudy Whiteman
Utah
7-STAR REGENCY PLATINUM DIRECT JOBBERS
NINTH
 Personal Group Sales
SIXTH
 New Qualified Customers
SECOND
 New Customer Sales



Lee & Susan Mortenson
Maine
REGENCY SILVER DIRECT JOBBERS
TENTH
 Personal Group Sales



John O. Brown
Arizona
PREMIER DIRECT JOBBER
FIFTH
 Commercial Account Sales



James Allen
Ohio
REGENCY GOLD DIRECT JOBBER
SEVENTH
 Commercial Account Sales



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



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



Walter & Sineva Perera
Ontario
REGENCY SILVER DIRECT JOBBERS
FIFTH
 Retail Account Sales



David G. Douglas
Michigan
EXECUTIVE DIRECT JOBBER
SIXTH
 Retail Account Sales



Ashley Carte
Ohio
REGENCY DIRECT JOBBER
SECOND
 New Qualified Customers
NINTH
 New Customer Sales



Eben Rockmaker
Nevada
EXECUTIVE DIRECT JOBBER
THIRD
 New Qualified Customers
FIFTH
 New Customer Sales



Michael J. Mathe
Tennessee
REGENCY GOLD 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.



Will Mangan
Pennsylvania
MASTER DIRECT JOBBER
SEVENTH
New Qualified Customers



Justin Peszko
Virginia
MASTER DIRECT JOBBER
NINTH
New Qualified Customers



Don & Mary Smith
Iowa
MASTER DIRECT JOBBERS
TENTH
New Qualified Customers



Joshua Childers
Ohio
MASTER DIRECT JOBBER
EIGHTH
New Customer Sales



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



HIGHER LEVELS OF RECOGNITION



Dean & Cathy Graybill
Pennsylvania
DIRECT DEALERS
Sponsor:
Dave M. Mann
Direct Jobber:
Dave M. Mann

*“Just work on it a little bit each day.
Don’t make it hard work; make it fun.”*

Dean & Cathy Graybill
Direct Dealers



Russell & Rebekah Watters
North Carolina
DIRECT DEALERS
Sponsors:
Wayne & Mary Sloop
Direct Jobbers:
Wayne & Mary Sloop



Len Groom | TECHNICAL PRODUCT MANAGER, POWERSPORTS

Most people know that two- and four-stroke engines have different lubrication requirements, but many don't know why. The differences in lubrication requirements are a result of the differences in the two- and four-stroke combustion processes.

In a typical four-stroke automotive engine, a steady supply of filtered oil lubricates the engine. The oil pump circulates oil throughout the engine to lubricate, cool and clean engine parts. Eventually, the oil drains back into the oil sump, where the pump again sends it on its way in a continuous cycle.

In a two-stroke engine, however, lubricating oil is consumed during combustion. That's why you either pre-mix oil and gas in a gas can or add oil to a reservoir that slowly depletes, like in most modern two-stroke snowmobiles and outboard motors. In addition, combustion occurs on every revolution of the crankshaft in a two-stroke application, compared to every-other revolution in a four-stroke engine. This generates increased heat and places greater demand on the lubricant. To protect the engine and deliver long life, **two-stroke oil must deliver two primary features: detergency and lubricity.**

Clean, protected power

Because two-stroke engines are designed to burn oil, deposits can form on the piston crown, in the ring grooves and in the exhaust port or on the spark-arrestor screen (if equipped). Crown deposits can absorb heat from the burning fuel and oil, creating hot spots that can ignite the fuel/oil mixture before the spark plug fires, which is known as pre-ignition. Pre-ignition can spike combustion-chamber temperature

and pressure, resulting in catastrophic engine damage.

Deposits can also cause the rings to stick in their grooves rather than press tightly against the cylinder wall and seal the combustion chamber. If a proper seal is not formed, gases and heat from combustion can escape past the piston and burn the lubricant off the cylinder wall. This is known as blow-by, which results in piston scuffing, lost performance and even engine failure. Heavy exhaust-port or spark-arrestor-screen deposits, meanwhile, can restrict air enough to reduce engine power and even kill the engine. This is especially frustrating for professional landscapers using string trimmers or backpack blowers that start hard and lack power to get the job done. To avoid these problems and maximize engine operability and life, two-stroke oil must contain potent detergents that fight deposits and keep components clean. This translates into equipment that starts easily, delivers optimum power and lasts for years. As the spark-arrestor-screen images show, AMSOIL SABER® Professional Synthetic Two-Stroke Oil (ATP) delivers clean, protected power so equipment provides maximum power and lasts for years.

Maximum lubricity

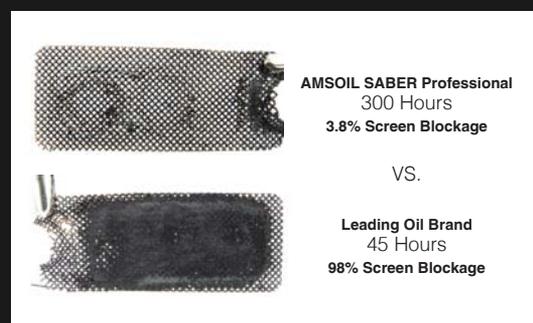
Lubricity describes an oil's friction-reduction properties. It's critical for managing the excess heat and high rpm common to two-stroke engines.

What's the difference between two- and four-stroke oil?

Detergency and lubricity are a two-stroke oil's two most important characteristics.

SABER Professional Fights Carbon

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



^NBased on spark-arrestor testing.

High heat is generated not only from combustion, but from piston-to-cylinder friction. If the oil burns too easily from combustion or does not provide the needed lubricity for piston lubrication, piston scuffing will occur, causing reduced performance and even engine failure.

The base oils provide the lubricant's lubricity, and synthetics deliver the level of friction-reduction hot-running two-stroke engines need. In fact, AMSOIL SABER Professional provides such good lubricity, it's guaranteed for any mix ratio up to 100:1. Even when using half the oil compared to traditional 50:1 mix ratios, it provides exceptional protection. What's more, using half the oil saves operators up to 50 percent on oil costs. SABER Professional not only delivers the detergency and lubricity two-stroke engines need, it does so at half the cost. That's something your customers can get behind.

April Close-Out

The last day to process April orders in the U.S. and Canada is the close of business on Thursday, 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 Wednesday, May 6. All transfers received after this time will be returned.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Friday, April 10 for Good Friday.

Use AMSOIL Performance Tests to Increase Sales

We've updated the Performance Tests page at amsoil.com to make sharing results easier. All performance tests are now available as jpeg files for easier downloading and sharing. You can save them to your device, post them on social media or your website, or send them directly to customers. Remember – don't overwhelm prospects with technical jargon and don't lead with performance claims. First, pique the person's curiosity about AMSOIL products by asking pointed questions and use performance tests to help them overcome objections. Use only current information posted on amsoil.com. Once a performance test is archived, stop using it in your sales efforts. If Dealers fail to comply, we'll have to place tighter restrictions on viewing comparative test results for legal reasons. When you share a test, remember to link it to the appropriate product in the AMSOIL online store with a Dealer-number-transferring link (e.g. <https://www.amsoil.com/shop/by-product/motor-oil/gasoline/?zo=YourDealerNumberHere>). That way you get credit for sales or new customers.

To download AMSOIL performance tests:

- Visit amsoil.com/performance-tests.aspx.
- Click the performance test you want.
- Download it to your device.

New Training Outlines for Monthly Dealer Meetings

Check the Dealer Zone each month for the latest Dealer meeting outline. The monthly outlines enable presenters to discuss timely and relevant AMSOIL subject material with their teams through teleconference, Skype or in person. Dealer meeting outlines are accessible in the Dealer Zone (Learning Center>Dealer Meetings>Monthly Meeting Outlines).

Succession Planning

AMSOIL is committed to providing the best customer service possible. That commitment doesn't end when an independent Dealer winds down his or her Dealership. We've sent out a Succession Planning Kit to all AMSOIL Dealers as an introduction to the succession planning process. The kit includes a brochure and letter from our Dealer Development team with information on planning for the future of your business. Securing your business plans ahead of time is one of the best ways to maintain the value of your Dealership you've worked hard to build. Get started today by contacting the AMSOIL Dealer Development team at training@amsoil.com. You can also find more information on succession planning in the Dealer Zone under Rules of the Road.



- **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

Women's, Men's Multi Formulas to Support Your Nutrition

Our two new multi-vitamin formulas include vitamins and minerals to support your body's nutritional needs. Each formula also includes some of the specific nutrients science tells us best supports the different nutritional needs of men and women.

ALTRUM Women's Multi (ALWM)

ALTRUM Women's Multi provides vitamins A, C, D and E; several B vitamins; minerals, such as calcium and magnesium; and more. We've added evening primrose, cranberry, green tea and CoQ10 to further enhance this new formula for women. These softgels are easy to swallow and are formulated to be easy on your stomach. Natural color variation may occur in this product.

ALTRUM Men's Multi (ALMM)

ALTRUM Men's Multi provides vitamins A, C, D and E; several B vitamins; minerals, such as calcium and magnesium; and more. We've added saw palmetto, plant sterols, lycopene and CoQ10 to further enhance this new formula for men. These softgels are easy to swallow and are formulated to be easy on your stomach. Natural color variation may occur in this product.



**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 Catalogs Now Available

This issue of *AMSOIL Magazine* includes the updated AMSOIL Factory-Direct Catalog (G100 U.S./G300 Canada). The AMSOIL Factory-Direct Catalog and market catalogs offer an excellent opportunity for Dealers to exhibit AMSOIL products. They also contain information on becoming an AMSOIL account or Preferred Customer.

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.

Where to Distribute

- Trade Shows • Fair Booths • Race Events
- Conventions • Conferences • Direct Mail
- Anywhere you meet someone

Maintain Contact with Prospects

Direct contact with potential customers is the best way to earn a sale or gain a new account or 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 catalogs can simply go online or call the AMSOIL toll-free ordering line and place their orders specifying the referral number (your Dealer number) printed on the cata-

log. 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 and Preferred 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.



Brian Lammi | DEALER DEVELOPMENT MANAGER

New Dealers help take your business to the next level

But only if we work together to effectively find and train them.

Finding and training new Dealers is a time-honored way to build your business; however, it takes time and hard work – and we know your time is limited.

To help you, we've created several new resources to attract and train new Dealers while giving you more time to focus on your own business.

The Dealer Onboarding Program is a prime example. Our research indicated new Dealers struggled to start their businesses, especially those who didn't have contact with their sponsoring Dealers. To provide direction, we now send them email and other communications to guide them through the first 90 days of being a Dealer. They hear from us immediately, whereas previously they had to wait about three days to receive information from us by mail. This initiative, along with your continued hard work, has greatly reduced instances of new Dealers becoming frustrated and giving up before they even started. Find out more about Dealer Onboarding in the Dealer Zone (Marketing Your Business>Dealer Onboarding).

The website we launched last fall, www.joinamsoil.com, is another great resource. You can send prospects there to find answers to common questions about being a Dealer, like how they make money and what kind of support AMSOIL provides. Testimonials from current Dealers are also available. We've optimized the page for easy navigation while still offering plenty of crucial information.

These tools help you sign up Dealers and quickly provide the information needed to get started.

AU Online is another important asset for new Dealers. Make sure they begin work on achieving Dealer Certification so they can be eligible for co-op assistance, appear on the Locator at amsoil.com and, ultimately, be assigned buying customers from AMSOIL. Get started in the Dealer Zone.

The most critical piece of the puzzle, however, is you. We can provide all the tools in the world, but your relationship with new Dealers is what drives results. AMSOIL corporate can't have a personal relationship with all our Dealers. That's where you come in. You provide the connection and motivation. You help make the difference between their success or failure.

So, what makes a good sponsor and mentor?

We asked Dealers, and a common theme emerged: **availability**. New Dealers want someone they can contact for help when starting out. We recently polled first-year Dealers and asked about their interactions with their sponsors. Those who had contact with their sponsors said they were "extremely satisfied," even if they'd only talked to their sponsors a couple times.

Your new Dealers can only talk to you if they know who you are, however. The sponsoring Dealer should always initiate the conversation. The first

exchange sets the stage for the new Dealer's success.

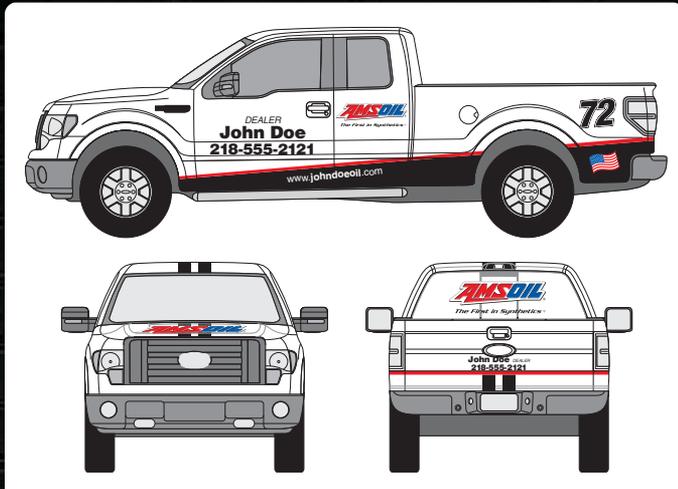
Here are a few ideas to help you start a conversation with your new Dealers:

- Why did you get involved with AMSOIL?
- Tell me a bit about yourself.
- What are your AMSOIL Dealership goals?
- I'm here to support you. What's the best way to contact you and how often?

From there, ask if they understand the Dealer Certification levels and if they've started the certification process or have reviewed other training resources in the Dealer Zone. This helps build a relationship and highlight the support they need to succeed.

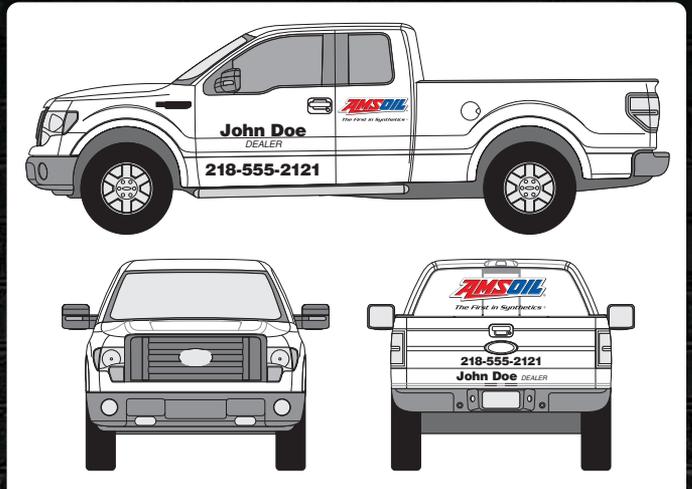
These are just a few ideas for your first interaction with new Dealers. Just remember to ask plenty of questions, listen and try to uncover the areas where he or she needs the most guidance. You are a new Dealer's best asset. Your experience is irreplaceable.

Engaging and training new Dealers is vital to the long-term success of your business and AMSOIL INC. By relying on each others' strengths, we can all reach our goals.



OPTION 1

\$375 PLUS INSTALLATION



OPTION 2

\$100 PLUS INSTALLATION

BOOST PROFESSIONALISM WITH AMSOIL VEHICLE GRAPHICS

To help Dealers put their best foot forward, AMSOIL has partnered with Turbo Images to provide professional vinyl vehicle graphics and installation to the AMSOIL Dealer network.

AMSOIL graphics kits work to boost your credibility and will apply to most makes and models of pickups, but may also fit other vehicles.

VEHICLE GRAPHICS CO-OP PROGRAM

AMSOIL is supporting Dealers' advertising efforts by offering co-op support to Co-op Certified Dealers who apply AMSOIL vehicle graphics to their vehicles. Qualified Dealers will be reimbursed for 50 percent of the cost of materials and installation, up to \$1,000.

For more information and full co-op details, navigate to the Vehicle Graphics page in the Dealer Zone (Marketing Your Business>Advertising) or see the AMSOIL Vehicle Graphics Program brochure (G3064).

- **Affordable** vinyl graphics and installation
- **Professional** appearance
- **Instant** recognition as an AMSOIL Dealer
- **Attract** more business
- **Co-op** opportunities

"I got the AMSOIL vehicle graphics wrap two years ago and I wish I would have done it sooner. At least once or twice a week someone tells me how good my truck looks. I make sure to give anyone who comments a Retail Catalog and a label with my information that tells them to contact me for wholesale pricing. I'm picking up all kinds of customers that I probably wouldn't otherwise have."

David Douglas, Executive Direct Jobber



CHANGE SERVICE REQUESTED

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WE HONOR



(Discover in U.S. only)

Boating season is almost here. Be sure your customers and accounts are ready to go with AMSOIL two- and four-stroke synthetic marine lubricants. <https://www.amsoil.com/marine>



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April 2020



GET A HEAD START ON SPRING OIL CHANGE SEASON

Warmer weather is often the cue to perform vehicle maintenance – oil changes in particular. It's a great time of year to reach out to existing customers and make new relationships with potential customers.

CONTACT EXISTING CUSTOMERS

Touch base with your catalog customers, P.C.s, commercial accounts and retail accounts to share the latest news and remind them of the many benefits AMSOIL provides.

INTRODUCE YOURSELF TO PROSPECTS

Now is a great time to walk into a shop, introduce yourself and start building a relationship with potential new accounts.

REACH OUT TO INSTALLERS

Spring is typically a busy time for installers. Show your support for

these accounts by calling to check in or stopping by their shops to see if you can assist in their efforts to keep the spring oil changes flowing.

USE PROMOS

Use promotions as an opportunity to touch base with your customers and introduce them to new additions to the AMSOIL lineup or products they might not know we offer.

Watch the Dealer Zone for announcements of active promotions.