

AMSOIL[®]

► DEALER EDITION

MAGAZINE

APRIL 2021



DEALER TRAINING AND CERTIFICATION WHAT YOU NEED TO KNOW

| PAGE 8

Pristine Ford* Flex* Tops 350,000 Miles With AMSOIL | PAGE 14

**COMING
SEPT. 1**

DEALER CERTIFICATION

In 2020, we assigned more than **140 buying customers** to Customer-Certified Dealers every day. Here's how to become certified and **get in on the action**.

CUSTOMER



TRAINING

Eligible to receive co-op support.

CUSTOMER CERTIFIED

Eligible to be assigned buying P.C.s & online/catalog customers AND appear on the AMSOIL Locator at AMSOIL.com or AMSOIL.ca.

- COMPLETE CUSTOMER BASIC TRAINING
- MEET ACTIVITY REQUIREMENTS
- Have 4 or more new qualified customers in 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 1 year
 - Have 24 or more active buying customers
- Have more than \$10,000 in personal purchases plus 5 or more active buying customers

CUSTOMER



CERTIFIED

SPONSOR



TRAINING

SPONSOR CERTIFIED

Eligible to be assigned Dealers.

- COMPLETE SPONSOR BASIC TRAINING
- BE CUSTOMER CERTIFIED
- HAVE 1 PERSONALLY SPONSORED DEALER
- LIVE WITHIN 100 MILES (161 KM) OF ASSIGNED DEALERS

SPONSOR



CERTIFIED

RETAIL



TRAINING

RETAIL CERTIFIED

Eligible to be assigned retail accounts.

- COMPLETE RETAIL BASIC TRAINING
- BE CUSTOMER CERTIFIED
- HAVE 1 PERSONALLY REGISTERED RETAIL ACCOUNT
- LIVE WITHIN 100 MILES (161 KM) OF ASSIGNED ACCOUNTS

RETAIL



CERTIFIED

COMMERCIAL



TRAINING

COMMERCIAL CERTIFIED

Eligible to be assigned commercial accounts.

- COMPLETE COMMERCIAL BASIC TRAINING
- BE CUSTOMER CERTIFIED
- HAVE 1 PERSONALLY REGISTERED COMMERCIAL ACCOUNT
- LIVE WITHIN 100 MILES (161 KM) OF ASSIGNED ACCOUNTS

COMMERCIAL



CERTIFIED



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FEATURES

- 8 Dealer Training and Certification: What You Need to Know
- 10 AMSOIL Synthetic Gear Lubes: Advanced Protection and Sales Opportunities
- 12 Focus on Fuel Problems to Enhance Marine Sales
- 14 Pristine Ford* Flex* Tops 350,000 Miles with AMSOIL

DEPARTMENTS

- 4 From the President
- 6 Letters to the Editor
- 7 Tech Talk
- 16 Monthly Leaders
- 20 Centerlines and Updates
- 22 Insight on Sales

ADVERTISEMENTS

- 2 Dealer Certification
- 5 Everything Your Harley Needs, Including Better Protection
- 19 New AMSOIL ATV/UTV Oil Change Kits for Can-Am* Vehicles Now Available
- 23 Big Protection for Smaller Diesel Vehicles
- 24 No More Confusion

THE COVER

A month after the successful launch of Dealer Basic Training, we address some frequently asked questions.





From the President

We are entering the final quarter of our fiscal year, and I am very pleased with our current growth trajectory. Last year, we set a goal to achieve 8 percent year-over-year growth. If not for the massive blow to the economy delivered by COVID-19 last spring, we would have easily surpassed that goal. We kicked off this fiscal year in July with a fair amount of uncertainty about the pandemic's effects still lingering, but stood firm with a bold goal of 8 percent annual growth once again.

We are currently on track to smash that goal. As of this writing, we are exceeding 10 percent year-over-year growth and marching toward a strong close to the 2021 fiscal year. That isn't to say we are without obstacles. In fact, the raw-materials market is extremely volatile. We have experienced multiple price increases from our base oil and additive suppliers since December, and those increases have come with increased frequency in the past few weeks. According to *Jobber's World*, base oil prices are up around \$1 per gallon across the board, steel drums have increased by close to \$10 per drum and the resin used to produce plastic bottles has shot up three times in the first quarter of 2021. And

with fuel prices climbing, distribution costs are rising as well. The freezing weather that hit Texas in February compounded the issue by damaging several chemical plants that supply raw materials to the lubricants market and making it impossible for them to meet demand. Our inventory is currently in acceptable shape, but increased demand also drives increased prices. The team has done an excellent job controlling costs and avoiding a price adjustment; some companies have already announced their third price increase of 2021. We have been able to hold off until now, but the time has come. You'll find the details in Centerlines on page 21.

When we adjust pricing, we measure ourselves against the rest of the market. AMSOIL products will never be the cheapest option – you get what you pay for – but our products are competitively priced and provide excellent value compared to competing brands. AMSOIL products remain the benchmark for quality and performance, and we offer high-value programs for every customer type. We deliver a top-notch shopping experience online, and we deliver products to our customers quickly and accurately.

The best products, great value and excellent service combine to create an experience none of our competitors can match. We are confident this combination puts you in the best position for success and will keep us on track to exceed our growth goals. Growth builds strength, and a strong company is good for everyone involved. It boosts our negotiating power with suppliers, it increases our ability to market to consumers and it is key for meeting our two main goals: helping you be successful and ensuring AMSOIL is strong for years to come.

Dean Alexander
Board Chair & Interim President

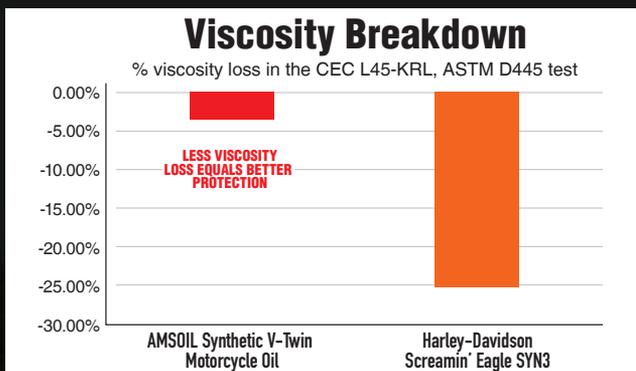
THE NEXT50
Commitment • Collaboration • Success

EVERYTHING YOUR HARLEY NEEDS, INCLUDING BETTER PROTECTION

Dealers and customers asked for more V-twin oil-change kits, and we've delivered. Four kits are now available, including kits with an extra quart of oil for larger Milwaukee-Eight* engines or a black oil filter instead of chrome. And, as always, Synthetic V-Twin Motorcycle Oil delivers **excellent protection against extreme heat** so you have **peace of mind your bike is protected**.

AMSOIL Resists Viscosity Breakdown

AMSOIL resists viscosity breakdown **6X better** than Harley-Davidson* SYN3* for **improved protection** against compensator and transmission gear wear.^{BB}



^{BB}Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil purchased on 3/19/19 and Harley-Davidson Screamin' Eagle SYN3 purchased on 3/19/19 in the CEC L45-KRL, ASTM D445 test.

AMSOIL V-Twin Oil Change Kits include...

- 4-5 quarts of 20W-50 Synthetic V-Twin Motorcycle Oil (MCV)
- 1 chrome or black AMSOIL Motorcycle Oil Filter (EAOM103/EAOM103C)
- 1 drain-plug O-ring



Check out the Motorcycle Product Guide at [AMSOIL.com](https://www.amsoil.com) to find the right kit for your Harley-Davidson.



LETTERS TO THE EDITOR

BASE OILS AND SUPPLIERS

I recently watched the AMSOIL virtual tour and was wondering where does AMSOIL buy their base stock? I took this question to a Dealer Facebook forum and was amazed at the comments from “ancient Chinese secret” to “I’m totally missing the point; it doesn’t matter” to it’s “proprietary information.” First of all, as someone who has been in manufacturing my 34-plus-year career, I can tell you that where supplies are sourced from is a big deal as it establishes the overall quality of the product being made. And I believe that the base stock makes up 80% of the oil, correct? So this would be important to understanding just what makes AMSOIL such a quality product. Can you please clarify the following: Is the supplier of AMSOIL base stocks a “trade secret” and is this important to the overall quality of the product we are selling? If so, it may be good to educate AMSOIL Dealers on this fact.

Thank you,
Greg Cope

I read the interesting letter regarding base oils in the October 2020 *AMSOIL Magazine*. I recognize the need to keep proprietary information restricted. I was drawn to AMSOIL three decades ago by the promises of the properties of the PAO lubricants then being sold. My experience with AMSOIL lubricants in my vehicles and outdoor equipment has been good. Everything runs as it should, no noticeable wear and no need to add oil between changes.

The letter response has caused me to think a little harder about which lubricants I may promote in the future. If AMSOIL has shifted away from the use of PAOs and is utilizing the more refined group III base oils as other “synthetic” lubricant producers are doing, it becomes harder for me to justify the added expense.

For example, Heavy-Duty Synthetic Diesel Oil 5W-40 is \$33.35/gallon, but I can buy Shell* Rotella T6* Full Synthetic 5W-40 for \$22.99/gallon (and an additional \$7 mail-in rebate = \$15.99) or Mobil* Delvac ESP* 5W-40 for \$26.99/gallon (and an additional \$10 mail-in rebate = \$16.99) in the ads found in today’s newspaper. Yes, these are sale prices, but nearly everyone who does their own maintenance is going to buy ahead when the products are at a reduced price.

At no time am I saying AMSOIL has lessened the quality of its products, but it seems the rest of the producers may have caught up to AMSOIL. I plan to stick with a known product, but if I’m going to extol the virtues of AMSOIL lubricants to customers, I may need more information to support my product recommendations. Sometimes published testing results are not enough to convince a person that the differences seen in the results justify the (greatly) added expense for a product.

Sincerely,

Patrick Hansen

AMSOIL: Thank you for sharing your concerns, Greg and Patrick. Our formulations are indeed secret. We hold formulation details as proprietary and do not divulge base-oil or supplier details. We can tell you that we purchase a variety of synthetic base oils from a variety of suppliers. Our independence is one of our strengths – we are not tied to a single supplier like many other companies. Instead, we can source raw materials from all available suppliers. There are two nonnegotiable points when we source base oils and any other raw materials: they must possess the performance characteristics we desire, and they must be of excellent quality. We do not entertain low-quality materials. That is our reputation within the industry. In fact, suppliers sometimes bring chemistry to us that they will not present to others because they know we formulate up to a standard and not down to a price.

We have also learned through the years that focusing on base oils is ineffective for most customers. We have been much more successful talking to customers about what they care most about: protection. Our focus on protection has led to developing claims against leading industry standards and OEM specifications to help differentiate our oils from others who just meet the bare minimums. Patrick, the Heavy-Duty Synthetic Diesel Oil you referenced focuses on a robust wear claim that delivers 4X more wear protection than required by the Detroit Diesel DD13 scuffing test for Specification DFS 93K222. This claim shows we went above and beyond the standards for this oil. Additional claims can be found on our data sheets, Dealer Sales Briefs and webpages.

We strongly encourage you to focus on what our products can do for your customers, not what they are made from. We employ a variety of technologies to design our lubricants, and we view base oils the same way we view additives, with each having its own set of unique properties. We choose whichever synthetic base oil or combination of base oils delivers the desired result and tailor our lubricants to be the best on the market.

We also offer a variety of programs (P.C. Program, Commercial Program, Retail Program) that offer wholesale prices, volume discounts, reduced or free shipping and promotional offers, helping ensure our prices are competitive in all markets.

PRODUCT COVERAGE

I would like to say thank you for the superior AMSOIL products that we at Hall Motorsports use in everything we run, from our Jeep* Rubicon,* 3500 Ram* dually to our top dragster. AMSOIL has us covered in every way and that is what I push to my AMSOIL customers. Our vehicles are proof that AMSOIL really works. If you have a chance, check out our race page on Facebook, Honoring Hero’s Racing, honoring vets, first responders and those families that are fighting cancer. Thank you again for the great products and the family atmosphere that you provide all of us that are independent Dealers.

Thank You,

Donald Hall

AMSOIL: Thank you for your letter, Donald. We’re happy to hear AMSOIL products are keeping your vehicles well-protected, and we wish you luck in your racing endeavors.

Email letters to:
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Or, mail them to:
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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.



Matt Erickson | VP, PRODUCT DEVELOPMENT

Horsepower has never been more accessible. The 2021 Dodge* Charger* SRT* Hellcat* Redeye* makes a ridiculous 797 horsepower. Ford* and Chevrolet* loyalists have the 760-hp Shelby* GT500* and 650-hp Camaro* to sate their appetites.

Along with all that power comes added engine stress. These engines place incredible pressure on the crankshaft, bearings and other components. As you know, the motor oil's viscosity plays a crucial role in protecting components from wear. One interesting feature of these powerful muscle-car engines is the oil viscosity they require. Dodge and Chevrolet often specify 0W-40, while Ford requires 5W-50 in certain late-model Mustangs.*

There's a good reason for designing these engines to use an oil with a higher 40- or 50-weight viscosity. Once the engine reaches operating temperature, the oil has to withstand extreme heat and help prevent metal-to-metal contact despite all the power they make. Higher-viscosity oil stays thicker at operating temperature. This helps form a strong, consistent lubricating film between the crank journals and bearings to ensure the engine lasts as designed and continues to put out all that power you crave.

That sounds easy enough, but it's difficult to properly formulate an oil that performs like an SAE 5W at startup and an SAE 50 at operating temperature without sacrificing performance. Powerful engines tend to shear the oil, causing it to lose viscosity. Shear, which can be thermal or mechanical in nature, literally tears oil molecules

Powerful engines need powerful protection

Today's muscle cars require oil that covers a wide viscosity range.

apart. Once this happens, the 40- or 50-weight oil you put in your engine prior to track day can become a 40- or even 30-weight oil after several laps. This inability to maintain sufficient viscosity results in compromised wear protection.

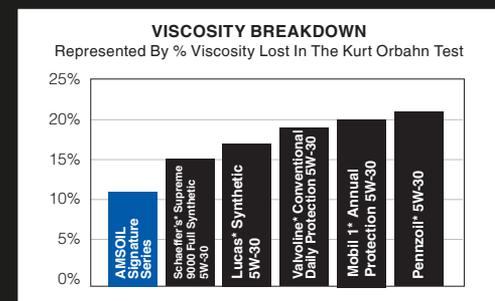
The key to maintaining the performance of these engines is to use a high-quality synthetic oil that retains its viscosity despite intense heat and stress. To achieve such wide viscosity ranges, formulators often use viscosity modifiers, which are polymers that expand as the temperature increases, increasing the oil's viscosity.

Think of them like springs. At startup, they are contracted and short, which reduces internal fluid friction between molecules. As the oil heats up, the springs stretch and bump into each other, increasing fluid friction and viscosity. This allows the oil to perform like an SAE 5W at startup and an SAE 50 at operating temperature.

Like anything, viscosity modifiers come in a range of qualities, and low-quality viscosity modifiers readily shear. Once they shear, it's like cutting the springs in half. While they still contract and stretch as designed, they cannot stretch as long as before, reducing the oil's ability to return to the designed operating viscosity and protect against wear.

The key is to formulate oil using the highest-quality synthetic base oil possible, which reduces reliance on viscosity modifiers. High-quality synthetic base oils, like those we use

Signature Series Fights Viscosity Breakdown
AMSOIL fights viscosity breakdown **better than the competition**,^o providing superior protection of pistons, cams and bearings.



^oBased upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30, Schaeffer's Supreme 9000 5W-30, Lucas Synthetic 5W-30, Valvoline Conventional Daily Protection 5W-30, Pennzoil 5W-30 and AMSOIL Signature Series 5W-30 in the Kurt Orbahn test. Oils purchased on 05/03/18. All trademarks names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, expressed or implied, is made by their use.

in AMSOIL Signature Series Synthetic Motor Oil, naturally flow well at startup because they don't contain waxes that thicken in the cold. We also use only the highest-quality additives, which results in more resistance to shear and better viscosity control. Combine that with the highest quality viscosity modifiers, and the result is an exceptionally strong product that resists shear and controls viscosity.

In fact, the proof is shown in the graph. In the industry-standard Kurt Orbahn Test, which measures viscosity loss, Signature Series outperformed the competition for better protection of pistons, cams and bearings.

If you or your customers own one of today's advanced muscle cars, upgrade engine protection to AMSOIL to ensure their high-powered engines receive the protection they need.

DEALER TRAINING AND CERTIFICATION: WHAT YOU NEED TO KNOW

The next generation of Dealer Basic Training is here. We address some frequently asked questions.

How Does Dealer Basic Training Work?

New training is video-based and designed to fit your schedule. There are four training modules:

- **Customer Basic Training** – Introduces Dealers to AMSOIL, explains how to prospect for and register online/catalog customers and Preferred Customers (P.C.s), shows how to use the Dealer Zone and more. It's a prerequisite to the other three modules.
- **Sponsor Basic Training** – Explains your responsibilities as a sponsoring Dealer, shows how to prospect for and register other Dealers, identifies key tools for sponsors and more.
- **Retail Basic Training** – Explains how to find and register retail accounts, reviews the Retail Program, talks about the sales process and more.
- **Commercial Basic Training** – Explains how to find and register commercial accounts, conveys commercial benefits, highlights commercial markets to focus on and more.

How does this affect Dealer Certification?

Co-op and Locator Certification levels are discontinued. Beginning Sept. 1, 2021, there will be four available certifications: Customer Certified, Sponsor Certified, Retail Certified and Commercial Certified.

*ACTIVITY REQUIREMENTS

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

How do I become eligible to receive co-op support?

To receive co-op support, new Dealers must only complete Customer Basic Training.

How do I appear on the AMSOIL Locator?

To appear on the AMSOIL Locator at AMSOIL.com/AMSOIL.ca you must be Customer Certified.

How do I become Customer Certified?

To become Customer Certified you must complete Customer Basic Training and meet the activity requirements.*

How do I receive assigned customers from AMSOIL?

To be eligible to receive assigned online/catalog customers or Preferred Customers you must be Customer Certified. To be assigned Dealers, retail accounts or commercial accounts you must be Sponsor, Retail or Commercial Certified, respectively.

How do I become Sponsor Certified?

Complete Sponsor Basic Training, be Customer Certified and have at least one personally sponsored Dealer. You must also live within 100 miles (161 km) of any new Dealer you are assigned.

How do I become Retail Certified?

Complete Retail Basic Training, be Customer Certified and have at least one personally registered retail account. You must also live within 100 miles (161 km) of any new retail account you are assigned.

How do I become Commercial Certified?

Complete Commercial Basic Training, be Customer Certified and have at least one personally registered commercial account. You must also live within 100 miles (161 km) of any new commercial account you are assigned.

What if I'm already Customer Certified?

As long as you continue meeting the activity requirements, you'll continue being Customer Certified, just like before. If you want to become eligible to receive assigned Dealers and accounts, however, you'll need to complete the requisite training.

THE NEXT50

Commitment • Collaboration • Success

Part of our strategy to strengthen the Dealer opportunity for the next 50 years is to reduce complexity and increase professionalism, and introducing convenient, mobile-friendly training is one way to help us achieve this goal.



Will Basic Training be required for new Dealers?

Yes, effective Sept. 1, 2021 new Dealers will be able to sell to family, friends, online/catalog customers and Preferred Customers without restriction, but they will have to take the relevant Basic Training course before they can register new Dealers, retail accounts or commercial accounts.

Do existing Dealers have to take the training?

No, but you are encouraged to do so. You should know what your new Dealers are going to experience, and it might serve as a nice refresher for you.

Why is AMSOIL making the training required?

We want to ensure new Dealers are well-armed with the knowledge required to succeed. We also want to set clear expectations for professionalism. Boosting the knowledge and professionalism of Dealers will increase their chances for success, boost the AMSOIL brand and strengthen the Dealer opportunity for the next 50 years.

What if I'm a new Dealer, but I complete Dealer Certification before Sept. 1?

You still need to meet the ongoing customer-registration requirements* to remain Customer Certified. You do not need to complete the Customer Basic Training course again.

How do I get started?

Log in to the Dealer Zone (my.AMSOIL.com) and select the AU Online icon. Choose Dealer Basic Training and start working on the Customer Basic Training module.



AMSOIL SYNTHETIC GEAR LUBES:

Advanced Protection and Sales Opportunities

Although vehicles continue advancing to produce more horsepower, torque and towing capacity, the gears and bearings responsible for converting this increased power into wheel rotation have remained largely unchanged. In some vehicles, the volume of gear lube available to cool and protect has also been reduced to improve fuel economy and reduce drag. Synthetic gear lubes are increasingly relied upon to meet these higher demands, and they present Dealers with great sales opportunities.

Increased Wear Resistance

Differential designs come with inherent suffering points. In a traditional automotive differential, the input pinion gear concentrates intense pressure on the ring gear, forcing it to turn the side and spider gears. As all the gear teeth mesh, they slide against one another repeatedly, separated only by a microscopic film of lubricant. The constant stress the lubricant film bears can shear lesser gear lubes, causing permanent viscosity loss. Once sheared, the fluid film weakens, ruptures and allows metal-to-metal contact, leading to increased friction, accelerated wear and eventual gear and bearing failure.

It's here that synthetics prove their worth. Conventional lubes formulated with viscosity index (VI) improvers shear more readily under stress. AMSOIL synthetic gear lubes, however, maintain viscosity better than conventional and other synthetic gear lubes despite rigorous use and contain advanced anti-wear additives for further protection.

Temperature Extremes

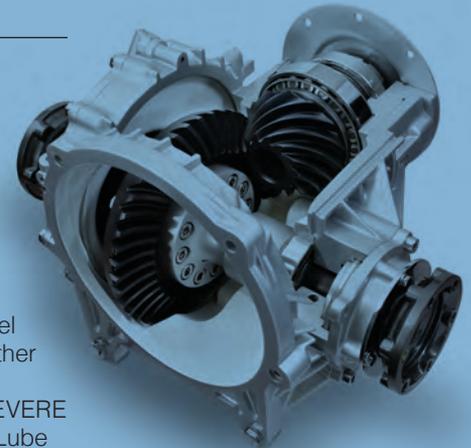
Differentials have always run hot, but increases in power and torque coupled with reduced fluid volume and reduced airflow due to improvements in vehicle aerodynamics only worsen the problem. As temperatures in the differential climb, conventional gear lubes tend to lose viscosity. Extreme loads and pressures can break the lubricant film, causing increased metal-to-metal contact and heat. This increased friction and heat cause the lubricant to lose even more viscosity, further increasing friction and heat. This friction/heat cycle continues spiraling upward in a vicious cycle known as thermal runaway, which eventually leads to higher wear and irreparable equipment damage.

Conventional gear lubes also tend to leave behind deposits that coat gears and bearings, inhibiting heat transfer and shortening their life spans. What's more, they tend to thicken and increase internal drag and reduce fuel economy.

AMSOIL synthetic gear lubes, however, are engineered in a lab and contain only uniform molecules less prone to volatilizing at high temperatures. By design, they resist breakdown from

high heat to provide better cooling and protection against acids and carbon/varnish formation.

Their wax-free construction also improves cold-flow properties, improving fuel economy and cold-weather shifting. As the graph at right shows, AMSOIL SEVERE GEAR® Synthetic Gear Lube delivers 20 percent more cold-temperature protection than required by the industry standard.



Extreme-Pressure Additives

Many drivers operate under severe-service conditions without even knowing it. Towing, hauling, steep-hill driving, commercial use, plowing, racing, off-road use, rapid acceleration, frequent stop-and-go operation and high ambient temperatures all can place even greater stress on gears and bearings. The sliding motion and pressure on gears can wipe the lubricant away, particularly in spiral-cut hypoid gears. AMSOIL SEVERE GEAR contains extreme-pressure (EP) additives that form a durable iron sulfide barrier on gear and bearing surfaces to guard against metal-to-metal contact and defend against pitting and scoring in even the harshest driving conditions.

| | Normal Service | Severe Service |
|-------------------------------------|---|---|
| Cars, SUVs, Light Trucks | Drain at 100,000 miles (160,934 km) of service or according to the owner's manual, whichever is longer | Drain at 50,000 miles (80,467 km) of service or according to the owner's manual, whichever is longer |
| Heavy-Duty Class 8 Line Haul | Follow the OEM drain interval (miles or hours) for synthetic oil up to 250,000 miles (402,336 km) or three years, whichever comes first. | |
| Vocational/Delivery | Follow the OEM drain interval (miles or hours) for synthetic oil up to 120,000 miles (193,121 km) or three years, whichever comes first. | |
| Heavy-Duty Off-Road | Follow the OEM drain interval (miles or hours) for synthetic oil up to 100,000 miles or two years, whichever comes first. | |



Extended Drain Intervals

Following the original equipment manufacturer (OEM)-recommended differential drain interval using the OEM-recommended fluid can get very expensive. Plus, the synthetic gear lubes recommended by OEMs are often more costly themselves. AMSOIL SEVERE GEAR® is recommended for 50,000 miles (80,467 km) in severe service. The extended-drain capabilities and superior performance and protection of AMSOIL synthetic gear lubes make them a prime choice for customers looking to add to their bottom line.

AMSOIL SYNTHETIC GEAR LUBES

SEVERE GEAR 100% Synthetic Extreme-Pressure (EP) Gear Lube

- Formulated for the severe operating conditions of today's pick-up trucks, SUVs, heavy equipment and other hard-working vehicles
- Advanced protection against wear, even with up to 15 percent water contamination¹
- Controls thermal runaway
- Protects against rust and corrosion
- Helps reduce operating temperatures
- Maximum efficiency
- Long oil, seal & equipment life
- Flexible easy-pack for clean, fast installation

SEVERE GEAR SAE 250

- Premium-grade, extreme-pressure gear lube engineered specifically for high-load demands
- Shear stable in extreme temperatures
- Provides cushion between metal surfaces that absorbs impact to prevent pitting, scoring and wear
- Excellent for severe racing applications subject to shock loading, steep angles, high pinions, G-forces and lubricant sling-off

75W-90 Long Life Synthetic Gear Lube

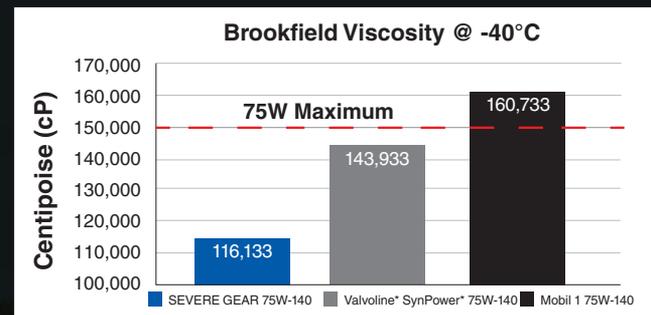
- Specifically engineered for 500,000-mile (805,000-km) service life in over-the-road trucks
- High-load gear and bearing protection
- Protection against rust and corrosion
- Better cold-weather shifting
- Improved efficiency
- Improved seal life

Dealer Action Plan

- Keep your customers informed about the importance of differential maintenance and recommend gear oil changes. AMSOIL SEVERE GEAR Synthetic Gear Lube is multi-functional and formulated for the applications your customers use every day.
- Follow the vehicle owner's manual recommendations for initial (break-in) gear oil change. Consult the AMSOIL product guides to find the proper viscosity.
- Bring SEVERE GEAR easy-pack samples to sales calls to help gain prospects' attention. Use the videos on our YouTube channel (youtube.com/amsoilinc) to demonstrate its ease of use and durability.

Some gear lubes fail to meet basic low-temperature requirements.

Mobil 1* 75W-140 Gear Oil, for example, failed to meet the requirements of the industry standard.[§] AMSOIL SEVERE GEAR, on the other hand, delivers **20% more** cold-temperature protection than the standard requires.



[§]Based upon results of samples of Mobil 1 75W-140 and Valvoline SynPower 75W-140 purchased in 2018 and tested in ASTM D2983 by an independent testing facility in May 2018. Samples sent blind to eliminate bias.

Focus on Fuel Problems to Enhance Marine Sales

Ethanol is always a hot-button topic in the marine market. A quick YouTube search reveals dozens of videos about its negative effects on outboard-motor fuel systems, including cracked fuel lines and deposits that can cause the engine to quit running. Meanwhile, unstabilized fuel that has fouled the carburetor or fuel system also poses problems for anglers and other marine enthusiasts. Fortunately, AMSOIL fuel additives offer proven answers, providing a great conversation starter when servicing marine customers and prospects this season.

Why add ethanol to gasoline?

Ethanol is an alcohol fuel that's derived from plant materials, such as corn, barley or wheat. It's mixed with gasoline at different ratios (E10, E15 or E85) to produce the fuel you buy at the pump.

Years ago, formulators added lead to gasoline to boost octane and help prevent engine knock, which can damage the engine. However, lead poisons catalytic converters and harms the environment, so it was replaced by methyl tert-butyl ether (MTBE) until it, too, was shown to damage the environment if leaked or spilled. Today, ethanol has replaced MTBE as a more environmentally friendly means of boosting octane.

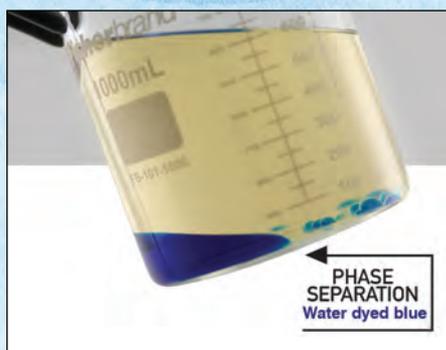
Ethanol's downside

Because it's an alcohol, ethanol can...

- Degrade rubber and plastic fuel hoses and carburetor components
- Cause gaskets and fuel lines to harden, crack and leak
- Corrode aluminum and brass fuel-system components and form white, flaky residue that clogs fuel passages

The problem becomes worse the longer the fuel sits, which can be months in a marine motor during seasonal storage.

During that time, the fuel can absorb moisture since ethanol has an affinity for water. That's why ethanol-related problems are so common in marine applications. Water can break the molecular bond between gasoline and ethanol, causing the water/ethanol mixture to separate from the gasoline and fall to the bottom of the tank. This is known as "phase separation," and you can see an example in the image.



Problems due to phase separation

Phase separation causes a number of problems.

1. The engine can draw the ethanol/water mixture into the carburetor or injectors, leading to a lean-burn situation that can increase heat and damage the engine.
2. The gasoline left behind no longer offers adequate resistance to engine knock since the ethanol that provides the increased octane the engine needs has separated from the gasoline.
3. If the boat sits unused, the water/ethanol mixture can slowly corrode aluminum and brass fuel-system components, not to mention rubber and plastic fuel lines and gaskets. Eventually those components fail and require replacement.

Prevention is the best solution

Although some fuel additives on the market claim to reverse the effects of phase separation, there's no way to re-integrate gasoline and ethanol once they've separated. Instead, it's best to prevent it. One solution is to use non-oxygenated, ethanol-free gas in marine motors. It costs a little more, but it eliminates problems associated with ethanol.

Another solution is to treat every tank of fuel and container of gas with AMSOIL Quickshot® (AQS). It helps keep water molecules dispersed in the fuel to prevent phase separation. It also cleans varnish, gums and insoluble debris while stabilizing fuel during short-term storage up to six months.

Always stabilize gasoline

To ensure marine motors start up in the spring and run properly, it's vital to stabilize the gas. Over time, gasoline changes, leaving behind gums, varnish and other solids that foul the fuel system and prevent gas from flowing into the combustion chamber. In severe cases, gasoline can change so dramatically that it no longer ignites. Anglers and boaters are left with motors that start hard, if at all, and run poorly.

AMSOIL Gasoline Stabilizer (AST) offers a solution. It fights oxidation, varnish and corrosion for up to 12 months to keep fuel systems clean and properly working.

AMSOIL fuel additives are excellent door-openers for prospects and add-on products for existing customers. Ask your prospects and customers if they've had ethanol issues or problems due to bad gasoline. Provide Quickshot and Gasoline Stabilizer as solutions. And don't forget our full line of marine products. For more market insights, check out the Marine Products Dealer Sales Brief in the Dealer Zone (Learning Center>Dealer Sales Briefs).

Four-Stroke Marine Oil

- Excellent wear protection
- Protects against corrosion
- NMMA FC-W Catalyst Compatible



Formulated specifically for Mercury* motors, like the popular Verado,* that specify synthetic-blend oil. Because Mercury is the market leader and most Mercury owners won't stray from these guidelines, we developed 25W-40 Synthetic-Blend Marine Engine Oil to help you reach these customers.

Two-Stroke Marine Oil

Lower-Unit Gear Lube



- Excels in normal and lean factory settings
- Maximizes engine life
- Low aquatic toxicity

PERFECT FOR RETAIL ACCOUNTS

- Protects against rust and wear
- Helps control engine deposits
- Ideal for direct-injection outboard motors

- Helps improve throttle response
- Reduces smoke
- Premium protection at 100:1 mix ratio

EASY-PACK REDUCES MESS & HASSLE

- Delivers advanced outboard protection against power loss and gear wear, even with up to 15 percent water contamination^v
- Helps prevent rust and corrosion

Fuel Additives



- Cleans fuel systems
- Addresses ethanol-related performance issues
- Stabilizes fuel up to six months

- Helps keep fuel from deteriorating
- Protects against varnish and gum buildup
- Fights ethanol corrosion
- Stabilizes fuel up to 12 months

AMSOIL Fights Corrosion

AMSOIL provides corrosion protection Sea Foam[®] Motor Treatment can't match, helping maintain power and performance and keeping metal looking like new even when subjected to salt water.^x



^xBased upon independent testing of AMSOIL Gasoline Stabilizer obtained Nov. 8, 2018 and Sea Foam Motor Treatment purchased Oct. 25, 2018 in a modified NACE TM0172 using synthetic sea water per ASTM D665 part B.

Pristine Ford* Flex* Tops 350,000 Miles With AMSOIL

Tom Weiland of Richfield, Minn. has a broken oil pan to thank for his loyalty to AMSOIL products.

Weiland's father grew up on a farm, and one of his jobs was driving a diesel truck out in the fields. "They used AMSOIL in their trucks, and one day he ran over something in the field that knocked off the oil pan," Weiland said. "And he drove the thing – a big, heavy-duty truck – all the way back to the plant with no oil." Even after driving 20 miles without the oil pan, the engine was still running. Weiland was sold on AMSOIL protection.

"The engine has been fine; absolutely perfect."

AMSOIL tested in city driving conditions

Today, he uses AMSOIL Signature Series 5W-20 Synthetic Motor Oil (ALM) in his 2014 Ford Flex, which recently hit 350,000 miles (563,000 km). Weiland's primary job as a mechanical engineer and secondary gig as a Lyft* driver require him to drive about 75,000 miles (120,700 km) annually in the Twin Cities metro area of Minneapolis/St. Paul. "This year because of COVID, they have me working from home, so I've been driving for Lyft more to stay busy, and it's more like 100,000 miles (160,900 km)," he said.

After using another oil for the first few oil changes when the car was new, Weiland switched to AMSOIL synthetic motor oil and hasn't looked back. The engine hasn't required any repairs to anything the oil touches. "The engine has been fine; absolutely perfect," he said.

Signature Series keeps engine 'ridiculously clean'

A recent water-pump-seal failure caused Weiland to visit his mechanic at Leighton's Garage of Eden Prairie, Minn. When he opened the front of the engine to access the water pump, what he saw surprised him. "He took pictures to show me and said, 'This thing is ridiculously clean,'" said Weiland.

As the images show, the 3.5L six-cylinder engine contains virtually no deposits despite 350,000 miles (563,000 km) of severe-service city driving. The valvetrain area is clean and appears in excellent condition.

Timing chain still like new

The engine was in such good shape that Weiland and his mechanic debated whether to change the timing chain. "Generally, any time you open up the engine like that, you replace the timing chain due to the labor involved," said Weiland. "We ended up doing that, but we talked about it for a while because, if you look at the chain up close, it looks brand new."

Weiland sometimes talks about the performance of AMSOIL products and his car's impressive mileage with his Lyft riders. "They can't believe it when I tell them. They think it has 70,000-80,000 miles (112,600-128,700 km) on

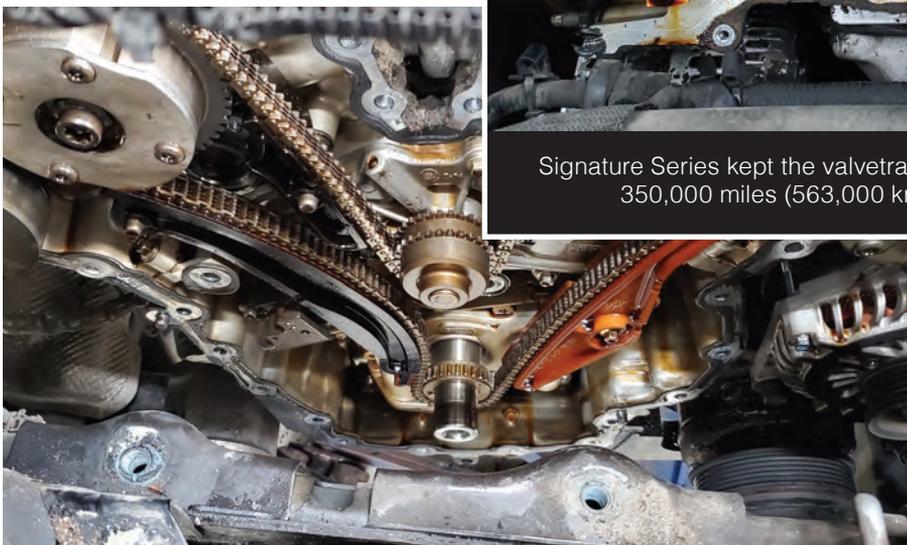


it because I keep it perfectly spotless. But I say, 'Look for yourself; there's the odometer.'"

This is Weiland's fifth car and he's always used AMSOIL synthetic motor oil with great results. "It idles great; it starts up every time. It doesn't sound like it's not brand new. It's not loud or raspy or anything," he said. "I'm really happy with the product; I'll keep on using it."



Signature Series kept the valvetrain area **clean and deposit-free** despite 350,000 miles (563,000 km) of severe-service city driving.



Weiland and his mechanic discussed whether to change the timing chain despite the high miles since it **looked brand-new**.



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.



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



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



Tom & Sheila Shalin
Georgia
5-STAR REGENCY PLATINUM DIRECT JOBBERS
THIRD
Total Organization
THIRD
Personal Group Sales
FIFTH
New Qualified Customers
NINTH
New Customer Sales



Kent & Trudy Whiteman
Utah
7-STAR REGENCY PLATINUM DIRECT JOBBERS
SEVENTH
Total Organization
FOURTH
Personal Group Sales
SECOND
New Qualified Customers
FIRST
New Customer Sales



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



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



Payton Zierolf
Wyoming
1-STAR REGENCY PLATINUM DIRECT JOBBER
TENTH
Personal Group Sales
FIRST
Commercial Account Sales



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



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



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



Victor Usas
Ontario
DIRECT JOBBER
SECOND
Retail Account Sales



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



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



Douglas Huculak
Saskatchewan
REGENCY GOLD DIRECT JOBBER
NINTH
Retail Account Sales



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



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



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



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



Vijay Parany
British Columbia
2-STAR REGENCY PLATINUM DIRECT JOBBER
TENTH
 Total Organization



Daniel & Judy Watson
Florida
2-STAR REGENCY PLATINUM DIRECT JOBBERS
SEVENTH
 Personal Group Sales
SIXTH
 Retail Account Sales



David B. Richardson
Ohio
EXECUTIVE DIRECT JOBBER
EIGHTH
 Personal Group Sales
SECOND
 Commercial Account Sales



Merv Nolt
Ohio
DIRECT JOBBER
FIFTH
 Commercial Account Sales



James Allen
Ohio
REGENCY GOLD DIRECT JOBBER
SIXTH
 Commercial Account Sales



Roy & Raimunda Wileman
Florida
DEALERS
EIGHTH
 Commercial Account Sales



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



David G. Douglas
Michigan
MASTER DIRECT JOBBER
FIFTH
 Retail Account Sales



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



Justin Peszko
Virginia
REGENCY GOLD DIRECT JOBBER
FIRST
 New Qualified Customers
SIXTH
 New Customer Sales



Eben Rockmaker
Nevada
REGENCY SILVER DIRECT JOBBER
FOURTH
 New Qualified Customers
SEVENTH
 New Customer Sales



Don & Mary Smith
Iowa
REGENCY DIRECT JOBBERS
SIXTH
 New Qualified Customers



MONTHLY LEADERS

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



Ashley Carte
Ohio
1-STAR REGENCY PLATINUM DIRECT JOBBER
SEVENTH
New Qualified Customers
THIRD
New Customer Sales



Nathan & Lindsey Peszko
Virginia
DIRECT DEALERS
EIGHTH
New Qualified Customers



Michael J. Mathe
Tennessee
REGENCY PLATINUM DIRECT JOBBER
NINTH
New Qualified Customers
TENTH
New Customer Sales



Steffan T. Peszko
North Carolina
PREMIER DIRECT JOBBER
TENTH
New Qualified Customers



Larry L. Crider
Texas
EXECUTIVE DIRECT JOBBER
FOURTH
New Customer Sales



Eric & Valerie Johnson
Virginia
REGENCY SILVER DIRECT JOBBERS
FIFTH
New Customer Sales



Will Mangan
Pennsylvania
REGENCY SILVER DIRECT JOBBER
EIGHTH
New Customer Sales



HIGHER LEVELS OF RECOGNITION



Matthew & Kerry Haugen
Wisconsin
EXECUTIVE DIRECT JOBBERS



Aaron Gauthier
Maine
PREMIER DIRECT JOBBER



Kevin Payne
Kentucky
DIRECT JOBBER
Sponsor:
Tiffany McDonald
Direct Jobber:
Tiffany McDonald



Rhett Robinson
Arizona
DIRECT DEALER
Sponsor:
Tiffany McDonald
Direct Jobber:
Tiffany McDonald

NEW AMSOIL ATV/UTV OIL CHANGE KITS FOR CAN-AM VEHICLES NOW AVAILABLE

New ATV/UTV Oil Change Kits for Can-Am* vehicles (CK1, CK2, CK3) provide the ideal combination of AMSOIL protection and convenience for owners of most Can-Am ATVs and UTVs. Use the Product Guides at AMSOIL.com and AMSOIL.ca to find the right kit for you and your customers. Order today to ensure you're ready for riding season.

Why Formula 4-Stroke® Powersports 0W-40 Synthetic Motor Oil?

In its owner's manuals, Can-Am recommends 5W-40 synthetic-blend oil for "general-purpose" use. However, it recommends additional viscosities depending on ambient conditions. For example, enthusiasts can opt for 0W-40 in cold temperatures for faster start-up protection, or 10W-50 in warm temperatures for increased resistance to heat. Because AMSOIL

Formula 4-Stroke Powersports 0W-40 delivers exceptional all-weather protection, it's the lone viscosity we offer in our Can-Am Oil Change Kits. Its premium synthetic base oils and 0W rating mean it flows quickly in cold weather for excellent startup protection. In hot conditions, it resists oxidation and forms a durable lubricating film to deliver excellent wear protection. It delivers the best of both worlds all season long.

Perfect for retailers

Notify your customers of the availability of these new kits. Use their introduction as an opportunity to call on your current retail accounts to start a conversation that could lead to a sale. For more market insights, see the ATV/UTV Products Dealer Sales Brief in the Dealer Zone under the Learning Center tab.



- 4 quarts of Formula 4-Stroke® Powersports 0W-40 Synthetic Motor Oil
- Oil filter
- O-ring & washers

APPLICATIONS

- Maverick* X3



- 2.5 quarts of Formula 4-Stroke Powersports 0W-40 Synthetic Motor Oil
- Oil filter
- O-ring & washers

APPLICATIONS

- Outlander* 500-1000 • Renegade* 500-1000 • Commander* 800-1000
- Defender* HD8 & HD10 • Maverick 800-1000 • Traxter* HD8 & HD10



- 3.5 quarts of Formula 4-Stroke Powersports 0W-40 Synthetic Motor Oil
- Oil filter
- O-ring & washers

APPLICATIONS

- Defender HD5 • Outlander 400-450
- Traxter HD5

To find the correct AMSOIL ATV/UTV Oil Change Kit for your ATV or UTV, consult the ATV and UTV Product Guides at AMSOIL.com/guides.



April Close-Out

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

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Friday, April 2 for Good Friday.

Price Adjustment Effective May 1

We are implementing a minimal price adjustment in the U.S. and Canada effective May 1. Commissions will also be adjusted.

Why are We Adjusting Prices?

All costs are on the rise. Our competitors have all issued multiple price increases to their distributors due to the rising costs of additives, base oils, steel, plastics and freight. While we are working hard for you and our customers to keep pricing down, we are forced to adjust prices to keep up with rising costs. As always, these adjustments are made as minimal as possible and with a sharp eye on our position within the market. We expect affected products to increase by an average of 3 percent, with some products increasing slightly less and others increasing slightly more.

Accessing Updated Pricing

Updated pricing information is available in the Pricing Lookup in the Dealer and Account Zones. To access pricing effective May 1, select a product type in the menu, then select "Future Pricing." The AMSOIL Wholesale Price List (G3500, G8500) and catalogs (Factory-Direct [G100, G300], Automotive [G3549, G3550], Powersports & Racing [G3511, G3512], Commercial Program [G3469, G3474], Retail Program [G3520, G3521]) will be available with updated pricing in April. Watch the Dealer Zone for announcements of availability. We will notify your retail and commercial accounts of the price adjustment and include a Wholesale Price List in the April *Service Line*. We encourage you to follow up with them in person as well.

AMSOIL EA15K50 Oil Filter Temporarily Not Recommended for Select Ram* and GM* Applications

We are no longer recommending the AMSOIL EA15K50 Oil Filter for 2007-2013 GM vehicles with the 5.3L engine and 2013-current Ram vehicles with the 5.7L or 6.4L engine. There is



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

Supreme Probiotics (ALPB)

Healthy digestion is essential to good health, impacting how your body processes the nutrients it receives and its immune system response. Probiotics play an important role in the function of a healthy digestive system by supplying it with the "good" bacteria necessary to achieving optimal gut health. ALTRUM Supreme Probiotics are formulated to promote healthy digestion, delivering 25 billion CFU per dose through 10 clinically validated probiotic bacterial strains.

In addition to a healthy diet and exercise, support your digestive system with ALTRUM Supreme Probiotics.

| Supreme Probiotics | | | | | |
|--------------------|-------|-------------|---------------|--------------|-----------|
| Stock # | Units | Pkg./Size | Comm. Credits | Dealer Price | P.C Price |
| ALPB | EA | (1) 50-ct. | 33.92 | 35.65 | 37.45 |
| ALPB | CA | (12) 50-ct. | 407.04 | 407.04 | 427.80 |

**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

no cause for alarm if you or one of your customers is using the EA15K50 Filter with one of the listed vehicles; we are acting out of an abundance of caution. We have sold thousands of AMSOIL EA15K50 Oil Filters to customers with one of the GM or Ram engines listed above. A very small percentage of those customers have reported gauges or check-engine lights indicating slightly lower than normal oil pressure.

Our industry-leading high-efficiency media removes more particles of smaller sizes than most competing filters to better prevent engine wear. In the GM and Ram applications listed, the EA15K50 Filter is capturing a large number of deposits and reaching its

holding capacity before the end of its recommended service life in a small number of instances. This can result in reduced flow and overall oil pressure, but in no way harms the engine. AMSOIL Oil Filters include a bypass relief valve to ensure appropriate oil volume is always delivered to critical components.

Rather than cause some customers unnecessary concern, we are recommending the WIX 57060 or Donaldson P550794 in place of the EA15K50 in 2007-2013 GM 5.3L engines and 2013-current Ram 5.7L and 6.4L engines. They are high-quality filters, but will not capture as many small particles as the AMSOIL

Oil Filter does, and they are designed for shorter service intervals.

Watch the Dealer Zone for updates. If you have questions, contact Technical Services at tech@AMSOIL.com or (715) 399-TECH. Answers to some frequently asked questions are included in the Dealer Zone announcement (Centerlines>Corporate Announcements).

Complete New Dealer Basic Training

Our latest investment in the Dealer opportunity is now available – Dealer Basic Training. It provides the knowledge you need to effectively sell our products and programs, boosting your revenue.

Intuitive and easy to use

Training is divided into four modules:

- Customer Basic Training (Prerequisite)
- Sponsor Basic Training
- Retail Basic Training
- Commercial Basic Training

Complete Customer Basic Training first, which includes the foundational info needed to build a Dealership. Then complete the remaining three modules in any order you prefer.

Mobile-friendly

Each module is made up of several short videos and a knowledge check. A module takes less than an hour to complete. Work on training anytime, anywhere on your device.

Get started now

Dealer training is a great way to help new Dealers start strong while providing an excellent refresher for existing Dealers. Log in to the Dealer Zone (my.AMSOIL.com) now and click the AU Online icon to get started.

Beware of Ordering Scams

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

- Unusually large orders or unusual product selection
- Email domain name doesn't match the legitimate company's website address
- Names on the account, credit card or shipping address don't match
- Multiple orders with different shipping addresses

- Multiple payment methods used or offered
- "New" businesses with no online presence
- Price isn't an issue and registering as a customer is too inconvenient
- Caller ID is different than phone number used on account
- Speed is important
- Unusual shipping locations, including trucking company depots, storage facilities, vacant buildings, apartments and package-forwarding services
- Retail businesses (resellers) that aren't concerned about paying sales taxes

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

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

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

Dealer Agreement Now Part of Dealership Renewal Process

AMSOIL Dealer Policies and Procedures and some state laws require us to maintain a record of an annual Independent Dealer Agreement with each Dealer. To make the process of

maintaining annual Dealer Agreements as smooth as possible, the Dealer Agreement will soon be implemented as part of the Dealership renewal process.

Instead of having all Dealers submit a new agreement each November, we've made significant technology changes to enable Dealers to complete the Dealer Agreement each year in the month their Dealership is due to be renewed. Here's how it will work:

- Dealers who are required to pay a renewal fee (annual payment plan or expiring multi-year payment plan) will be prompted to submit a new Dealer Agreement through DocuSign when they submit payment for their renewal. We will provide 60 days' advanced notice when it is time to renew.
- Dealers who have signed up for automatic payment of the renewal fee will receive a new Dealer Agreement via DocuSign 60 days prior to the scheduled automatic payment date. Dealers who fail to sign a new annual agreement prior to the scheduled automatic payment date will not be renewed.
- Dealers with a multi-year payment plan that is not set to expire will receive a new Dealer Agreement 60 days prior to the month in which their payment plan would expire if Dealer fees were due. Agreements must be signed and returned by the last day of that month in order to maintain active status.
- Dealers who prepaid for a lifetime payment plan will continue receiving a new Dealer Agreement each September and will need to submit it by Nov. 1 to maintain active status.
- Dealers without an active email address on file will receive their annual Dealer Agreement by U.S. Mail.
- To facilitate signing the Dealer Agreement at the time of renewal, all renewals must now be done online; renewal by telephone is no longer an option.

What if I already submitted a Dealer Agreement this year?

You will still need to submit a new agreement for the upcoming year. This will get your Dealership renewal and annual Dealer Agreement in sync moving forward. For questions about the AMSOIL Dealer Agreement, email dealeragreements@AMSOIL.com or call 800-777-7094.



Jamie Prochnow | RETAIL PROGRAM MANAGER

Help retailers place an effective first order

The ideal initial order differs depending on business type.

“Luck is when preparation meets opportunity” – Roman philosopher Seneca.

This is one of my favorite quotes. Sometimes, we think successful people just got lucky. It’s easy to think the successful Dealers highlighted in this magazine just happened to get in on the ground floor or stumble into a couple really good accounts. The truth is, a deep desire to understand our products, programs and the markets we serve influences successful AMSOIL Dealers. It’s this type of constant learning, organization and planning (better known as *preparation*) that produces success in the face of opportunity.

We work hard to create tools to prepare Dealers for success, like new Dealer Basic Training in AU Online, but it’s up to you to take advantage of them and be prepared.

Encourage retailers to place a first order that includes the correct products for their business type. As a reminder, we classify retail accounts as **installers, retail stores** or **powersports dealerships**. Dealers often ask what each business type should stock, so we did some research to develop these guidelines.

Let’s look at installers first. An installer’s primary business (80 percent or more) is installing AMSOIL products as part of a service, like an oil change. Think of an auto garage or quick lube. Installers carry a limited number of oil brands and are sensitive to price. They also want to see their customers regularly to provide other services. For this reason, we recommend OE Synthetic Motor Oil. Synthetic European Motor Oil is also a

great fit. An ideal first order includes...

- 3 cases OE 5W-30 (OEF)
- 3 cases OE 0W-20 (OEZ)
- 1 case OE 5W-20 (OEM)
- 1 case European 5W-40 (EFM)

Now, let’s look at a good first order for a retail store. These customers purchase AMSOIL products to sell directly to their customers. Your local auto parts store is a good example. They carry several brands and are primarily concerned with good margins and fast inventory turns. As the synthetic oil market has exploded, it’s become muddled with a lot of different products of varying degrees of performance. Complicating matters, most auto parts stores sell their own oil brand. With shelves getting crowded, they’re looking for a top-end synthetic that stands out from the crowd and doesn’t compete with their house brand. The best choice is both gasoline and diesel AMSOIL Signature Series Synthetic Motor Oil.

- 2 cases 5W-30 (ASL)
- 1 case 0W-20 (ASM)
- 1 case 5W-20 (ALM)
- 1 case (gallons) 15W-40 diesel (DME)

Lastly, we have powersports dealerships. This is the most diverse category. Powersports dealerships can sell a broad spectrum of products, but it’s best to build a first order depending on season and the dealership’s area of emphasis, like ATV/UTV, motorcycle, marine or snowmobile products. Most of these businesses also sell and service powersports equipment, meaning we face competition from original equipment manufacturer (OEM) products. AMSOIL stands out as the best option for enthusiasts who want

to get the most out of their equipment. Here are some good first orders for powersports dealerships that focus on these markets:

Motorcycle

- 2 cases 20W-50 V-Twin (MCV)
- 1 case 10W-40 Metric (MCF)
- 3 V-Twin Kits
- 1 case Motorcycle Octane Boost (MOB)

ATV/UTV

- 2 cases 10W-40 (AUV40)
- 1 case 5W-50 (AUV50)
- 3 Polaris* ATV/UTV Kits (PK1)
- 3 Can-Am* ATV/UTV Kits (CK2)
- 1 case Trans/Diff fluid (AUDTPK)

Marine

- 1 case HP Marine® quarts (HPMQT)
- 2 cases HP Marine gallons (HPM1G)
- 1 case 25W-40 Marine (WCM)
- 1 case 10W-40 Marine (WCF)

Snowmobile

- 1 case INTERCEPTOR® quarts (AITQT)
- 2 cases INTERCEPTOR gallons (AIT1G)
- 1 case 0W-40 Formula 4-Stroke® (AFF)
- 2 cases Quickshot® (AQS)

These first-order guidelines help answer the first question the customer will ask after agreeing to sell AMSOIL: “What should I purchase?” You still need to listen to your customer and identify their unique needs. Make sure they also purchase enough to qualify for free shipping (\$350 U.S./\$450 Can.). If you set them up for success by recommending and stocking the right products, they’ll return to the well for more. As always, happy selling.

Big Protection for Smaller Diesel Vehicles

New AMSOIL 100% Synthetic Diesel Oil provides outstanding protection, performance and fuel economy for smaller American diesel pickups, vans, cars and SUVs. **It delivers up to 6X better wear protection than required by a leading industry standard.¹**

- Outstanding protection during heavy use and abuse and in extreme temperatures
- Helps extend engine life and reduce maintenance costs and downtime
- Helps maintain power and fuel efficiency for superior engine performance
- Outstanding turbocharger and emissions-system protection
- Superior engine cleanliness
- Minimizes oil consumption
- Meets or exceeds the latest specifications for smaller diesel vehicles

Applications

Use in diesel pickups, vans, cars and SUVs that require any of the following specifications:

0W-20 (DP020): GM dexosD

5W-30 (DP530): GM dexosD, dexos2; Chrysler MS-11106; Ford WSS-M2C214-B1; ACEA C3

Not for use in applications that require an API CK-4 (or prior) specification.

¹Based on third-party testing in the OM646LA cam wear test using 0W-20 as worst-case representation.





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Published 12 times annually

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Main Street Oil

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Lannon, Wisconsin, 53046

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